



## CLUB TOPICS - JULY 14, 2022

This will be our first of many communications to keep everyone informed about a variety of Club topics. Our first news is, as of this morning, **Sugarmill Woods Country Club, Southern Woods Golf Club** and **Oak Village Bath and Tennis Club** has been sold to **Links Golf LLC**.

The new ownership will be led by me, **Scott Yates**, a 30-year PGA Member/Club Pro, and my wife, Penny Parks. I have served as the department head, head golf professional or general manager at 9 different golf properties ranging from high-end Naples based member-owned golf facilities to management-run semi-private courses in Ft Myers to a 36-hole individual-owned facility within a manufactured home community. My golf background of delivering superior customer service, leading high-performing teams, growing membership, creating marketing plans, and streamlining operations will be put to the test as I lead the efforts to create the best golf experience in Florida.

My wife, **Penny Parks**, is the Founder and President of [Links Financial LLC](#), which specializes in providing advisory services for businesses, ranging from helping to start, grow, finance, restructure and sell companies. Penny's team at Links Financial will bring the financial expertise, reporting and project management needed to complement my plan to achieve our desired success.

SCOTT YATES



PENNY PARKS



# What's the Plan?



Our desire is to bring these Clubs back to what the Membership originally signed up for: a first-class club experience in a safe and fun environment with amenities for which we can all be proud. Simply put, the properties need a complete make over.

There are immediate steps that we will take to begin this transformation and you should expect to see this immediately. This will include improving the condition of the courses, upgrading of the clubhouses' appearances, beginning with a thorough cleaning, and including new landscaping, flooring, and other interior design touches, and replacing antiquated accounting and point of sale procedures.

## Immediate Steps:

### Improving the condition of the courses

### Upgrading of the clubhouses' appearances

- Beginning with a thorough cleaning
- New landscaping
- Flooring, and other interior design touches
- Replacing antiquated accounting and point of sale procedures

# We want to hear from you!



## Focus Groups

Another key aspect of this turnaround process is to hear from you, our Members, so that you can help us assess and prioritize the needs. **Focus groups on three specific topics will be formed: Food & Beverage Operations, Membership and Golf Operations.** If you have an interest in sharing your thoughts and ideas, please respond to this email by telling us which topic and why, either Food & Beverage, Membership or Golf, you wish to discuss.

**Click this link to sign up:**  
<https://bit.ly/3O3QKHI>

We will reach out to those who have responded with the intention to begin holding meetings in July and August. If you are not selected for these initial Focus group discussions, we plan to have many others so stay tuned.

**Food &  
Beverage  
Operations**

**Membership**

**Golf  
Operations**

# Here we go!



This is sure to be an adventure as we have a long way to go but we are crazy ready to get started. We hope that all will enjoy the process and notice the changes every day. Thank you all in advance for your patience and remember, *"Rome wasn't built in a day."*

**Here we go...**



*Scott Yates*

**General Manager,**

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and Southern Woods Golf Club  
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