

Timberline Golf Club 'Membership'
Piece No. 3 – Letter #2 - Envelope should use same picture as Postcard #1
Envelope teaser copy: Completely Destroy Our Golf Course?

How you can use the enclosed golf tee

**What a Former PGA Tour Pro
Said When We Asked Him to *Completely*
Destroy Our Golf Course**

Dear Name,

As you might expect, first he asked 'why?'

We patiently explained our reasons, and he asked, 'when?' We told him we needed to start soon. After a few weeks we agreed on a bold plan, and he started to work.

Before long, new 'blueprints', 8 bulldozers and three-dozen skilled workers from his company arrived at Buxahatchee Country Club, our famous little 9-hole golf course located just 30 minutes south of Birmingham.

**An imposing new 18-hole golf course for
Central Alabama golfers, greeted with unanimous acclaim.**

We watched as they forever changed the old fairways and greens into **new** mounds of dirt. Then, it was all 'merged' with the additional land we purchased for the **new** golf course.

Slowly, it was all turned into dramatic new fairways, challenging new greens, and finally... an imposing new 18-hole golf course, greeted with unanimous acclaim.

Timberline Golf Club was born. The year was 2002. This is **our** story, and **your** opportunity.

Why should this be of interest to YOU?

For starters, you play golf, **and** you live in central Alabama. This story involves you, because *Timberline Golf Club* is *already* in **YOUR 'backyard.'** (*You'll want to visit us, no doubt, and we'll show you how, with an offer you'll want to jump at, in the next two pages.*)

But, let's get back to the former PGA pro. Wouldn't you like to know **who** he is?

If you have enough birthdays behind you, you likely remember the name Jerry Pate, an Alabama native. He is probably most famous for his dive into the lake next to the 18th green at the TPC Course at Sawgrass, in Florida.

This was a golfer and course designer who could create 'memorable' experiences.

Jerry had just won the 1982 Players Championship, being played **for the first time** on the diabolical new Pete Dye stadium course. What many forget is that during the awards ceremony, he **first** pushed Dye, and then, PGA Tour commissioner Deanne Beamon into that lake.

Then came Pate's memorable dive in after them. It became a moment golf fans would remember **for many** years.

Since his playing days on the Tour, Jerry went on to build **several** golf-related businesses, with *Jerry Pate Golf Design* being the best known.

When we learned that he had over 20 courses 'under his belt' as a designer (in 2000), and that **over half** of those courses had won awards, **we knew** he was a good match for what we wanted - ***Timberline Golf Club*** had to be a 'no-compromises' golf experience.

"I am proud to be a part of the golf course. You have to have a beautiful piece of land to make a course this great, and we found it in Calera, Alabama." **Jerry Pate**

**Our 'no-compromises' goal WAS achieved.
Timberline is golf and golf only.**

From the beginning, *Timberline* was designed to be golfer-friendly, but don't mistake that for meaning the course isn't without its challenges.

A par 71 that plays over 6,800 yards from the back tees, *Timberline* provides a challenge to both 'scratch' and 'more than scratch' players alike. You'll see.

Now YOU need to visit us.

We are conveniently located just off Interstate 65, 30 miles south of Birmingham. Call us to **schedule an appointment at 205-668-7888**. Ask for Linda Mann or Joe Kruse.

Kind regards,

Linda Mann
Director of Sales & Marketing

***P.S.** About that offer you'll want to 'jump at': When you call, **be sure to ask** me how to get a **FREE** round of golf for four, only at **Timberline Golf Club**, 'Alabama's Only True Golfers Club.' And bring that tee!*