



THE MAC | EAST HILLS
ORCHARD HILLS

News Update

The MAC, East Hills, Orchard Hills
A Member of Saint Mary's Health Care Network
May 2011

Summer Splash Bash Open House



ORCHARD HILLS
SWIM & SPORTS CLUB

June 2 | 5 - 8 PM Dive in and save!

Enjoy a free grilled buffet, live entertainment, swimming and sun sports at the largest outdoor pool and recreation playground in Grand Rapids. While the big kids enjoy the giant slide, little ones can play in the zero depth toddler pool. Meet with our camp counselors and coaches to learn more about Orchard Hills summer camps. Plus, sample what's in store at EZ-Play Tennis, water games, basketball and Zumba demonstrations.



Have you added the Orchard Hills Pool to your membership? Super Members receive a discounted rate! Event day only, enjoy **\$10 OFF*** a one-week summer camp session.

Summer Camps Include:

- Basketball
- Dance
- EZ - Play Tennis
- Fun 'N Sun Youth
- Gymnastics
- Mini-Camps
- Swim
- West MI Tennis Academy and more

* Valid only on day of Open House event. Other restrictions may apply. See an OH representative for details.

Orchard Hills

115 Crahen Avenue NE • 224-8700

Visit us at:

www.OrchardHillsPool.com

Check out our new look at www.TheMAC-EastHills.com

Welcome Audra Gorby, Our New Finance Director!

Audra Gorby has joined our team as the Finance Director of MAC/EH/OH providing leadership to the Business Office and Printing/Publishing departments. Audra's experience includes 9 years with the Home & Building Association of Greater Grand Rapids as their Finance Director, and looks forward to working in a member based service organization again. Audra lives in Caledonia with her husband Brian and two teenage sons, Blake and Zane. Football and Wrestling seasons are a very busy time for them. Audra enjoys reading, photography, scrapbooking and spending time with her family.

Thank you! Thank you! Thank you!

We would like to thank those of you who took a few minutes from your busy day to fill out the member survey during the month of March. Most surveys were filled out online which is quicker for you and also saves paper. We are in the process of compiling the data and will be organizing this feedback by department, reviewing all of your comments and comparing this year's results those from last year. As you may recall, each of our departments set overall score achievement goals for this year's survey, based on the scores received in March of 2010. Thus, our managers are anxiously awaiting their information, and we hope to have a summary available to our members within about 6-8 weeks as well.

Don't forget that there will be a drawing for a flat-screen TV for all of you who graciously gave us your name when you took the survey. That drawing will be completed near the end of May. Again, thanks for your important feedback and please don't hesitate to contact me if you have any questions. ~ MJ Smith, VP SMHMC

Coming Soon: The MAC and East Hills Dues Blending

An article in our March issue of Fitness News introduced two important upcoming initiatives. Both of these initiatives are based on our need to serve our members better and blend a couple of lingering differences between The MAC and East Hills that no longer make sense from several perspectives. The first initiative is to blend the dues cost for club specific single, couple and family memberships between The MAC and East Hills. Along with this dues blend, we will also be implementing a nominal tennis court charge for all random play at The MAC.

In an effort to build understanding of both initiatives, please consider the following:

- The MAC and East Hills came together in 1999, eleven years ago, and have been run as one company since that time. The dues probably should have been blended then but for various reasons were not. In an effort to build consistent pricing, simplify our membership offerings and put historical differences behind us that do not make sense in today's world, we see the need to build our pricing structure for these basic memberships together, not separately.
- The differences in pricing for club specific single, couple and family memberships are confusing and difficult to justify for all members. We believe the experiences and services that are available at both clubs are similar in nature and quality, therefore having one price structure makes more sense.
- Our super membership product is growing significantly. This membership gives access to all three indoor clubs and makes the need for consistency that much greater. Creating a structure that will give super members a consistent experience across the clubs is important to the value of this membership type.
- The plan is for a small increase to the East Hills dues and a reduction to The MAC dues in order to ultimately come together. Exact dues pricing is being worked on and will be available in a few weeks.
- The court charge for random tennis play at The MAC will be nominal. We believe a charge will not only bring consistency but also eliminate some very problematic issues such as no-shows, guest tracking and inability for some groups to get courts during times of high volume. Also, since the tennis courts are a large part of our facility, we need to generate the income necessary to maintain these courts properly.

It is our goal to make sure our members know what is ahead and have a good understanding of our strategy. We believe that both of these initiatives will allow us to better serve all of our members with a business model that makes sense in our clubs today. We will have more specific information on the pricing, cost of courts and the time line for implementation in a couple of months. You will receive more communication on both of these processes in early July. Until then, please feel free to contact our sales manager, Mark Ondersma, for more information. I am also available for discussion of these initiatives.

Thank you for your continued support of our clubs. We truly appreciate your business.

Best Regards, MJ Smith, VP SMHMC