



## *BoardRoom Award Winners Recognized*

Vendors are the backbone of the private club industry. Believe it or not, without their products and services, clubs would find it extremely difficult to meet the needs and wants of club members...in fact, everything would likely come to a standstill.

So what better way to recognize vendors and educators for their accomplishments and contributions to the private club industry than the peer-recognized, **The BoardRoom Magazine's "Excellence in Achievement Awards!"**

It's **the event of the year for the Association of Private Clubs and Directors**, and the only industry event where suppliers are publicly recognized for their achievements.

An independent panel of industry experts representing various disciplines and aspects of club and course operations reviews all entries. Winners are selected for their overall excellence in their respective fields, their achievements, innovation and visions for the future...and their continued impact on private club operations and the club industry.

**A tip of the hat and congratulations to all the recipients!**

**If you are interested in nominating a company for the 2008 BoardRoom Excellence in Achievement Awards, please visit our website [www.BoardRoomMagazine.com](http://www.BoardRoomMagazine.com)**

## *Phil Tralies Honored With Lifetime Achievement Award*

"Treat people the way you want to be treated," says Phil Tralies, chairman of Club Car, Inc. "Regardless of someone's role, you treat them the same, day in and day out, and chances are pretty good that it will come back to reward you down the road."

So is the life philosophy of Phil Tralies, 2007 recipient of the BoardRoom magazine's Lifetime Achievement Award and the Jay di Pietro Outstanding Contribution Award.

Jay di Pietro and Kurt Kuebler made the presentations along with master of ceremonies Jim Kelly at the BoardRoom Awards recently during the Club Managers Association of America World Conference in Orlando.

Phil Tralies, appointed president and CEO of the Georgia-based golf car manufacturer in 2001, for the past six-and-a-half years, has led the company through a period of global expansion.

After 30 years in the industry, 21 with Textron E-Z-GO, Tralies knows that to be a good leader you need to clearly understand what's going on in the minds of your employees. He's used this ability to build relationships to drive the companies, and the game of golf, to astounding new heights. Tralies is also an executive committee member of Golf 20/20, the industry's comprehensive 'Grow the Game' initiative and he serves on the board of CMAA's Club Foundation.

"I've known Phil for a number of years," says Kurt Kuebler, partner at Kopplin & Kuebler, and good friend of Tralies, "ever since he first got a call from a group of club managers in south Florida looking to improve a golf event supporting local Special Olympics and Toys for Tots."

"His generosity is as big as his heart," adds di Pietro, general manager/COO/president of Boca West Country Club, and chairman of the Seminole Region Charity Golf Tournament. "Every year without question, he donates money, trips and carts for auction at our annual Seminole Region Charity Golf Tournament."

Kuebler says Tralies was one of those contacted for financial support "and he quickly became far more than a contributor/sponsor, but he's also a great friend to many of us down here."

"Since then, many of us have gotten to know and see first hand what an outstanding businessman he is and how his 'relationship-based' style has not only been a reflection of his own personal style, but how it has helped to continually make Club Car the most respected golf cart company in the business," Kuebler added.

"He's a man amongst men," states di Pietro. "It's an old fashioned statement but true. When it comes to a person of integrity, wit and a big heart, he is at the top. He's someone I love to call my friend...someone I greatly admire."

## *Achievement Awards Presenters*

**Jim Kelly** - Master of Ceremonies • **John G. Fornaro** - Host, Publisher, BoardRoom magazine, CEO, APCD

**Jay di Pietro** - General Manager/COO/President, Boca West Country Club;

**Jerry Kilby** - CEO, Club Managers Association of Europe • **Crystal Thomas** - President/CEO, Crystal Clear Concepts, Inc.



*John Fornaro*



*Jim Kelly*



*Phil Tralies*



*Jerry Kilby*



*Jay di Pietro*



*Crystal Thomas*



**JACOBSEN, A TEXTRON COMPANY**  
Golf Course Equipment Manufacturer

**VALLEYCREST GOLF COURSE  
MAINTENANCE**  
Golf Course Maintenance Company

**E-Z-GO**  
Golf Car Company

**RAIN BIRD CORPORATION**  
Irrigation Company

**ENVIRONMENTAL TURF**  
Turf and Ornamental Company

**WEITZ GOLF INTERNATIONAL**  
Clubhouse Builder

**CCI CLUB DESIGN**  
Clubhouse Architect

**MARY COOK & ASSOCIATES AND  
CHAMBERS (TIE)**  
Clubhouse Interior Design Firm

**TOUR GOLF FITNESS**  
Fitness Consultant

**CRES-COR**  
Kitchen Equipment Manufacturer

**MAI DESIGN GROUP**  
Pro Shop Interior Design Firm

**KOPPLIN & KUEBLER**  
Executive Search Firm

**AON ASSOCIATION SERVICES**  
Insurance Provider

**MCMAHON GROUP**  
Strategic Planning Firm

**PKF WITT MARES, PLC**  
Tax Consultant

**THE LIPSITT GROUP -  
CLUBDINING.COM**  
Technology Product

**CLUBESSENTIAL**  
Website Design Firm

**CREATIVE GOLF MARKETING**  
Membership Marketing Firm



**ELSON-ALEXANDRE**  
Photography

**PGA OF AMERICA - CAREER LINKS**  
Association Program

**SEGWAY**  
New Product

**VGM CLUB**  
Purchasing Services Group

**PROFESSIONAL CLUB MARKETING**  
**ASSOCIATION**  
Association (non-program)

**RICK COYNE & NORM SPITZIG (TIE)**  
Gary Player Educator of the Year

**ADDISON LAW FIRM**  
Law Firm

**GREG NORMAN**  
Golf Course Architect (Renovation)

**NICKLAUS DESIGN**  
Golf Course Architect (New Course)

**GRIGG BROTHERS**  
Environmental Product

**INTEGRATED BUSINESS SYSTEMS, INC.**  
(IBS)  
Software Developer

**SUNBURST PAVILION**  
Outdoor Furniture

**MTS SEATING**  
Furniture Manufacturer

**MIZUNO - MX-950**  
Golf Club Manufacturer

**LEGENDARY MARKETING**  
Digital Marketing Firm

**JET BLUE CHALLENGE & JANI KING**  
Club Service Company (tie)

**PHIL TRALIES**  
Jay Di Pietro Outstanding  
Contribution

**PHIL TRALIES**  
Lifetime Achievement Award