



MEMBER'S CLUB
GENEVA NATIONAL

January 31, 2025

Dear Geneva National Members,

First, I want to wish you all a healthy and happy 2025. As I transition into the Director of Membership role, I'm reflecting on the past few years at Geneva National. Not only am I grateful for the memories created and friendships established with so many of you, but I'm also excited to be an integral part of what defines Geneva National membership. With New Year's resolutions in full swing, we as your Membership team are evaluating what we can do to build on our strong, energetic, and involved community, and how we can continue creating exceptional experiences at every turn.

The past month, we have dedicated significant time to reviewing Member feedback, particularly with regard to creating a strong, consistent and welcoming restaurant and event experience. As you know, last year, we added two new leaders to our Food & Beverage team: Vice President of Food & Beverage Alexandra (Alex) Lesser and Culinary Director Jared Schulz, both of whom have received your recent feedback with gusto. Alex took more than 20 meetings with Members to discuss the past, present, and expected future of our offerings. As a result of your combined input, we've developed some immediate improvements.

Second, we've reintroduced Family To-Go Meals at Member Tap Room and Crafted Italia to provide an elevated takeout experience. We've also invested significantly to streamline our technology so that Lodge Geneva National amenities can be charged to your member account, and the offerings count toward your food minimums. Our Accounting, IT, Executive, and F&B teams have been dedicating weeks to training and integration so that you will have full access to enjoy and charge at Crafted Italia, Cabanas, Deck Bar, and bean + vine. This is scheduled for completion by February 11th and will be announced in the Monday Member email once it is officially complete. We have also ordered new Member Tap Room seating that is due to arrive before the golf season. As I continue to work with the F&B team and coordinate the creation of increased value at the Club, I will continue to make communication a top priority.

Additionally, we are focused on the 2025 event schedule, which was released last November. The Club events are one of my favorite projects, and I'm excited to play a part in creating dynamic and engaging holiday events, social parties, classes, and more. Many new faces have joined your ranks, drawn to the Member's Club simply by the quality and quantity of events available to Members. We have bar none the best 4th of July fireworks and festivities; a jolly Brunch with Santa with personalized gifts for each child; an upscale Mother's Day and Easter Brunch, and Member guest golf events with curated culinary experiences that rivals the golf. Add to that some of our recent winter social party successes, such as Jazz Night featuring Ms. Erica & the Sound Production and Comedy Night featuring Jay Harris, and you have some of the best entertainment in Lake Geneva. Sign up now for our next social party, Dinner & Magic Night featuring Glen Gerard, on February 8th!

We also featured Big Al Wetzel Duo along with five chef-choice burgers for the Membership to vote on their favorite for the menu. The new burger, the American Smash Burger, will be available on the Member Tap Room menu on February 5th for \$13. The coordination and effort that I see from our Events team is seamless, and I'm motivated to showcase a strong schedule because I am confident our staff will over-deliver.

To ensure continued engagement and a schedule that meets your expectations, I invite you to share your vision of future events by completing the Lifestyle Survey. For every member who completes the survey by February 15, 2025, I will buy you a drink from Crafted Italia that you can use at any time this year. We will share survey results and plans for future events in our March 2025 letter.

As always, thank you for your continued involvement and feedback. I can't wait to be your partner in creating another memorable season for our Membership.

Best,

A handwritten signature in black ink that reads "Jackson Bell". The signature is written in a cursive style with a prominent horizontal line above the first few letters.

Jackson Bell, Director of Membership
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