

# Need Inspiration? Here's Some for 2010!

**A YEAR AGO, BOARDROOM MAGAZINE, THROUGH AN INITIATIVE BY OUR PUBLISHER JOHN FORNARO, ANNOUNCED THE SELECTION OF THE 21 TOP PRIVATE CLUB PRESIDENTS FOR 2008.**

The nominations were far beyond anything anticipated, and the even greater number of nominations (over 400) for 2009 confirms that we've really hit a niche in the private club landscape that warrants recognition and merit.

It's undoubtedly for the reason suggested by one of our major supporters, Richard Kopplin of Kopplin & Kuebler. "We (Dick and partner Kurt Kuebler) say it's about time that these volunteer club presidents, who give generously of their personal time, receive some accolades for the work that they do to benefit their fellow club members." We agree.

Volunteer boards of directors and club presidents must set the tone and tenor for what happens at their club and it's this vision and mission that BoardRoom recognizes with the top club president awards.

It's the club boards and presidents who must have the vision and set policy for general managers, and it's the GMs who must make that policy (along with their own vision) work on a daily basis. Micromanagement be gone!

Additionally, with the Distinguished Private Club President of the Year, BoardRoom recognizes Richard Brodie, president of the Detroit Athletic Club as one particular club president who has inspired with a vision and command of what his club has needed to do in most trying times.

Our congratulations go out to Brodie and the 20 other Club Presidents of the Year for their exceptional contributions to their home clubs. The club presidents are the focus of our cover story this issue.



Our sincere appreciation goes out to our BoardRoom contributors who just "get it." They wipe "bad" news from their minds and from ours, perpetuating BoardRoom's philosophy of "educating...informing and providing positive solutions."

This CMAA-conference issue is no less, jam-packed with philosophies, opinions, ideas and innovations all aimed at giving club boards and general managers more ammunition in their recruiting and retaining forays, so members more fully understand the value of their private club membership in the "new" neighborhood of today.

This issue, we welcome two more feature contributors this year – Kathy O'Neal, senior vice president with ClubCorp and Susan Greene, general manager, the University Club of Orlando, FL.

O'Neal with her contribution – *Retention Matters* – looks at how recruitment and retention in extraordinary times requires extraordinary measures. O'Neal knows whereof she speaks because if anyone has been successful at recruitment and retention of club members, it's been ClubCorp. O'Neal explains how, during a time of attrition for many clubs, extraordinary efforts have enabled ClubCorp to gain unexpected momentum, something every club would love to experience.



DAVE WHITE  
EDITOR, BOARDROOM

Greene, in her column, *Sales Cents*, explains how a **Testament to Ten Minutes**, can lead to successful goal setting, action planning, and accountability and ultimately your club team's professional success as well as your personal success.

The successful experiences of O'Neal and Greene, who know the private club industry very well, translate into poignant and helpful initiatives for boards and club managers. They can be put into action. Right now!

As we're well aware, the social media revolution continues its unrelenting assault on us all...private clubs included. Our people watcher, Dr. Bonnie Knutson, enlightens us about social media...the cluster of online tools (media) that club members can use to share information, and if you don't think it's going to affect your club, think again. Bonnie's "tweet" is a must read, as is another story by Don Williams, who addresses what's called "Clubster", the world of social networking for private clubs and how it can be used as a primary method to target and communicate with members. Make no mistake, the online social revolution is becoming more mainstream and ultimately will affect your club.



Not every author manages to climb the Amazon's ranks of best sellers, but give

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credit where credit is due. *Private Clubs in America and Around the World*, a funny, irreverent and sarcastic exploration of the private club by Clive Endive Ogive IV, has managed to climb as high as 12,000 (out of around 6,000,000) in Amazon's online best-seller rankings, meaning it's a must-read for anyone in the private club industry. Every sale of this book results in a \$1 contribution to the CMAA's Club Foundation. It's a really funny, perceptive read that anyone in the private club industry will relate to very quickly. You might even see yourself! So get your copy at [www.CliveEndiveOgiveIV.com](http://www.CliveEndiveOgiveIV.com), Amazon.com or [DogEarPublishing.net](http://DogEarPublishing.net) **BR**

*My how we hate gremlins... in our November/December 2009 issue, we featured a technology story by Andrew Bulloch, a regional sales manager with IBS. We mistakenly identified him as being with Clubessential. Just to clarify Andrew is with IBS and not Clubessential. Our apologizes to both companies.*



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