



New Master Association Website Goes Live: pgawest-ma.com

(The following message is the latest in an on-going series of e-mails from the PGA WEST Master Association Board of Directors, describing the Board's decisions, challenges and priorities. This message is being sent by Sarah Murr, Board Member and Communications Committee Chair.)

The new Master Association website is now launched and ready for your viewing!

This e-mail will provide an overview of the website, describe how it fits into our overall Communication Program, and tell you how to provide useful feedback.

Key Features of the Website

We designed the website for ease of navigation. The website is meant to be a helpful resource for the nearly 3,000 property owners who call PGA WEST home. It should help you learn about the Master Association -- and its leaders, committees, services, policies, governing documents, and financials.

The [new website](#) is meant to be one-stop shopping for all PGA WEST homeowners, a repository of information that should keep you up to date on our Board's actions and activities. It replaces our [former website](#), which will now be used exclusively for visitor management into the private residential areas of PGA WEST.

On the new website, you do not need a user name or password. In keeping with how our Board does business, the website is entirely open and transparent.

I encourage you to explore the website. Bookmark it, and check often for updated information.

The Website: a Strategic Element of Our Communication Policy

The website is a key element of our Board's commitment to sharing timely and accurate information with the entire PGA WEST community. The other key element of our Communication Program is our e-mail communication system.

All our communication efforts have a common theme: communication must be factual, objective and free of opinion. That's the mandate of the Master Association's Communication Policy, which our Board unanimously approved at its September 2014 meeting.

Several times each month, we'll provide news updates via e-mail. You will receive a Manager's Monthly Message from Cassie Gertz, our new Association Manager.

In addition, we'll update the website as new information of interest to homeowners becomes available. As an example, we will post Board minutes, once they are approved by the Board -- and post Committee minutes, once they are approved and signed by the Committee, and accepted by the Board.

You are receiving this e-mail because you are already on our mail list. If you want to receive our e-mails at additional addresses, just go to the bottom of the home page on our website where it says, "Sign up for our newsletter." Or, reply to this note and we will add new e-mail addresses for you.

Let Us Know What You Think

Communication is a two-way process. It's our duty to keep you informed. Your part is to let us know what you think of our website and our e-mails. Through this dialog, we can improve communications with PGA WEST homeowners.

We are convinced there's an appetite in the community for information, and we will do our best to let you know what's going on. An indication of this interest is our first two e-mails to you, sent Oct. 1 and 15. Our "open rate" -- how many of you are interested enough to read the e-blasts -- is now 64 percent. By comparison, the industry standard for non-profit associations, such as

ours, is about 20 percent.

You seem to care deeply about what the Master Association is doing to improve the PGA WEST community. Through communications -- and through our actions -- we hope to demonstrate to you that we are being responsible stewards of your monthly assessments.

Finally, you may hear this or that about what the Master Association is doing or planning to do. I urge you to treat the official Master Association sources of information (our e-mail and website) as the *only* accurate references for issues under the Master Association's purview.

Please let us know if you have feedback about our new communication program. We plan to do a survey later this year to make sure the website and e-mail communication are providing value for you.

Best regards,

Sarah Murr
Communication Chair
PGA WEST Master Association Board of Directors

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