



March 15, 2010

To all ERCC Members:

As you will recall, last April the Board of Governors adopted a trial program allowing denim attire to be worn in certain areas of ERCC for the 2009 season. After monitoring the trial program throughout the year, considering the impact of the policy on ERCC and reviewing the results of the recent survey of ERCC members, the Board has decided to extend the denim policy for 2010.

Therefore, for 2010, appropriate denim clothing will be allowed in the locker rooms, grill room, terrace room and while dining on the patio, except when prohibited for special events. If denim is not permitted at a special event, the flyer for such event will specifically so provide. In addition, the Board has elected to allow appropriate denim attire to be worn in the pool area this year.

Appropriate denim attire includes jeans/pants, jackets, proper length shorts, skirts/skorts, capris, and dresses or jumpers. Denim attire must fit properly, be free of rips, stains, excess wear and not expose undergarments.

ERCC does not allow cut-offs, overalls, baggy jeans, bleached or acid-washed denim at any time. Members and guests should use discretion when determining proper denim attire for ERCC.

Denim clothing is not permitted in the main dining room, on the golf course, practice facilities, pro shop or tennis courts. This applies to all members and guests, whether they are using the facilities or watching others use them.

The Board will continue to monitor the program during 2010, and the guidelines may be adjusted. Any changes will be available on the web site and posted in the clubhouse. In addition, the Board will review and reevaluate the policy at the end of 2010, and a decision will be made at that time for 2011 and beyond.

As with the initial adoption of this policy, we have carefully considered the opinion and welfare of all of our members in making this decision to extend the policy for another year. We would ask your continued cooperation, and welcome any comments or questions you have.

During the past year, several members expressed support of the denim policy only if it results in increased House revenues. As you can imagine, it is impossible to measure the effect of the policy on revenues, and the Board adopted the policy not just with the hopes of increasing revenues, but also in recognition of the changing nature of dining. Dining has become more casual over the years and denim has become accepted as proper dining attire. Almost all restaurants allow suitable denim, as have many country clubs. This change is reflected in the responses to the members' survey we sent out regarding the denim policy. A majority of the 149 respondents support allowing denim at ERCC. The Board will continue to monitor this policy to make sure ERCC continues to offer the dining experience we expect.

The survey also pointed out a few concerns members have with adherence to the ERCC dress code that I would like to highlight. Please remember that: (1) Everyone is expected to remove their hats when they enter the main dining room or the terrace room; (2) All males are expected to have their golf shirts tucked in when on the course or on any of the practice facilities; (3) The dress code applies to parents, grandparents and siblings who are watching others use the golfing facilities or waiting for someone to finish their use; and (4) The dress code applies to all guests, and each member is responsible for making sure his or her guest complies.

We have asked Tony and Nancy and their staffs to remind members and guests of the dress code when necessary, and we appreciate your cooperation and understanding as they help us enforce our dress code – please don't shoot the messenger!

As always, we appreciate your cooperation.

Thank You!

Michael A. Bars  
President