



The Westin | Mission Hills

EXPERIENCE TROON GOLF

To Whom It May Concern:

Jan. 2, 2009

Please accept this letter of reference associated with Bob Coffman, owner of Coffman Enterprises, Inc., the oldest & largest authorized dealer for the Caddy for the Hole Program. I have known Bob for over nearly 30 years. As the current Director of Golf at the Mission Hills Golf Resort in Ranch Mirage, CA. and previously at the Corte Bella Country Club in Arizona, I engaged Bob and his Caddy for the Hole Program with a high degree of success.

Bob runs a highly professional golf marketing company that has provided our guests with a 'value added' service on the golf course while generating both **additional revenue** for the golf course and additional funds to several charities in the area allowing our club to provide significant "Community Goodwill" without incurring any expense!

As we gear up for a new season in the desert we are looking forward to expanding our relationship with Bob and his marketing services and I would encourage any golf course that wants to: **Increase Revenue; Increase Rounds Played; Increase Events Booked; Increase Community Goodwill and Speed Up Play**, to give Bob and his firm serious consideration. As a high end golf resort property we have found this relationship meets of the needs of ALL parties involved!

Sincerely

Jon Vesper
Director of Golf
Mission Hills Golf Resort
Rancho Mirage, CA