

Jim Dunlap Joins The 'Team'



DAVE WHITE
EDITOR, BOARDROOM

THE MAGAZINE INDUSTRY IS LITTLE DIFFERENT THAN MANY OTHERS, INCLUDING THE PRIVATE CLUB INDUSTRY.

Magazines, like private clubs, are always seeking ways to better themselves...to make them more appealing to readers and the unsailable point, making them MORE appealing to MORE readers.

That's always been our endeavor at BoardRoom, and this issue we continue our improvement and renewal with the addition of several new sections, spearheaded by *contributing editor Jim Dunlap*, a veteran writer in the golf industry.

Jim, beginning with this issue, focuses on several vital areas – city clubs, yacht clubs, the resort industry itself, and an innovative 'Ideas' section aimed at giving boards, general managers and other private club staff immediate ideas...takeaways you can put into action right away.

We're as delighted to have Jim Dunlap with us as a contributing editor, as he is to join us.

"Having been involved in the golf industry for the past 12 years or so as an editor and writer for golf business magazines, I am pleased and flattered to be invited to join the staff of such a professionally done and highly regarded publication as The BoardRoom," Jim says.

"Beginning in this issue and hopefully going forward, I will endeavor to provide insight into ideas, programs or strategies in the private golf club, city club, yacht club and resort industries that could be of benefit to The BoardRoom's readers."

So if your club is doing something of interest to your private club peers, or you are aware of a topic worthy of sharing, please feel free to contact Jim Dunlap by phone or email at: (760) 212-3714 (mobile), (760) 633-3078 (home/office), jdgolfer@cox.net."

Look for Jim's 'stuff', you'll be glad you did!

And another point, our associate editor Heather Arias de Cordoba checks in each issue with the **Top 10 Ideas** for recruiting and retaining members. Got ideas for this one, contact Heather via email: heather@apcd.com



BoardRoom magazine's refined **Distinguished Club Program** kicks off with this issue (*see cover story on page 20*). Our mission: To help strengthen the private club industry by recognizing and rewarding the top 25 percent of clubs (*Distinguished Clubs*) and the top five percent (*Distinguished Emerald Clubs*) for their best practices relating to the club's **Member Experience**.

The program is related directly to the private club industry through a Membership and Criteria Committee comprised of

30 outstanding club and industry representatives from across the country. These committee members must nominate a club to begin the process.

The Distinguished Club Program is based on certain criteria, and the evaluation process focuses on a club's **Member Experience**, and a rating system quite different from any other. The private club industry will have the ability to identify top clubs based on their most important criteria – **Member Experience**.

The push comes from Distinguished Club Program President Keith Jarrett. He'll initiate contact with clubs.

"Keith knows the private club industry well," says BoardRoom's CEO John Fornaro. He knows what today's members want from their clubs. People might join because of the amenities, location and other tangibles, but they stay because of the intangibles...their friends, the culture and history of the club."

The 'why' for this program is quite simple...we need to foster and strengthen the private club industry and encourage ways to find future members. A key, of course, is the **Member Experience**...the intangible that makes members feel part of the family, in their home away from home.



Recipients of our BoardRoom 2011 "**Excellence in Achievement Awards**", the only private club industry awards recognizing the clubs' business partners, receive their due in this issue.

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.

BoardRoom recognized recipients at a reception in New Orleans earlier this year including: Product of the Year – **DSG Fleet Solutions**; Lifetime Achievement – Dick Kopplin; and Educators of the Year – **Tarun Kapoor and Kurt Kuebler**.



Finally...we continue with more introductions of BoardRoom's Top Presidents of the Year including **Joseph S. Haas**, Commodore, Chicago Yacht Club, Chicago, IL; **Mark M. Hill**, President, The Kirtland Country Club, Willoughby, OH; **Stephen Karpf**, President, The Country Club at Mirasol, Palm Beach Gardens, FL; **Patrick Kelly**, President, Avondale Golf Club Palm Desert, CA **BR**

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