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EDITOR, BOARDROOM

Eternal Optimists We Remain!

SITTING SQUISHED IN A 747 WITH 17 INCHES OF BUM ROOM FOR NIGH ON 15 HOURS DOESN'T DO MUCH FOR BODY AND SOUL.

However, it's often what happens at the end of that bum-numbing trip that makes the effort so worthwhile.

Seven years ago, during a trip to Thailand we discovered a comfortable feeling of solace, and are now in the midst of our fifth trip to this 'Land of Smiles', mixing a bit of pleasure with a bit of work. And it certainly brings our comfortable North American lifestyle into perspective with a country where the average wage, if you're lucky, might be three bucks a day.

Still, countries like China, Vietnam and Thailand in recent years have seen a tremendous growth of clubs, especially golf clubs. And it's been really interesting to discover just how many North Americans have ended up in this part of the world working at these courses.

Undoubtedly comparisons can be drawn between Southeast Asia and the private club industry around the world...because it's been no different for Thailand's clubs than it has for the private club industry in North America.

It's no bed of roses, but optimism prevails.

The 'State of the Industry' remains atop the minds of boards and general managers immersed in the daily machinations of their clubs, as they try to figure out the best practices for their clubs in their 'new normal' environment.

That my friends, is the focus of our *November/December 2011 BoardRoom magazine*, as we tap into the thoughts of the industry's opinion leaders in John Fornaro's Publisher's Perspective.

The CMAA's **Jim Singerling** gives us that 30,000 foot look at where we are, and what we must do to keep this industry vibrant and alive. It's not a lick of pessimism, but the new reality. And perhaps the most encouraging thought is that Singerling feels 'this industry is in a better position to break out of this recession than any other segment of the economy.'

There's a dose of reality and some really concrete suggestions from Singerling, **Kurt Kuebler**, **Rick Coyne**, **Michael McCarthy**, the CMAE's **Jerry Kilby**, **Robert Randquist**, the GCSAA's president, **Colin Hegarty**, and **Bruce Williams**.

The McMahan Group's **Frank Vain** offers a realistic, succinct analysis of today's industry and implores clubs to 'stand for something', because if you don't, your club will go the way of the Dodo bird.

And of course, John Fornaro, with his final thoughts, bring us back to ground level with the nitty-gritty of what clubs can do to take advantage of the opportunities that do exist amidst the continuing turmoil.



This issue also features introductions to 2010's final five top presidents: **David Schopp**, president, Knollwood Club, Lake Forest, Ill; **Ivan Snyder**, president, Broken Sound Club, Boca Raton, FL; **Larry Stopol**, president, Middle Bay Country Club, Oceanside, NY; **Frank Tarling**, president, Beach Grove Golf Club, Tsawwassen, B.C, Canada and **Vince Villani**, president, Ameila Island Club, Amelia Island, FL.

Of course this sets the stage of the selection and announcement of *BoardRoom's Top 2011 Private Club Presidents* around the world, in our *January/February 2012* issue. We'll have detailed information about our Distinguished Club President and 20 others selected for their outstanding efforts with their private clubs.



Our "Excellence in Achievement" Awards are the only private club industry awards that recognize the clubs' business partners, and our BoardRoom 2011 "Excellence in Achievement" Award recipients receive their due in this issue. *BoardRoom magazine's* industry peers review and select these outstanding suppliers and consultants, representing various aspects of course and club operations. Winners, each year, are selected for overall excellence, achievements, innovation, vision for future growth, and continued impact on private club operations in their respective fields.

The introduction of the "Product of the Year" award, and selection of DSG Fleet Solutions' TAG System highlights the 2011 selections. *The TAG System, a ground-breaking innovation, has revolutionized fleet management in the golf industry.* TAG is discreetly installed on any vehicle and utilizes the web and wireless/GPS technology to give operators real-time information and complete control over their cart, turf, and utility vehicle fleets.

Bob Silzer and his team from DSG Fleet Solutions, is featured in our cover photo this issue. The company headquartered in Vancouver, British Columbia has offices throughout the U.S. and around the world. **BR**

Got a comment? Drop us a note:
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