



September 14, 2013
Sky Creek Ranch Golf Club, Keller, Texas
Sponsorship Opportunities Available
www.TexasShotgun.com

Immediate RSVP Requested – Reply TODAY to Reserve Your Place in Texas Shotgun Infamy - Limited Space Available

Strom Aviation is proud to announce that the 15th Annual Texas Shotgun Golf Tournament benefitting the Children's Medical Center (www.Childrens.com) will be slicing its way through the beautifully carved tree lined fairways of Sky Creek Ranch Golf Club on September 14th and perhaps the best part is that YOU are invited!

This is our second year at Sky Creek Ranch in Keller, Texas so be warned that if you are like me those towering trees with the limbs of a pissed off octopus will be nothing more than a forest of insignificant bonsai trees. Your snap hooked Titleist will inevitably sail over them leaving an approach shot that will require a Phil Mickelson-like touch to carry over 4 lanes of moving traffic as well as the very same trees that somehow now look like Sequoias just to get you back into play. All this while your team is watching, the cart girl is waiting and the Hooters girls are egging you on to drink some of our sponsored Miller Lite while a Keller bike cop is in the area writing some sort of citation for who knows what. But then again if you have played with us and are a Texas Shotgun Veteran you know this is par for the course and probably about the only par your group will get but you wouldn't have it any other way!

As a Shotgun invitation reading alum you have already heard it is always a great year to attend this FREE aviation industry charity golf event and that is a fact. But if you have not yet attended and experienced the Shotgun make this the year as we are in celebration mode. One of the things that really touches my heart, and I hope it also touches yours, is our partnership with the Children's Medical Center. Our relationship began in 2004 when we shanked our first tee shot together, and in addition to presenting a check to some local resident for his busted window we gave our first donation to Children's. This year marks the 100th anniversary of the Children's Medical Center and this got Jared and I thinking which typically leads to such timeless tournament classics as having a toilet on a tee-box or creating a contest where incredibly out-of-shape participants with questionable golfing abilities willingly sprint down a fairway with clubs and balls in hand. We knew that if a 15th anniversary was worthy of celebration, a

Centennial year anniversary was even more so and we were determined to step up our game for the occasion.

In honor of this year's Texas Shotgun we thought it would be appropriate and awesome if this could be the year where we present a check that when combined with previous donations would total or exceed \$100,000! So there it is, a goal to get us above \$100,000 and we need your help.

Think about that for a minute...100,000 dollars. That is a big number and it is so much more than just a number. We are talking about the lives that we have all already helped and perhaps even saved as a result of the aviation community's generosity. All it took was your personal commitment to attend and allowing us to wrangle some pocket change out of you at check-in or by having you create a team that only costs \$500, or better yet helping us shamelessly promote your company with some of the least expensive sponsorship packages in golf.

The 2013 Texas Shotgun Golf Tournament will be held on Saturday, September 14, 2013 at Sky Creek Ranch Golf Club in Keller, TX (www.skycreekranch.com) where we will have a shotgun start at 1:00 pm immediately followed by a high number of "bag drops" as we head off to our respective tee boxes. Dinner, awards and hopefully our largest check presentation to date will be given to Kyra Barnett of the Children's Medical Center with you to witness and experience it all.

As you know the party will continue and we have made arrangements with the DFW Marriott Solana, for a limited number of rooms at the Strom Aviation rate of \$99.00 per night. Click the following link to book your room today and take advantage of the special rate ([Strom Aviation Group Rate](#)) and keep it safe while we continue into the night telling tall tales about shots gone by!

We will again be holding an optional pre-tournament practice round on Friday, September 13th at a rate of \$50.00 per player, payable at check-in. This event will also be held at Sky Creek Ranch Golf Club with a shotgun start of 2:30 pm and we ask that you RSVP for this event as well. Come out and join us so you can scout the course, the generally weak competition and develop your strategy for pulling off a big win in 2013.

So do yourself a favor and check your calendar, get with your spouse, your date or perhaps your mom, whatever the case may be, and make sure there are no conflicts and respond with your acceptance to the great and honorable challenge of attending this year's 15th Annual Texas Shotgun. You really have nothing to lose but a couple dozen golf balls, a little golfing dignity which you have no right having in the first place and some brain cells you weren't using. By accepting you could even stop reading this long winded diatribe as an added benefit.

"Okay Marc and Jared I have read this far and although I am mildly irritated that I will never get this time back I do want to help but need just a little more details to push me over the edge. What are my options and before you answer make it less than a 4 page response!"

1. **Accept our Invitation by replying to this e-mail to confirm your spot.** Most likely you have been receiving this long winded invitation for several years (and for some 15 years!). If you are like most it took you a couple of years before you had the courage or the time to actually read one of these dang things. Upon finally finishing your first invitation you began thinking that the authors might actually be crazy but you decided to attend out of a curiosity similar to the kind

that has you staring at the road kill on the side of the road. Upon check in you threw in some money towards the cause not because you had to but quite frankly you knew that you needed the mulligans and secretly would have paid three times as much to erase all memories of some of those shots you would inevitably spray across the neighborhood. You had some beverages, recognized a bunch of aviation friends and made some new friends along the way and from that moment without even realizing it you became a certified Texas Shotgun Veteran.

2. **Put together a Team of Aviation Friends.** For just \$500 you can purchase a team of 4 players and eliminate the possibility of getting paired up with the likes of Jared and I as that is damn near the kiss of death in terms of winning anything! To date neither Jared or I have ever won in our separate pairings although we have had a blast, perhaps more than most. Actually Jared reminded me that I did win last place one year where we presented a “horse’s ass” trophy and let it be known we have never presented that award again due to what my therapist says, “is cruel and unnecessary golf harassment” ([click here to register your foursome](#)).
3. **Sponsor this event at whatever level you can.** More than likely your company has a specific budget for these kinds of events and if you sponsor one it might as well be ours. If you sponsor two aviation golf events a year may I suggest you just give us twice as much and be done with it!!!! After looking at the invitation you said, “I don’t have time for this BUT these guys seem pretty cool and they won’t give up and it is a great cause”. You can still help by forwarding the information to your community relations department so they could send us a nice item to raffle off to help the charity or you can help us get your company to sponsor. However you think we can get your company involved or best reach the right people let’s do it whether it means forwarding our e-mail, routing your people to our website at www.TexasShotgun.com or calling us.
4. **Make a Donation.** Golfing abilities and even attendance to this yearly event have nothing to do with your ability to write a check and no amount is too small or large. Over the years I have experienced countless blessings and surprises and one of them is the number of people sending checks to the Children’s Medical Center or writing a donation at check in. Not once did we ever ask for it but it means so much more than we will ever know. If this is something you would be able to do [make a donation by visiting our personal giving site by clicking here](#).
5. **Help us get the word out for the Texas Shotgun.** Hashtag, Tweet, LinkedIn, forward this e-mail or suggest our Texas Shotgun website in passing to others will help us a great deal. Do whatever it takes to help spread the word on this aviation charity tradition. If you have vendors with deep pockets that would benefit from the networking and could sponsor please call us. Or if you have an aviation colleague who you think would be an excellent addition to our esteemed group of aviation movers and shakers send us their contact information and we will see what we can do.

So there it is, you have officially survived the reading or more likely skimming of the 15th Annual Texas Shotgun Golf Invitation. As always we cannot do this without your help and generosity so please help us out in whatever way that you can. 15 years is a long time to be doing this but on behalf of all of us at

Strom Aviation and the Children's Medical Center you have helped transform what started as simply a party to a party with a cause.

Thank you for being a part of this aviation tradition and for allowing us to work in an industry that we love.



Yours in all things Texas Shotgun,

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*As always, if you have an aviation friend (or two) who would appreciate this industry charity event, has patience for generally bad golf, possesses wads of cash with a heart for the Children's Medical Center please call us or e-mail their contact information and we will personally reach out and invite them. If however you are receiving this yearly e-mail and while you enjoy the attempted witty banter you would like **to be removed from this correspondence please kindly reply to this e-mail with "remove" in the subject or body and we will take care of the rest immediately.***

We appreciate your support and partnership for the Texas Shotgun, an aviation golfing tradition benefitting Children's Medical Center made possible by an industry we all love.
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