



January 20, 2018

Dear Friends of Hillandale Golf Course,

As I sit looking out the golf shop windows at a snow laden golf course I thought I would give everyone an update on the happenings of Hillandale Golf Course (HGC) in 2017.

As you are by now aware, charitable outreach is an important part of our business model. When we say charitable outreach, it is not meant to describe the charitable golf tournaments we have here at HGC where a fee is paid to use the course, but rather those things we do that are of our own resources and time. Our H.E.A.R.T.S. Club has stretched its arms even wider helping families with car repairs, health insurance premiums, parties for the children at HGC, picnics at HGC and on the 5200-unit, family reunions, house payments and the list goes on. Each year HGC provides use of the golf course at no charge for the annual H.E.A.R.T.S. Club fundraiser held every June where nearly \$20,000.00 is raised! Sadly, Leukemia and other blood and marrow diseases have no prejudice as they prey on anyone. But seeing a child experience this disease and looking into their mother's eyes, well, it changes one's perspectives and for HGC it has affected our entire staff. The "Big Red" golf cart that on occasion goes around the course has a H.E.A.R.T.S. Club family within it. If you see it, please be patient with them, just give a wave and yell YaaaWooo! Thanks to you we have been able to give these deserving families a bit of respite. Your compassion and interest in these children and their families is incredible and as I have said many times, we have the best customers any business could be blessed to have. Thank you for your business and sharing your compassion.

Here at HGC we are extremely proud of our military. Our Patriot Golf Week supporting the Folds of Honor Foundation has again raised over \$15,000.00 for the families of our fallen and gravely wounded. This foundation ensures the children of these families will have access to a higher level of education embracing its purpose by honoring our fallen and wounded by educating their legacy. Every year over Labor Day Weekend you can visit our Fairway of Honor on our 18th hole where 192 names of our state's fallen are listed since Operation Iraqi Freedom began. There are two names listed from the Durham community denoted by stars. Over Memorial Day, Veterans Day and Labor Day we offer to our military veterans and active duty personnel a special rate of \$20.00 and do you know what happened? Two of our customers, a husband and wife, called and asked to buy 5 rounds to be given to the next five individuals involved with the military that walked in the shop. We were so moved by their generosity we decided to match their donation giving instead of 5 but rather 10 free rounds of golf to our community's finest. This act of kindness has now created a new policy for us and each of those holiday's we give out over 100 free rounds of golf to our veterans and active duty personnel.

Once again, thanks to you!

The Special Olympics, Swing Pals and The First Tee of the Triangle utilize HGC at zero cost. For us to be a part of organizations that embrace children, to include those children who are at risk is an honor. We firmly believe that if a community embraces its youth, all of its youth, the greater outcome is a stronger place we call home.

Rounds of golf for the golf course are on the rise. Our revenues are slightly increasing and the activity to your facility has increased. Our food and beverage operation had over 4,000 more visits to the counter than last year! If you haven't experienced Luna's food you are missing out on the best burritos and tacos in the Triangle!

Lastly, I want to outwardly thank our incredible staff or as we like to refer to them as, our HGC family. Our mission is always to provide you the friendliest experience we can while constantly working on ways to improve our products for your enjoyment. This year will be no different.

We appreciate not only you as our customer but respect that you have chosen HGC to be your place to enjoy all aspects of our wonderful game.

We look forward to seeing you at the course this year!

Karl Kimball, PGA
Director of Golf Operations
Past President Carolinas PGA
President H.E.A.R.T.S. Club