

Going Green And Leading by Example

OUR SOCIETIES IN GENERAL, AND THE PRIVATE CLUB INDUSTRY IN PARTICULAR, ENCOUNTERS MANY DIFFERING PHILOSOPHIES OF WHAT "GREEN" MEANS, WHETHER OR NOT IT'LL REALLY DO US ANY GOOD AND WHETHER OR NOT PRIVATE CLUBS SHOULD OR SHOULD NOT EMBRACE ANY "GREEN" PHILOSOPHY.

These points have certainty today. "Green" – dollars and cents – is uppermost in most minds in the private club industry, as clubs face their toughest time in eons.

"Green" – dollars and "sense"....as in commonsense is also unequivocally reshaping....redefining the private club industry, much of it seemingly happening club by club.

Here's why! The greenbacks clubs are dependent upon come from their members..."We're in the dues business, remember?" That means the all-important thrusts for clubs is in "recruiting, retaining and encouraging members to use club facilities." And this is particularly so as people seek out recreational and socializing opportunities closer to home.

While this is happening, many clubs are "Going Green" as they take advantage of many more eco-friendly and economically friendly solutions. In effect, redefining their private clubs.

Take for example, The Bridges of Santa Fe, CA, the club BoardRoom focuses upon in our Publisher's Perspective cover story. Some time ago, BoardRoom magazine publisher John Fornaro and I participated in a membership marketing meeting at The

Bridges, along with a group of membership marketing directors and general managers from other southern California private clubs.

What an eye opener that visit turned out to be, as we toured parts of the club with GM Sean McCune, and listened to the jaw-dropping explanations of how The Bridges is working continually to redefine itself, of course, to its members, and wisely enough to the surrounding community. It's a most interesting story of commitment, penetrating club values and mission, and sustainability leadership.

Similarly, and particularly, Red Rock Country Club's story of water efficiency recounts how the Las Vegas, NV private club is redefining itself. Golf courses are living, breathing entities, which without water in Nevada and most anywhere become dust. Red Rock has made huge gains under the watchful eye of Steven Swanson, director of grounds and golf course operation.

Yes, it has happened in Las Vegas where water conservation as a highly public and publicized topic may indeed be part of the reason. But the fact is, change has happened...and for the better.

"Going Green" defines the thrust of this *BoardRoom* magazine. And we encouragingly offer many helpful green by design contributions covering topics from the clubhouse to tennis courts, the locker rooms, the golf course and irrigation, membership, newsletters, cool computer tips, building design, utilities and at least one unique way to get your golf clubs to your golf course.



DAVE WHITE
EDITOR, BOARDROOM

Many opinions, comments, tips and different ways to cultivate greater learning of what "green" means today for private club, and how "green" in one sense, can help make "cents" and dollars in the other.

Look for this little icon and our "Going Green" stories.



We don't minimize the "tough times" many clubs face today, but as potential club members seek to redefine their own lives, they look to others, such as private clubs doing the same...it's part of your differentiation.

As John Fornaro concludes in his publisher's perspective..."at the end of the day sustainability and conservation also meets the bottom line. Green practices and sustainability saves time and money. And you can't argue with that..."

Finally...we continue this issue with more introductions of BoardRoom's 21 Presidents of the Year including Don Calhoon, President, Long Cove Club, Hilton Head, S.C.; Frank Elliott, President, Blackhawk Country Club, Danville, CA; Warren W.H. Finlay The Granite Club, Toronto, Ont. Canada; Dr. Stanley Frank, Polo Club of Boca Raton, Boca Raton, FL. **BR**

Got a comment? Drop us a note:
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