



Trails Newsletter

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Cookie in Heaven

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Un-Retirement Party; 20th Anniversary

As you are probably aware, our Trails Racquet Club is for sale but hasn't been sold yet. For some interesting background information about the various negotiations, and why they all failed so far, see the top of the back page.

July also marks the 20th anniversary of the Buenner family's purchase of the Trails. Has it been two decades already? Seems like almost yesterday... Well, the youngest of Jan's children was born at Halifax Hospital in October of 2003, and she is in college now. Must have been 20 years indeed. What an amazing two decades it has been!

And let's not forget that the club's mascot dog and head of corporate security and bomb sniffing, Cookie, tragically passed away two years

ago from congestive heart failure after the Fourth of July fireworks. Cookie is sorely missed every single day. And Trails cat Goldie passed away 10 years ago.

All that said, it appears that Jan's retirement party was slightly premature. Maybe there should be an un-retirement party soon. In the meantime, let's celebrate 20 years at the Trails.



New Members

As is typical in the warm Florida summer, people try to stay out of the heat as much as possible. Thus – no new members at the Trails this

month. But we are thankful for everyone who plays their tennis at the Trails!

10% Discounted Dues – IN JULY ONLY!

The club still hasn't found a new owner yet, and that opens a small window of opportunity for price-conscious members. Want to save money on your dues? Take advantage of this limited time offer: prepay your membership dues through the end of this year and get 10% off. (Yes, Jan expects to still own the place by year end. And if he doesn't, your prepaid dues will get transferred to the new owner(s). You will not lose anything!) This offer is only good until July 31!

And while we are at it - if you are still using paper-based payment methods (i.e. checks), it would be highly appreciated if you could switch to some form of electronic payment (credit card, Venmo, Apple Pay, etc.) And if you want to make your life even easier, ask us to keep your payment form on file for future payments. No charge for this service. Worry-free living at the Trails – for those who want it!

Update On The Sale Of The Trails Racquet Club



The good news: there continues to be great interest in your club. It is a unique property, and people see that. Here is the story so far.

The first buyer candidate, and our favorite, was a female cash buyer out of the middle of the country. Even better, our price ideas were close. But not close enough, it turned out. An agreement couldn't be found, sadly. The second candidates, two teaching pros with incredible tennis resumes, offered a complicated deal. And their financial backers were non-tennis people in Asia. Their interest is solely in getting a good return on their investment. In other words: if the Trails land goes up in value, the club would probably be sold for the value of the real estate. Not our favorite vision for the future of the Trails. We ended the conversation with them, much to our chagrin. A third prospect wanted to lease the

club for good money but not buy it. That discussion ended quickly. Conversations with other prospects are ongoing as you read this.

As we continue to talk, two themes have been recurring:

1. The club needs to show profitability.
 2. The club needs to show it can operate without Jan.
- Efforts are on the way to address both. Price changes are gradually being implemented. While those are usually not very much appreciated, in this situation they should be welcomed. After all, if the club is profitable, its chances of survival are much higher. And staff changes have already been made. Starting in July, on most Fridays and Saturdays Dan and Mike respectively will welcome you to the club. Please treat them kindly. More changes are planned. You will hear about them in due course.

Update On Ormond Beachside Tennis Center



Something amazing recently happened at the Ormond Beachside Tennis Center (OBTC). The City's Leisure Services Advisory Board suggested to the City to apply for grant money from Volusia County's ECHO program (for Environmental, Cultural, Historical, and Outdoor Recreational purposes) to substantially upgrade the facility: build a new clubhouse, and install LED court lights, among other things. The City commission now needs to

approve this and submit it to the ECHO board. This could take a while.

How does this help the Trails, you ask? It doesn't. But we believe that more opportunities to play tennis will lead to more tennis players in general, not a shift to a newer facility. Plus, Trails members will continue to enjoy free access to OBTC as long as Jan manages both places.

Dear members of the Trails Racquet Club,

With changes to your Trails Racquet Club coming or not coming, let's celebrate the club for what it is: a nice, conveniently located tennis club with plenty of wonderful members. Happy Trails, and Happy Fourth Of July!

Jan Buenner & Team

