



**September 27, 2014**  
**Indian Creek Golf Club, Carrollton, Texas**  
**[www.TexasShotgun.com](http://www.TexasShotgun.com)**

**Immediate RSVP Requested – Limited Space Available**  
**Sponsorship Opportunities Available**





Dear Jared,

Strom Aviation is proud to officially tee off the 16<sup>th</sup> Annual Aviation Texas Shotgun Golf Tournament benefitting the Children's Medical Center on Saturday, September 27<sup>th</sup> at Indian Creek Golf Course in Carrollton, Texas (just minutes from DFW Airport). Now make no mistake about it, what you are reading at this very moment is your personal invitation. Sure it looks longer than what you might expect for an aviation golf event but look at it this way, any host who spends this much time on crafting the invite must put on one heck of a show! Within this avalanche of words you will find all the details on how to participate in this storied event so please read on.

This annual aviation tradition is made possible by the generosity of the aviation community and while this event is free for you with no strings attached there are opportunities which we hope you will consider if not this year perhaps next year. We are so confident that you will enjoy this event and want to be a part of it that we will pay your way and we will even consider adding one of your aviation friends or colleagues particularly if they are a ringer and would consider playing on one of our teams! All you have to do is reply to this e-mail with your intent to play this year and we will take care of the rest.

If you want to take it to the next level the easiest way to help is to create your own foursome for just \$500 and maintain the illusion that you will drink from the coveted cup. Although that probably will not happen, what will definitely occur if you purchase a team is that Jared and I will not bring our double digit handicaps and serious issues to your team making it more probable you will come in dead last (click [here](#) to register a foursome). Some of you will be able to commit your company outright to a sponsorship or perhaps you are friends with the person who holds the purse strings or have incriminating pictures of said friend. Whatever the case may be for as little as \$750 your company can be an official sponsor, and we will shamelessly promote your business while giving you a tax deductible receipt and special recognition. It doesn't guaranty victory but we can all but promise you will receive the promotional value, and have a blast while at the end of the day make a real difference in the lives of Children. (Click [here](#) to learn about our sponsorship opportunities). Yes, we know if we asked you at the beginning of the year when you are budgeting your charitable dollars this would be much easier but like our golf game we should probably tee off with a 7 iron but you know that is not happening! Lastly, if you do not play golf or cannot make it you can also make a personal

donation through our website which will go straight to the Children's Medical Center and your tax deductible receipt will be sent to you ([Donation page](#)).

We get asked every year why we change course venues so we thought a brief explanation of how it happened might be informational while also get you thinking about what you might be getting yourself into.

Indian Creek Golf Course in Carrollton, Texas was selected as our tournament course this year and we want to assure you that this venue change had nothing to do with our aviation participants mastery of Sky Creek Ranch the past two years, nor did it have anything to do with a golf cart which probably still rests at the bottom of a 14 foot crevasse. The change didn't even come as a result of one of our guests mistakenly going into the women's bathroom only to have been interrupted while taking care of some much needed business. And it wasn't because someone tried to be David Copperfield and walk through a closed sliding glass door either. The decision was made by your illustrious Texas Shotgun Chairs; Jared Hatfield and Marc Hossack and truth be told, it was for very selfish reasons.

What ultimately tipped us over the split rail fence on this very important course selection decision was not the sponsor provided Vortex Miller Lites we were drinking or even the right to left breeze, but quite simply the course marketing material. It read like a Kindergarten popup book in its simplicity while its Disney like happy ending implied such an incredible level of ease that both of us were convinced we could play from the tips and all but be guaranteed birdies every hole. It was words and phrases in the literature like "large greens" and even "lush surroundings" which made the future round of golf sound more like a Caribbean golf oasis than the usual tension filled pressure cooker which is my golf game. It was the description of "generous fairways" which left me wondering not if my ball would roll towards the green, but how it would ultimately get there. As I re-read the material I thought it maybe it was the result of paid employees who would jump out from behind various bushes or hidden shrubs advancing my ball, but I had not ruled out the distinct possibility of a Disney moving in the making involving some kind of leprechaun that would carry the ball to the green. Of course the many accolades given by Golf Digest were impressive as were the many compliments and awards for the on-course cart staff making this a no brainer and the reason we ultimately stopped reading the contract and moved into signature mode.

Unfortunately the split rail fence we were seated on collapsed immediately after I completed the strange waving arc of my signature which more resembles the convoluted back swing of Charles Barkley than the last letter of my last name. The ink hadn't even dried when we saw almost by mistake the fine print which read, "Thousands of mature trees and steep faced bunkers". The last thing my golf game needs is thousands of vertical hazards with limbs let alone any kind of bunker forgetting what kind of face it has. Right then and there I stopped reading the fine print as I was already tearing up on account of the font size but also my realization that I would not be winning anything this year! If I had I kept reading, I just knew it would more resemble a horror movie as I would learn about the foliage no doubt having poison ivy on it. When these evil trees were not busy hypnotizing golfers they would be shooting

poisonous darts creating softball size welts which would attract the millions of mosquitos living around the 13 distinct bodies of water on the scorecard.

Well by that time it was too late and the contract was signed so 2014 will bring new challenges for the Texas Shotgun and we cannot wait to share them with you. We will have two years with Indian Creek to master the diabolical layout and I cannot think of anyone better to also take on these challenges but you. I will bring the bug spray and beach toys if you can bring a chain saw.

The 2014 Texas Shotgun Golf Tournament will be held on Saturday, September 27, 2014 at Indian Creek Golf Club in Carrollton, TX ([www.indiancreekgolfclub.com](http://www.indiancreekgolfclub.com)) where we will have a shotgun start at 1:30 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 Hilton Garden Inn Lewisville, for a limited number of rooms at the Strom Aviation rate of \$74.00 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 26<sup>th</sup> at a rate of \$50.00 per player, payable at check-in. This event will also be held at Indian Creek Golf Club in the afternoon 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 2014.

#### **Texas Shotgun To-Do List:**

1. Accept our invitation by replying to this e-mail with your confirmation to attend and then wait while we take care of the rest with less written words!
2. Create a team for just \$500 using the following link and reply with e-mail confirmation of your plans with the full contact information of each player from our aviation community ([Foursome Registration](#)).
3. Sponsor this event. Review the following link of options and feel free to call me to discuss further any other ideas you might have as we want this to work for you and your team. After determining the level of sponsorship send me an e-mail with your intent and any guests you would like to bring as golfers or perhaps volunteers to help a contest hole.
4. Make a Donation directly to Children's Medical Center through our website at [our fundraising site](#).
5. Help us get the word out for the Texas Shotgun. Facebook, Tweet, LinkedIn, forward this e-mail or suggest our Texas Shotgun website in passing to others as that 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 16<sup>th</sup> 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. 16 years is a long time to be doing this with really no improvement in golf skills to speak of whatsoever 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 into 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.  
Strom Aviation, P.O. Box 2097, Parker, CO 80134*