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The Private Club Green Evolution Continues!

“GREEN” - DOLLARS AND CENTS - IS UPPERMOST IN MOST MINDS IN THE PRIVATE CLUB INDUSTRY, AS THE INDUSTRY CLAWS ITS WAY BACK TO A MORE SECURE FOOTING. IT’S UNDOUBTEDLY PART OF THE CONTINUING DISCUSSION OF WHAT ‘GREEN’ REALLY MEANS IN THE PRIVATE CLUB INDUSTRY.

“Green” – dollars and “sense”...as in commonsense is also unequivocally reshaping and redefining the private club industry.

The clubs need “green” from their members...”We’re in the dues business, remember?” That means the all-important thrust for clubs is in “recruiting, retaining and encouraging members to use club facilities, and promoting the all important intangibles that make a club so important to its members.” 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 by Design*”, this issue’s theme. Many more clubs are now taking advantage of more eco-friendly and economically friendly solutions. In effect, as people redefine their lives they’re also redefining their private clubs.

We encouragingly offer many helpful contributions including creating value in your club, green trends for catering and special events, the golf course and irrigation, as well as wellness. Here are the tips you can use right away.

Ford Plantation, located just 18 miles outside of Savannah, Georgia, in Richmond Hill, is a focal point for us this issue. FP has blossomed into a bountiful organic operation, known as Edsel’s Experimental Farm.

As our story outlines, Edsel’s, named for Henry and Clara Ford’s only son, has become an integral part of the lifestyle at The Ford Plantation.

From fun and educational opportunities to a sustainable food source for the club’s dining rooms, the farming operation has produced numerous tangible and intangible benefits for its members.

It offers amenities galore, and an active and outdoor lifestyle is an important part of the culture at The Ford Plantation.

The Pat Dye designed golf course is undergoing a \$7 million restoration that will include major strides in water conservation with the installation of a state-of-the-art irrigation system. Here’s a story about a really unique private club.



And speaking of sustainability, the GCSAA’s Jeff Bollig offers his take on “An Open and Shut Case for Sustainability”, the story of how the Merion Golf Club, site of the 2013 U.S. Open, strives for sustainability. No doubt this is a learn-how-to-do for many private clubs.

Kevin Fletcher, *president and CEO of e-par USA, Inc.* in his article: *From Piecemeal to Profound – Making Golf’s Environmental Game Strategic*, suggests how clubs can have a much more profound impact in developing their own environmental management systems. Run through his checklist and see how your club stacks up.

These are a few of the ‘going green’ enlightening contributions in this issues...*ideas, which you can use for your own club.* Yes, private clubs are continuing to redefine themselves. This is all part of their differentiation, and it’s what their members want.



Finally...we continue this issue with more introductions of BoardRoom’s 21 Presidents of the Year including: **Dr. Luke Faber**, *President, San Luis Obispo Country Club*, a BoardRoom Distinguished Club in San Luis Obispo, CA; **Jody Gallagher**, *President, Thornblade Club*, Greer, SC; **Richard M. Goldenberg**, *President, The Club at Admirals Cove*, a BoardRoom Distinguished Emerald Club in Jupiter, FL and **Tom Hutchinson**, *President, Tavistock Country Club*, Haddonfield, NJ **BR**

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