

## [ EDITOR'S NOTE ]

# The Good, the Bad and the Ugly!

### LET'S LOOK AT THE GOOD! PRIVATE CLUB TECHNOLOGY!

It's our technology issue and a time when private clubs are looking for answers from technology and how it impacts their businesses, their members and of course, their future.

Obviously the constants for private clubs remain: Recruiting, retention and usage of club facilities and events, and just as important is how technology can help clubs achieve their goals today and further down the road.

What are the technology gurus doing for the club industry? That's the mission with this issue – giving you some answers.

Clubs, unquestionably, are embracing technological advances more today than ever before.

Think of the changes in just this past year. If you've got an iPhone or a Blackberry, or some such critter, you know what I mean. The ability of applications or 'apps', as they're known, to affect our daily lives is mind-boggling. Think also, of what this means for private clubs and the ability to communicate with members on a regular basis, like daily, if that's your wish.

BoardRoom offers the industry's technological leaders the opportunity to be front and center, letting club boards of directors and management know what they can do to help them.

This time 'round, we're posing several questions to these innovators and letting them explain – business to business – just what they can do for you.

Private club leaders will benefit from this information. It will help move your club forward in meeting the requirements of a demanding membership.

And isn't that just what clubs really need as they entice new members, seek innovative ways to keep discerning members, and at the same time encourage use of what your club has to offer?

Consider what these technological leaders have to say...who knows, they just might have an innovative solution for your club.

And speaking of technology...This is the Ugly, but we've got to come clean!

In an average issue, BoardRoom will print perhaps 20 to 30,000 or more words in stories, features, and advertising packages.

The goal, of course, is to eliminate errors before printing each issue and we have processes in place to do just that. Based on a well-established editing process, we have three levels of proofing for every bit of material that goes into BoardRoom; and a BoardRoom writer's guide delineating our style for spelling, punctuation, use of capital letters and other specific points, giving us consistency of use and look. By and large, this works well.

One other important point: It's been our mission to maintain a 12th grade or higher writing level, because of BoardRoom's well-educated, target audience – board members and private club executives. Over the years our writers have consistently achieved that goal.

In our July/August, 2009 issue, both software and printing gremlins resulted in the publication of a distorted version (uncorrected errors and misplaced words etc.) of John Fornaro's Publisher's Perspective (Here's How You Can Get the Most Qualified, Productive Board).



DAVE WHITE  
EDITOR, BOARDROOM

Joseph Graves, CCM, general manager, Bloomington Country Club, Bloomington, IN raised the alarm by returning a well-marked up copy of Publisher's Perspective, pointing out some dastardly errors.

Graves had received the marked up copy of the story from a "disillusioned board member" who said, "the article would have fewer grammar errors if it had been written by a high school freshman."

I agree, and appreciate very much the fact that a couple of diligent readers took the time to let us know of their frustration.

Despite the processes we have in place to avoid this kind of difficulty, this one got by all of us (it only happened with Publisher's Perspective), although there were early indications of software contrariness, as explained to Joseph Graves in a telephone conversation.

That particular Publisher's Perspective is a prime example of just how technology is both friend and foe. We rely so much on it...but a correct version remained a few keyboard strokes distant. We must be vigilant!

An updated, revised July/August Publisher's Perspective is readily available on our BoardRoom magazine website – [www.boardroommagazine.com](http://www.boardroommagazine.com) **BR**

*Got a comment? Drop us a note:  
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