

August 1, 2008

James T. Rankin  
Street Address Here  
City, State Zip

Dear Mr. Rankin:

I am pleased to announce that 2009 Ponce de Leon Invitational has been set and will take place at La Quinta Resort and Club in La Quinta, California, beginning Thursday January 15, 2009, and ending Sunday January 18, 2009. Please consider this a kind invitation for you to participate in our 7<sup>th</sup> Annual PDL.

Chairman Emeritus Neil Thomson and I have deliberated for quite some time on whether or not this new venue would be able to accommodate our nationally-recognized and published Invitational. Simply put, it most definitely will. I can assure you that La Quinta Resort and Club will go to extreme ends to make our trip a total success.

La Quinta has five (5) golf courses at our disposal, and we are slated with preferred tee times to play at the top four (4):

- *PGA West Greg Norman*
- *PGA West Stadium*
- *PGA West Nicklaus Tournament*
- *La Quinta Resort Mountain*

The courses have recently undergone a \$8-million renovation and the Resort is under top flight new management as a Waldorf-Astoria property.

The Bob Hope Chrysler Classic will be hosted by Arnold Palmer and played January 19-25, 2009, at La Quinta. So we'll be there less than a week before the pros tee it up! Needless to say, all courses will be in magnificent condition and the Resort will be bustling with activity. La Quinta has many great dining and spa options, and we will certainly take advantage of what the California desert has to offer "off-campus" as well. We will be staying in casitas that house 2 people each. Our 8 casitas will be adjacent to each other, overlooking our private pool!

Please feel free to check out their website at [www.laquintaresort.com](http://www.laquintaresort.com) for your own interest. I also urge you to review an excellent travel feature written in Golf Digest about La Quinta, by our old friend, Matt Ginella: [www.golfdigest.com/courses/2008/03/awaygame\\_laquinta](http://www.golfdigest.com/courses/2008/03/awaygame_laquinta).

Of course the primary concern is cost. I know it's more difficult for most to get there coming from the East Coast, but I've already booked a flight on USAir from Atlanta to Palm Springs (PSP) for \$470 round trip. In addition, the cost per man this year totals \$1094.48 before food and drink. This price includes the 5 rounds and 4 nights lodging, that is customary for our event. This is about \$400 less than the Sea Island 2009 proposal. Please note that this lodging + golf cost is actually lower than our previous Scottsdale tournaments, which also required extensive travel.

The plan is for all to fly home on Monday January 19, 2009, which is the MLK Holiday. I recommend that you begin to look at flights and make every effort to get to La Quinta by

lunchtime on Thursday January 15 to take advantage of the 1:00pm practice round. The Opening Ceremony is scheduled for Thursday evening, and this promises to be a special ceremony. If anyone wants to fly out on Wednesday January 14, La Quinta can work with you on an individual basis to set up an extra night of lodging.

I would be remiss if I did not mention Sea Island. I apprised them of our decision to head for the desert this year, but was sure to give them every indication that the PDL will certainly return to the Lodge in the near future. Our relationship with them is untarnished, and in fact, one of their directors has a framed picture of the PDL Golf Digest Ambush in her office! I expressed our appreciation of our partnership with Sea Island and ensured that it will continue for years to come.

I look forward to receiving your response to this invitation to the storied California desert. The Ponce will continue to grow and evolve, and in 2009, our own "Rat Pack" of 16 will pay a special tribute to Bing Crosby's Clambake by competing at the La Quinta and PGA West tracks. Please let me know as soon as possible so that we can start forming teams, and inviting anyone else from the waiting list to round out our field. We will then be in touch with you regarding deposit information. Neil and I are in direct communication with the brass at the Resort, and we are very confident that La Quinta is going to partner with us to make this an incredibly special event. I am truly fired up to host the 2009 PDL at La Quinta Resort and Club and I look forward to speaking with everyone soon.

Sincerely,

Jeremy Bird  
Chairman, 2009 Ponce de Leon Invitational  
404.210.3700  
[jeremybird@bellsouth.net](mailto:jeremybird@bellsouth.net)