

# The Eternal Optimists

## Optimism Has To Be Our Guide!

**NO, WE DON'T AND CAN'T MAKE LIGHT OF THE SERIOUSNESS OF THE WORLD ECONOMIC SITUATION.**

We acknowledge the housing crisis, rampaging credit and stock markets, untoward political climates and the devastating effects of all this on people around the world. And yes, the healing will take time!

I'm sitting ensconced in one of my favorite places in the world – Chiang Mai, Thailand, mixing, as we say, a little business with pleasure. It's the land of gentle smiling people, but where there are fewer smiles today than there were a year ago.

Thailand is like many other countries around the world today – unrest of every kind – political, economic and social. But even so, optimism remains even with today's reality...and tough times.

Change comes from within...you regroup. And that's very typical of the private club industry, which in times of stress, has always proven to be quite resilient. Certainly private clubs are affected by what's happening in our

world, our towns and cities and our private club communities today. For many, it's batten down the hatches...or as Gregg Patterson explains in his piece this issue, it's "Chop, Chop."

Yes, there may be some closures, some consolidation and for sure, cutbacks, and crucial issues confronting the private club industry, a point ValleyCrest's John Crowder in this issue clearly delineates in his writing, *One Voice*.

Still the private club industry remains the bastion of the "new family community" and "the home away from home," for its members, and it will live on as it has through many past crises, giving us all reason for optimism!



Every year new writers emerge as we seek to refresh and enhance the knowledge base for our readers, all the while keeping focus on BoardRoom's mandate to educate and inform.

So we welcome on a more regular basis in our technology section, William Ivers, and Mark Lipsitt, who's



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been an occasional contributor over the years. Both offer interesting and useful technology tips that will help make your day at the club easier.

And as well this issue Jo Calli tells us about the "jewel of tranquility" at Addison Reserve Country Club in Delray Beach, FL. It's the story of planning and hard work that has led to one of the finest state-of-the-art fitness and spa facilities in the country. This project, spearheaded by CEO Michael McCarthy, is an inspiration to others considering this kind of change. Trials and tribulations yes, but a success for sure!



Ed Henderson's last contribution to the BoardRoom is also here for readers this issue.

Master Club Manager Ed Henderson is now charting a more relaxed course. "I'm not leaving the field of club battles completely but I am dialing back. While I will continue to be involved in our ever-popular symposiums (with partner Norm Spitzig) and will do a search from time to time, I have other interesting mountains still to climb. At 71 it seems right to alter my role in the firm." Kudos Ed and enjoy the climb. It's been our pleasure! **BR**

*Got a comment? Drop us a note:  
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CHIANG MAI HIGHLANDS GOLF & SPA RESORT, CHAIANG MAI, THAILAND  
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