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Green Means Dollars and 'Sense'

'GOING GREEN', THE THRUST OF BOARDROOM THIS ISSUE, RAISES SOME INTERESTING AND ENLIGHTENING DISCUSSIONS AGAIN THIS YEAR.

Our societies in general, and the private club industry in particular, encounters many differing philosophies of what "green" means, whether or not private clubs should or should not embrace any "green" philosophy, and whether or not it's something that contributes to the sustainability of a private club.

But make no mistake, "Green" – dollars and "sense"...is unequivocally reshaping...redefining the private club industry, much of it seemingly happening club by club.

Much of this is explained in our cover package, featuring Red Rocks Country Club near Denver, Broken Sound, Boca Raton in southeast Florida, Justin Timberlake's Mirimichi near Memphis, Tennessee, and the outstanding efforts of the United Kingdom's Golf Environmental Organisation (GEO), and Audubon International.

These clubs and organizations are to be commended for their efforts that benefit not only the clubs' members but also society in general.

John Fornaro's Publisher Perspective puts to rest some of the misconceptions of private clubs as he expounds on *'going green' as part of doing business*, based on his experiences as an owner of Bella Collina Towne and Golf Club in San Clemente, CA. A year ago, we featured Bella Collina in our 'Going Green' issue, and Fornaro's writings not only review what the club has done, but what it means from a business point of view.

These are but a few of the 'going green' enlightening contributions this issues...ideas, which you can adopt for your own club.



Grey Oaks Country Club of Naples, Florida, has been going through transition process.

Jim Butler, general manager of Grey Oaks Country Club of Naples, Florida recently sent a note, suggesting his club

had some ideas to share with other clubs considering a turnover from a developer to its equity members.

"What we've done I believe, is another way to plan for the future, work together with the developer, let the professional staff manage the club, and develop a long term transition in everyone's best interest," Butler mentioned.

In a membership vote on the transition question Butler said, "We had a 98 percent approval vote by the members, no cost to them, no assessments, and no reduction in equity.

"I believe the events at Grey Oaks to be a strong story nationally especially against the catastrophic events in our business in the last few years.

"It is a feel good story about our business and the effects of proper planning, and it's also a very significant organizational model that other clubs should consider," Butler said.

So we feature the Grey Oaks' story. One of the unique aspects of the Grey Oaks' transition is that "the members and the developer worked to be mutually beneficial to both parties – a very unique mindset," Butler opined. For more on this interesting case study, look for the story on Grey Oaks on page 88.



And finally, we continue with our series on *BoardRoom magazine's top 21 private club presidents* with stories about: **Kevin Connelly**, president, Bethesda Country Club, Bethesda, Maryland; **Romano Curti**, president, Beach Grove Golf & Country Club, Tecumseh, Ont. Canada; **Michael H. DeGroot**, president, Port Carling Golf and Country Club Port Carling, Ontario, Canada, and **Bruce Foster**, president, Derrick Golf and Winter Club, Edmonton, Alberta, Canada. **BR**

Got a comment? Drop us a note:
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