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Sustainability Grows

'GOING GREEN' DEFINES THE THRUST OF BOARDROOM THIS ISSUE. OUR SOCIETIES IN GENERAL, AND THE PRIVATE CLUB INDUSTRY IN PARTICULAR, ENCOUNTER 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 recent years.

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

Green in fact has become the living example for many clubs around the world as witnessed in the growing number of clubs 'doing more green', and the ideas our contributors suggest.

That's a fact amply displayed in our 'Going Green' package featuring the Golf Course Superintendents Association of America, with additional contributions from Audubon International and Europe's Geo Environmental Organization, the benefits that flow from these kinds of certification programs and the America Society of Golf Course Architects.

And we have an inspiring story on how the residents of South Carolina's 3,000-acre Spring Island live a life of sustainability.

"People who choose the Spring Island lifestyle cannot give it mere lip service," explained Tom Noyes, CCM CCE, Spring Island's general manager.

"It takes a real commitment to the lifestyle and a passion for nature to live here. No street lights, no mail service at your home, most of the roads are unpaved and you take your own garbage and recycling to one of two collection centers on the island."

We encouragingly offer many helpful contributions covering topics from the clubhouse to tennis courts, the locker

rooms, green trends for wedding and special events, the golf course and irrigation, membership, newsletters, building design, including LEED certification, and there are tips here you can use right away.

Today as many potential club members seek to redefine their own lives (how and where they want to live and what they want to do), they look to others.

Private clubs are doing the same. They're redefining themselves and it's part of their differentiation.

That becomes clear in another interesting piece in this issue from Paul Skelton, chief operating officer at The Country Club at DC Ranch in Scottsdale, AZ.

Like many clubs, DC Ranch has faced membership issues, and as Paul suggests, there isn't one solution that fits all.

DC Ranch, under Skelton's guidance developed a 'market-based pricing' program under which 'the burden shifts from the club determining the perceived value of an equity membership to the member.'

It's working for DC Ranch...the club is no longer burdened with a lengthy resignation list. Those people have moved on, and replaced by families excited to be part of the DC Ranch family. There just might be some food for thought for your club in this story.



Finally...we continue this issue with more introductions of BoardRoom's 21 Presidents of the Year including Garth Elliott, President, Randpark Club Johannesburg, SA; **Jon Flora, President**, The Country Club at DC Ranch Scottsdale, AZ; **Mark Gercenstein, President**, River Bend Golf and Country Club, Great Falls, VA and, **Litt Glover, President**, Wade Hampton Golf Club, Cashiers, NC. **BR**

Got a comment? Drop us a note:
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