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Kevin's Dream Comes True!

KEVIN CARROLL VENTURES THAT HE ALWAYS 'DREAMED OF BECOMING A CITY MANAGER AND BREAKING INTO POLITICS.'

Now 35 years after breaking into the private club industry, Carroll professes, "I'm at Loxahatchee, not just a gated community and club, but a small city of 285 residents with all the politics anyone could hope for. My dream of being a city manager is complete."

And so is another dream...being president of the CMAA. Carroll, elected president for 2011 at CMAA's recent World Conference in Orlando, FL is the focus of our BoardRoom's cover story this issue.

No need to speak of what the sluggish economy has done to private clubs during the past few years, and in Carroll's opinion, it's also had a somewhat deleterious effect on CMAA's membership. And that's become a major focus for Kevin during his term as president.

"We've had members who have hunkered down or laid low for the last few years," he explained. "We need to get them back on board and re-ignite their passion..."

He's set his goals for the coming year, and you can read more about what Kevin wants to accomplish in our cover story, on page 20.



The unveiling of BoardRoom Institute, spearheaded by BoardRoom CEO and publisher John Fornaro and Tarun Kapoor, the institute's dean of education, sparked interest at the World Conference.

BRI aims to be the resource of choice for private club boards, their directors, committees, committee chairs and others associated with private club governance.

General managers and board members alike nodded in agreement to the institute's mission: To help clubs operate efficiently by optimizing the relationship between the volunteers and the paid executives through collaborative governance.

Certification for clubs' boards of directors begins online in the very near future. Through certification, BoardRoom Institute is effectively showing private clubs how to operate with collaborative governance. Either John Fornaro or Tarun Kapoor can provide your club with more information.



And our *Trading Ideas* continues in BoardRoom this issue, with a focus on four clubs and what they've done for their members, or how they've increased their memberships.

You can take these valid, current ideas from Toronto's *Rosedale Golf and Country Club*, the *Peninsula Yacht Club*, just north of Charlotte, North Carolina, *Piedmont Club*, of Greenville, South Carolina and the *Yuma Golf and Country Club* in Yuma, AZ and plug them into your club's planning as ways to increase your membership's value, as well as your membership.

And if you've got some bright ideas other clubs can use, send them along and we'll pass them along.



And finally, we continue with our series on BoardRoom's top 21 presidents with stories on: *W.O. (Bill) Brazil III* of the Biltmore Forest Country Club, Asheville, NC; *Andrew Clark* of Thornhill Golf and Country Club, Thornhill, Ont. Canada and *Michael Cole* of the Waverley Country Club, Portland, Oregon. Congratulation to these outstanding club presidents. **BR**

Got a comment? Drop us a note: dave@boardroommagazine.com