

Going Global With Gusto!

...BoardRoom magazine Launches International



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ONCE IN A WHILE, A GLOBAL OPPORTUNITY COMES ALONG! SO WE MUST ATTACK IT WITH GUSTO!

BoardRoom magazine is going International with our first unique, online magazine on the Internet in early August. And going for the 'gusto' means a strategic partnership with and endorsement from the *Club Managers Association of Europe*.

The *Club Managers Association of America's* allied association (at last count, 24 associations) gatherings are one of the more remarkable aspects of the CMAA world conferences. Each year representatives from club manager associations, golf club associations and from the club business around the world give us a peek at what's happening in their countries, swap ideas and look at ways to further their objectives.

In some respects, there are few differences from what we have in North America and then again, there are significant differences, for example, just how private clubs operate in the Europe.

Jerry Kilby, the *Club Managers Association of Europe* chief executive officer, gives us a really good explanation of some differences in his writings this issue.

However, *BoardRoom magazine's* mandate still fits quite neatly for all these groups: to educate and inform the board of directors, general managers and owners of private clubs about issues concerning all aspects of their private club and golf course operations.

Clubs must continue to have appeal, i.e. family-centric; must recruit, and must retain their members and encourage greater use of the club's facilities.

That's what successful clubs do and it's what every club today must do. And that's where we can help.

BoardRoom magazine will be a valuable resource to other private club associations and groups around the world, just as it is in North America.

Despite some seeming differences in makes and models, private clubs wherever they are, most often function with a volunteer board of directors and paid managers.

Beginning in August, *BoardRoom magazine International* will be available online to club managers, boards and other interested parties in at least 25 European countries...representing what could be close 10,000 private and semi-private clubs.

Our CMAE partnership has been developed through Jerry Kilby of London, Eng., working diligently with *BoardRoom magazine* and his board of directors from the European associations and affiliated groups.

Our objective is simple: Be a valuable resource for private clubs no matter where they are. *BoardRoom magazine International* isn't just a clone of *BoardRoom magazine*. Working with some of Europe's most respected journalists and industry experts, the focus is on the club industry in Europe...and a very useful resource for the Europe club industry. And if Europe, why not the world? Try it! BoardRoomMagazine.com/international.htm



Contributors Dick O'Hallaron (p.78) and Bill Schwartz (p.28) offer us some really interesting thoughts in the start of their series on governance and a different approach to food and beverage at your club.

It's O'Hallaron's belief as an experienced CEO, that in today's changing environment, governance remains the key to a successful private club. "The changing environment requires the use of different board member talents and management acumen than we saw in the past decade."

And that's just what O'Hallaron explains in the first of a four-part series on how to make your private club, the board of directors and management more effective...meaty stuff to chew on!

And contributor Bill Schwartz gives us more "Food for Thought." It's Schwartz's contention that even though a club's food and beverage department brings in about 30 per cent of a club's revenue, F&B is not the primary function of a private club. As a result, Schwartz says, F&B is put into its own little department, and clubs do little to account for or control it.

His point: Clubs on average lose \$50,000 a year, or more on waste, spoilage, theft and other controllable factors. His solution: Change your way of doing business...eliminate the F & B department and integrate these functions into other club departments where there's accountability and control, which can turn your F&B functions around.

Hmmm! See if you agree! **BR**

Got a comment? Drop us a note: dave@boardroommagazine.com