

DAVE WHITE  
EDITOR, BOARDROOM

# A Reader's Potpourri

**WELL, AS ANOTHER YEAR SLOWLY EBBS AWAY, THE OPTIMISTS IN THE PRIVATE CLUB INDUSTRY KEEP PECKING AWAY WITH SUCCESSES HERE AND THERE, AND IN THIS ISSUE, SOME OF OUR CONTRIBUTORS CATALOGUE THESE SUCCESSES IN OUR 'STATE OF THE INDUSTRY' PACKAGE.**

It all starts with the cover story, featuring Pat Finlen, interim general manager at San Francisco's Olympic Club, but importantly this year, president of the Golf Course Superintendents Association of America.

Recently BoardRoom also featured PGA President Ted Bishop who suggested player development is the biggest issue facing the game today. Finlen strikes a somewhat similar position.

"Golf is no different than most other industries. It needs more customers and it needs those customers to purchase the product more frequently. That is a simple answer, but the solution is obviously more difficult or we would have turned the tide," Finlen explains.

Sustainability is labeled a 'buzzword, but in reality 'sustainability' is part of the issue. Yes, golf needs to have greater appeal to a wide audience, but as Finlen suggests, "quite simply we know the game cannot grow and survive if it does not strike a balance between the needs of the consumer/golfer, the environment and the needs of the business." Poignant words, and so true.



John Fornaro's Publisher's Perspective delves into a discussion with club general managers and others about 'older members', and what and how private clubs should be doing for these usually long time club members. There's a plethora of ideas thrown on the table not only by Fornaro, but also general managers and other club staff who 'tend' to these members every day. Like the adage goes, 'Seek new friends, but keep the old...one is silver, the other is gold.'

At the same time, contributor Nancy Levenburg hits upon another topic that's sure to be of interest to boards and their general managers. Every club in this country has its Baby Boomers (usually members), and Generation Y (now more likely to be staff members). So how do they co-exist?

In this gem, *How Baby Boomers and Gen Y Successfully Co-Exist in the Workplace*, there are tales to which we can all relate, but in typical Levenburg fashion, Nancy gives us all some solutions. It's an interesting must read piece.



This issue also features introductions to 2012's final four top presidents: *Jeanne Poorman*, president, Michigan Shores Club, Wilmette, IL; *Peter Ruggieri*, president, Valley Country Club, Warwick, RI; *Ivan Snyder*, president, Broken Sound Club, Boca Raton, FL; *David Townsend*, president, Hamilton Farm Golf Club, Gladstone, NJ.

Of course this sets the stage of the selection and announcement of *BoardRoom's Top 2013 Private Club Presidents* from around the world, in our January/February 2014 issue. We'll have detailed information about our Distinguished Club President and 20 others selected for their outstanding efforts with their private clubs.



Our "Excellence in Achievement" Awards are the only private club industry awards that recognize the clubs' business partners. And our *BoardRoom 2013 "Excellence in Achievement" Award* recipients receive their due in this issue, specifically for their achievements in 2013.

BoardRoom magazine's industry peers review and select these outstanding suppliers and consultants, representing various aspects of course and club operations.

Winners, each year, are selected for overall excellence, achievements, innovation, vision for future growth, and continued impact on private club operations in their respective fields. **BR**

Got a comment? Drop us a note:  
[dave@boardroommagazine.com](mailto:dave@boardroommagazine.com)