

July 2017

Dear Links Player,

Earlier this year, my wife and I landed upon our 30th wedding anniversary. She has always wanted to go to Alaska and cruise the glacier-lined waters, but this is not something you do in February. So we are going this month, and wow! will it take us out of our routine. We've never been on a cruise, and not since the days when I taught school in the 1990s have we taken a vacation this lengthy.

Though not so very long ago, life was far different in the 1990s. When you went on vacation, you didn't expect the world to follow you. That is, you weren't connected to email and apps and GPS. Funnier still, no one worried about this. If you received a postcard for your traveling friend, you figured they were fine. And since they often beat the postcard home, you already knew this anyway!

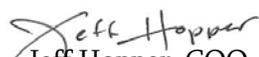
We can laugh about the differences between then and now in nearly everything we do. You probably remember with me when a misstruck pitching wedge could lead to the marvelous mystery of opening a golf ball to unwind its rubbery insides.

Other times, though, changes are unpredictable and uncomfortable. But live long enough and changes will come.

Over the past year, we have been working with our staff, board, and marketing experts to reevaluate nearly everything we do at Links Players. Hey, we're 36 years old—it's probably a good idea! We're not afraid that we're not doing things well, but we do wonder if there are ways to more strategically and more broadly reach our intended audience. If Jesus has called and positioned us to take the Good News of his death and resurrection and the life we can have in him to golfers, then we want to do this with fullest effect.

The process is beginning to move us toward new endeavors. This work is timely, as we continue to add staff who can reach golfers in their clubs. From town to town—and even across one town—those clubs can look very different. But in each place the commonality of camaraderie means that if we can reach two people with the gospel, then maybe we can reach four and eight and sixteen. Now we're talking!

As always, we thank you for participating with us in this amazing work. By and large, we are a generous country and there will always be people and organizations asking for you to pitch in. We hope at Links Players that you stand with us because you really share our mission: "As followers of Jesus, we change the conversation at our clubs." If that's your heart too, then you're our ideal partner.


Jeff Hopper, COO

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Bringing golfers together beyond the game