

# Need Some Inspiration? We've Got It!

**RECOGNITION IS IMPORTANT IN THE PRIVATE CLUB INDUSTRY...AND IT'S ALWAYS BEEN AT THE TOP OF BOARDROOM MAGAZINE'S LIST BECAUSE OF OUR FOCUS, COMMITMENT AND MANDATE TO EDUCATE AND INFORM BOARDS OF DIRECTORS AND GENERAL MANAGERS.**

It's what we do every BoardRoom issue.

For many years now BoardRoom has acknowledged the private club vendors who are best in their field – those people and companies providing sterling services, products and goods to clubs – with our annual BoardRoom Awards.

Now we're filling a gap...with our first annual selection of the 21 Private Club Presidents of the Year...people who inspire with vision. It's the club boards and presidents who have the vision, and who set the policy for general managers. And it's the GMs who must make the policy work on a daily basis.

In addition, Fernando Leal, president of Addison Reserve Country Club, Delray FL is our first Distinguished Private Club President of the Year, and a most deserving recipient.

Today with President Leal and CEO and general manager Michael McCarthy, Addison Reserve Country Club is a model to which many clubs can and do aspire.

Our congratulations go out to Leal and 20 other Club Presidents of the Year for their exceptional contributions to their home clubs, and that's the focus of our cover story. All 21 are mentioned in the story and we'll feature the remainder in later issues.



BoardRoom's contributors get it. "Bad" news continually swirls around us...we're inundated...swamped, no matter how it's perpetuated. BoardRoom's philosophy is to "educate...and to inform," so we offer private clubs some positive solutions.

This CMAA-conference issue is jam-packed with philosophies, ideas, information and innovations that any private club can plug into its arsenal. Take, for example, Dick O'Hallaron's final article on club governance.

We've had numerous queries over the past few months about O'Hallaron's four-part series on club governance. This final piece gets to the nub of the general manager's leadership; what clubs should consider when hiring a GM and just how the GM is the driving force behind a successful board of directors.

Dr. Bonnie Knutson, our people watcher, has five solid approaches to help you turn your members' penny-wise thinking to your advantage. These are tried and true methods that can easily be adopted in your club's operating plan.

And Henry DeLozier makes another point for these times. DeLozier stresses that membership retention, a club's relevance to members, collections and capital improvement should be among a club's priorities because thorough planning and disciplined management is critical for a club's success in today's economic climate.

And BoardRoom welcomes a new contributor. Frank Gore, recently retired executive vice president of membership and sales for Club Corp, tells us four distinct characteristics make up private club "quality." And perhaps the most



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significant, although sometimes we're hard pressed to find it, is that "intangible" quality. Fable or not, it's a rather enlightening tale, well worth the read!

Lee Hoke, three-time president of the Buckhorn Springs Golf and Country Club and an economics professor, Sykes College of Business, University of Tampa brings his economic sense to the table. In these times, how your board responds is dependent upon several factors. "The only think that seems certain in these uncertain time is uncertainty...but even the decision to do nothing is a decision with consequences," Hoke cautions.

These aren't stories of doom and gloom. Rather, they're poignant writings of people who know the private club industry well, offering boards and general managers realistic solutions today.

Private clubs are a \$10 billion a year business that has proven amazingly resilient. We know recovery of the world's economic conditions requires patience, time, fortitude, intelligent planning and disciplined governance and management. It can be done and the private club industry too, will come through the other side. In fact, tough times can be times of opportunities for private clubs as they begin to focus on the "next club generation."

We need only explore the opportunities! **BR**

*Got a comment? Drop us a note:  
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