

**THE FAIRWAY CLUB**

March 23, 2020

Dear fellow Fairway Club members,

It is hard to believe that with everything going on around us, that you would be receiving this notice regarding the 2020 Fairway Club season. However, the season is already underway.

On March 10th thru the 13th, seventeen members converged on Naples, Florida to compete in the Fairway Club Southern Swing and a new Champion has emerged. Congratulations to Mike McDonald who won the event with a convincing three-day point total to take the honors of the winter major.

Our regular season is set to begin on May 20th at Chester Valley Country Club and the season will end on October 1st at Biderman Golf Club. It has been some time since we have visited these two venues and we will also be adding Gulf Mills Golf Club and Riverton Golf Club to our schedule. In addition to Sunnybrook Golf Club, we will round out the season with the legacy clubs of Aronimink CC, Rolling Green GC, Philadelphia Cricket Club CC, Saucon Valley CC and Huntingdon Valley CC.

We will also start the new season with a strong membership. I am pleased to welcome our newest member, Bill Bromley of Aronimink CC. Bill, you are now a member of one of the finest and most unique golf experiences in the region.

Of course, there is always a reality check in life. Please join me in offering our condolences to those we have lost in 2020. Long time member Walter Van Buren will be fondly remembered. We also mourn the loss of Joan McKeon. Joan was not only the wife of our longest and most cherished member, Ed, but also the mother of Ted and Mother-In-Law of Mike McDonald. Please keep their families in your thoughts and prayers.

With every new season comes challenges and initiatives. Throughout the regular season we will be working on the following:

* Under the guidance of our new Membership Chairman, Rich Kupersmith, we will be challenged with rebuilding our Member-In-Waiting category. This will be done strategically in order to target specific clubs where we have diminishing membership or no members. Also, we need to be sensitive to the legacy of the Fairway Club. Therefore, we will be focusing on younger members that will be capable and independent enough to participate in a high number of Fairway Club events.
* The average attendance per round in 2019 was low at twenty participants per outing. Eleven Active Members participated in four or less events. The average number of events per member was 5.2. The demographics of golf are changing and the outing requirements at our member clubs are becoming more and more complicated. If we continue to show up with minimal participation, many of the clubs may look at our fraternal outing as a losing venture. If this occurs, we may not be welcomed back the following year. My goal is to raise the average number of events per member to 7.0 and the average participation per event to 24.
* We will continue to strive for the four-hour round. Pace of play is everyone’s responsibility.

At this time, the Fairway Club will not take any extraordinary measures to deal with the COVID-19 mandates that are affecting our personal, business and social activities. Since our first outing does not occur until May 20th, we will continue to monitor the situation. The fate of our season depends on the progression of the virus and the public’s ability to return to a normal lifestyle.

I find it ironic that the founding of the Fairway Club followed one of the worst pandemic diseases in modern times, the Spanish Flu. While the population in the United States was recovering from its effects, our founders were plotting the framework for our club. And one hundred plus years later, we are faced with similar challenges. But this will pass, and our club will remain strong.

My hope is that you and your families remain healthy. I also hope that the economic impact of this virus is kind to your business and personal finances.

I look forward to seeing all of you when the season begins.

Very truly yours,

**THE FAIRWAY CLUB**



Ben Dutton

President