



Good morning ladies and gentlemen, this is my first chance to address our membership since I was elected president of the board. I'm mostly speaking for myself right now since we are still in the early stages of developing a board-wide strategy and set of objectives.

Since I was elected last year, I've felt that the number one objective of the board should be to listen to our members and develop the policy necessary to deliver the highest possible member satisfaction with your organization, Green Valley Rec. After all, you are both the owners and the customers of GVR. Our job is to provide the high value recreational, social and leisure education opportunities that enhance the quality of your lives. Value means excellent facilities and services at a very reasonable price. Overall, I believe we do a pretty good job here, but we can always do better.

According to the survey we just took, 70% of us believe we are getting good value for our GVR dues. That is a good number, but we can do better. Overall we rated our facilities and programs in the 75-92% range. That is very good but slightly less than our ratings 8 years ago. We need to understand why the trend is neutral or down and turn that around. You are quite happy with how well GVR provides recreational, social and educational opportunities – in the 80's and 90's percent positive. Good to hear because that is the heart of our business.

However, you are very unhappy with your board. Only 49% of you believe the board adequately represents you and is responsive to your needs. Even more troubling is that only 36% of you feel there is a free flow of information between the board and members, and only 29% feel you are given the opportunity to weigh in before major financial decisions are made. We must make improvements here.

You have elected a very strong board and we are dedicated to serving you. We have put together an ad hoc committee to analyze the survey and make recommendations on how we can improve. We will be conducting planning sessions to prioritize our goals and set objectives that can be passed down to our very capable staff. We will measure and report on our progress. We ask you to give us fair and open feedback.

One of the things I most appreciate about Green Valley is the caliber of its people. We live in a very bright, caring community. Most of us know that we have something very special here. Let's work together to make it the best that it can be.

About 40 folks have volunteered to work on our board committees. Thank you! Board chairmen will be getting back to you to see where you can best serve. We still need a few people willing to serve on the audit and nomination & elections committees. We will also need more volunteers to work on the survey committee, especially as we organize down to subcommittees that address specific areas. If you are willing to serve, please contact a board member or go to the website to submit an application.

Again, I thank you for my opportunity to serve. My focus will be your satisfaction with your GVR organization. With the capable help of my fellow board members, our goal will be to provide incredible value for your GVR investment. We are committed to living up to your expectations.