

Lum Pays Tribute to His Mentors



CONGRATULATIONS TO ALLAN LUM (OUR COVER STORY), GENERAL MANAGER, WAIALAE COUNTRY CLUB, HONOLULU, HAWAII. HE TAKES THE REINS AS CMAA'S PRESIDENT FOR 2010, IN STILL CHALLENGING TIMES.

And again, as in past with so many CMAA past presidents, mentors have played a huge role in Allan Lum's life.

"Mike" Hisashi Noguchi, CCM, my first boss was of tremendous support and guidance. To Mike, I owe him everything that I ever dreamed of attaining in the club business," Lum told Rick Coyne, who has written this story for BoardRoom.

And for Lum, there have been others: Former CMAA Presidents, Dick Maynes, CCM, Bob Hedges, CCM and the late Ed McKellar were also instrumental in Lum's "development."

And Lum also passed along kudos to his late father-in-law, Don A. Rossi (aka Grandpa Ding), a former executive director of the National Golf foundation "for taking me by the hand and introducing me in my rookie years to some of the finest club managers that one would ever want to meet."

These points just prove the importance of mentorship and mentors to people involved in the private club industry. The importance of education, of course, cannot be underestimated.

But just as important in a "people business" like private clubs, is the learning from people who know the ropes, who know "the touch" in a talk and touch business, and who can pass on what they know to hungry learners, the young, aspiring people who have chosen the private club industry for their career aspirations.

And a final note...we continue this issue with our introduction of BoardRoom's 21 Presidents of the Year including Ian Altman, President, Lakewood Country Club, Rockville, Maryland; Francis Armstrong, President, Pinegrove Country Club Inc., St-Jean-sur-Richelieu, Quebec, Canada; John W. August, President, Irondequoit Country Club, Rochester, NY; and Steve J. Balistreri, President, University Club of Milwaukee, Milwaukee, WI **BR**

Got a comment?

Drop us a note: dave@boardroommagazine.com

Professional Club Marketing Association Changes



AFTER FOUNDING THE PROFESSIONAL CLUB MARKETING ASSOCIATION IN 1994, I JOINED FORCES WITH PARTNERS RICK AND DONNA COYNE, AND THEN LATER STEPHAN CHANEY, AND WE'VE BEEN ABLE TO LIFT THE MEMBERSHIP DIRECTOR'S POSITION IN PRIVATE CLUBS TO NEW HIGHS.

As of Feb. 4, 2010, I'm no longer an owner or executive with PCMA.

My 15 years with PCMA have constituted an extraordinary honor for me, and from the bottom of my heart I thank all the membership directors for having allowed me the privilege of fighting for your cause in this great industry.

I leave the association in great hands – Stephan, Donna and Rick. These three, having worked side by side with me in building PCMA, are truly passionate about the association.

So I leave the association and began the next phase of the fight. I will continue to serve in this great industry.

Through *BoardRoom magazine*, *The Association of Private Clubs and Directors*, *The Distinguished Club Awards* and the *Boardroom Institute*, I will be working tirelessly, educating and informing board members for the betterment of the staff that work at the clubs, ultimately offering private club members a great club experience.

Never in history of the private club industry has the membership director's position been more important. We've been waiting for this opportunity. This recession is our opportunity!

In adversity, there is always opportunity – especially for those membership directors willing to see it and be motivated enough to capitalize on it.

Indeed, the Chinese words for crisis and opportunity are the same. **BR**

John G. Fornaro, publisher

If you have comments on this article or suggestions for other topics, please contact John Fornaro at (949) 376-8889, ext. 4 or 105 or via email: johnf@apcd.com