



Dear Members,

In an effort to serve you better and get information to you in a timely manner we will be e-mailing a bi-monthly newsletter Community Wide newsletter/communication. We believe over the past year we have gathered e-mail addresses from most of our Property Owners and Members. If you know of a Property Owner or Member that is not getting this newsletter, please let us know so we can take the appropriate actions to assure everyone is receiving the newsletter.

It has been a challenging and tumultuous decade, to say the least, for clubs and resorts of all sizes, types and locations. For many calling 2009 a tough year is an understatement. In fact, according to recent Golf Course Industry research, nearly 85 percent of golf course developments indicated they had their budgets slashed in 2009. Of those, nearly 90 percent indicated cuts came at the expense of personnel. Only golf course developments that are truly run like a responsible business, with balanced operating budgets, will be able to continue to retain and attract members amid today's economic realities. While economists have declared an end to this devastating recession, no one expects the road to recovery to be devoid of a few bumps and potholes.

StoneRidge is a community that relies on word of mouth advertising and strong relationships with our existing Property Owners and Members, clearly one of our greatest assets. We know that the #1 way to grow our community is by increasing Property Owner and Member satisfaction. Studies show that Property Owners and Members are very clear about what they are seeking from Developers and Employees when it comes to overall experience and satisfaction. We have had discussions with a number of Property Owners and Members in December and we would like to invite all of our Property Owners and Members to share thoughts and ideas with us. Your ideas and suggestions will make StoneRidge a better place to live and enjoy by all. We are looking to put together a well defined; "Here's where we are, and here's where we're going" plan, so we can unify the Developers vision with those of the existing Property Owners and Members. We plan on having monthly forums where all Property Owners and Members are invited to participate. These forums will be designed to get as much feed back from our Property owners and Members as we can. The forums are tentatively scheduled for the third Thursday of the month before the regularly scheduled SPOA board meetings and will be held in the event center. We are also looking to form committees of Property Owners and that can help formulate and implement these ideas, making this unification process

simple and seamless. If you are unable to attend these forums please e-mail Brad Hansen at brad@stoneridgeidaho.com or make an appointment to talk personally with him at 208.437.3148 x28

As things pertain to golf and travel, despite tough times we get to turn the page on the calendar and start a fresh, hopefully more optimistic year. The mood of the U.S. consumer is very optimistic if you compare it to this time last year. Most Americans are tired of gloom and doom and are looking for a release. We believe 2010 will be a decent year (especially when compared to 2009) for StoneRidge and other resort destinations. People will find ways to escape, even though trips will change in character. Excess is out and smart travel is in. StoneRidge has always offered real value to the travel hungry, but economically sensitive consumer. Business travel is always one of the first line items companies slash when the economy sours, and regrettably it's one of the last items restored once recovery begins. So although we believe outside play will increase our corporate retreat and tournament business most likely will be down. In our assessment of the year, we looked at all revenue sources associated with the golf and food and beverage operation and have identified several areas in which we can gain a better level of service and additional revenue simply by enforcing the existing rules and regulations already in place. We will notify you and ask your help in the compliance of these rules.

On the real estate side, StoneRidge will roll back pricing on all our land products in 2010 offering pricing and incentives that have not been seen for quite some time and may never be seen again. We will continue to offer a \$2000 dollar referral incentive to those of you who introduce us to friends and acquaintances that buy developer product. Please contact Joe Geach for the details at jgeach@stoneridgeidaho.com. Our Vineyards products will be in scarce supply this year with only three units left. There will never be a better time to buy than this year. Joe will be getting out a follow up email announcement with some of these details.

Despite tough times 2010 looms large in front of us. We look at these unprecedented times as an opportunity for our Property Owners and Members to help put StoneRidge on a path of success. Applying new knowledge in all areas of the development and golf course, we will be able to improve accountability and eliminate waste or wasteful efforts that use precious resources. Our goal as a management team is to work closer with Property Owners and Members and control cost where we can without damaging the level of service or activities we deliver to our Property Owners and Members and to protect our most valuable assets. Look for a follow up email with more details related to topics to be reviewed at our first Forum on Thursday, January 21st at 3:30 P.M.