



PRODUCT OF THE YEAR
Cushman Refresher

ASSOCIATION OF THE YEAR
USPTA John Embree

ASSOCIATION PROGRAM OF THE YEAR
PGA of America

LIFETIME ACHIEVEMENT OF THE YEAR
Bill McMahon

BOARDROOM MAGAZINE DEDICATION AWARD
Paul Levy

INTERNATIONAL LEADERSHIP OF THE YEAR
Mike Sebastian

JIM SINGERLING LEADERSHIP
Michael G. Leemhuis

JAY DI PIETRO VENDOR OF THE YEAR
**Republic National
 Distributing Company (RNDC)**

GARY PLAYER EDUCATOR OF THE YEAR
Dave White

CONSULTANT COMPANY OF THE YEAR
Clubwise

WEBSITE COMPANY OF THE YEAR
Clubessential

MOBILE MEMBER COMMUNICATION
Clubster

PHOTOGRAPHY FIRM OF THE YEAR
EA Photography

MEMBERSHIP SURVEY
McMahon Group

TAX CONSULTANT OF THE YEAR
McGladrey, LLP

PAYROLL COMPANY OF THE YEAR
ClubPay

EXECUTIVE SEARCH FIRM OF THE YEAR
Kopplin & Kuebler

MID-MANAGEMENT SEARCH OF THE YEAR
GSI Executive Search

FITNESS EQUIPMENT FIRM OF THE YEAR
Cybex

MENU COVERS OF THE YEAR
Polar Accessories

KITCHEN EQUIPMENT FIRM OF THE YEAR
Montague

PURCHASING PROGRAM OF THE YEAR
Xhibtz Contract Furnishings

INSURANCE PROVIDER OF THE YEAR
Venture Insurance Programs

STRATEGIC PLANNING (TIE)
**Reid Consulting Services Inc.
 Chambers/CCI Club Design**

CLUB MANAGEMENT FIRM OF THE YEAR (TIE)
**Troon Golf
 KemperSports**

GOLF COURSE PRODUCT OF THE YEAR
Toro "Twilight" Golf Lighting

AMENITIES PROVIDER OF THE YEAR
Sports Solutions, Inc.

APPAREL PROVIDER OF THE YEAR
High End Uniforms

PRIVATE CLUB MARKETING FIRM OF THE YEAR
EG Communications

Achievement Awards



PHOTO BY EA PHOTOGRAPHY

F&B MANAGEMENT SOFTWARE
FOOD-TRAK

CLUB MANAGEMENT SOFTWARE OF THE YEAR
Jonas

RESEARCH AND DATA FIRM OF THE YEAR
Club Benchmarking

CLUBHOUSE SIGNAGE OF THE YEAR
Signera

FERTILIZER FIRM OF THE YEAR
Grigg Brothers

GOLF COURSE MAINTENANCE FIRM OF THE YEAR
IGM, International Golf Maintenance

TURF MAINTENANCE EQUIPMENT OF THE YEAR
John Deere

GOLF CART OF THE YEAR
Yamaha

TENNIS COURT BUILDERS OF THE YEAR
HarTru

FURNITURE/CHAIR MANUFACTURER
OF THE YEAR
Gasser Chair

OUTDOOR FURNITURE OF THE YEAR
Tropic Craft

OUTDOOR COOKING EQUIPMENT OF THE YEAR
Big John Grills & Rotisseries

MASTER PLANNING
Chambers/CCI Club Design

CLUBHOUSE DESIGN FIRM OF THE YEAR (TIE)
**Peacock + Lewis Architects
James G. Rogers Architects**

INTERIOR DESIGN FIRM OF THE YEAR
C2 Limited Design Associates

LOCKER ROOM DESIGN OF THE YEAR
Ferry, Hayes and Allen Designers Inc.

REAL ESTATE SERVICES OF THE YEAR
Hilda W. Allan Real Estate

MEMBERSHIP MARKETING FIRM OF THE YEAR
Club Mark Corporation

LAW FIRM OF THE YEAR
Addison Law

BANQUET EQUIPMENT OF THE YEAR
Spring USA

LOCKER FIRM OF THE YEAR
Legacy Lockers

CLUB SERVICE FIRM OF THE YEAR
Crystal Clear Concepts

LINEN PROVIDER OF THE YEAR
Something Different

IRRIGATION COMPANY OF THE YEAR
The Toro Company

GOLF COURSE DESIGN FIRM OF THE YEAR
Fry/Straka Global Golf Course Design

CONSTRUCTION COMPANY OF THE YEAR
Suffolk Constructions

MANAGEMENT SERVICES
& COMPUTER REPAIR OF THE YEAR
PCS Group

ONLINE TEETIME RESERVATIONS OF THE YEAR
ForeTees

OUTDOOR SEATING DESIGN OF THE YEAR
Ferry, Hayes and Allen Designers Inc.

EVENT EQUIPMENT FIRM OF THE YEAR
Event Equipment Sales

William (Bill) P. McMahon, Sr. Recognized with BoardRoom's 2013 Lifetime Achievement Award

BY FRANK VAIN

Some 26 years ago, when managing partner at Concord Sports Clubs, I was invited to a meeting by a group of former members of a tennis club across town that had closed. They were trying to come up with a plan to get the club going again and thought I might be able to contribute to their discussion since I was in the business.

The bulk of the meeting's agenda was to hear a presentation from a "club consultant", which was the first I'd heard of the term. He was going to show them how to rebuild and reopen their club. That consultant turned out to be none other than Bill McMahon.

Bill wowed the group...enthusiastically explaining a plan of attack for how they could

accomplish their goal. His optimism was contagious and you could tell that everyone in the room believed the plan would work.

For reasons peculiar to clubs, those ex-members never acted on the plan, but it changed everything for me. About six months later I learned that Bill was looking to grow his club company. Having been deeply impressed by his optimism and energy, I pursued that opportunity and have been enjoying the ride ever since. I've observed, over time, that Bill often has that effect on people.

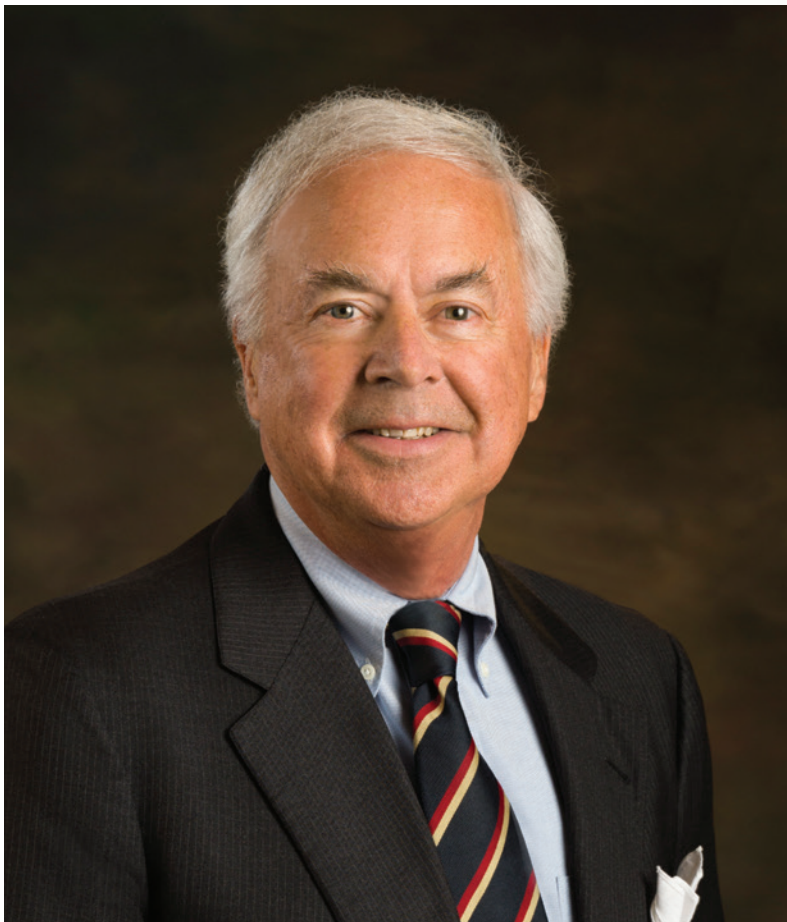
The McMahon resume tells part of the story – 30 years in the club business and over 1,600 different clients, a geographic footprint throughout North America spilling over into Asia and the Caribbean, completion of over 1,000 member surveys and facility plans, member approvals of over \$1.5 billion in club improvement projects, countless speeches and seminars and publication of the industry's leading journal on club trends.

Sort of like a first ballot Hall of Famer in baseball, when you look at the stats for McMahon Group all the metrics that scream success are there. This influential company is the brainchild of William (Bill) P. McMahon, Sr., recipient of BoardRoom's Lifetime Achievement Award for 2013.

When you look beyond the numbers, you find the rest of the story. This deeper insight reveals an eternal optimist who has built his company on a philosophy that the customer is always right. In fact, they aren't customers at all.

The planning team quickly becomes partners – joined in their efforts to move the club ahead, improve and grow and have some fun doing it. Trying to persuade several hundred club members that change is in their best interest isn't everyone's idea of fun, but it certainly is Bill's.

While keeping family and faith at the forefront of his life and taking time to volunteer on boards and committees, McMahon's work is indeed his passion. It all works because *he's a visionary, an innovator and a mentor.*



Visionary: Bill McMahon took the helm of the family's architectural practice in the early 1960s. Founded in 1906, the company had a long-standing reputation as a quality firm in the St. Louis area.

Uncle Bernard McMahon was once a bit like a Frank Lloyd Wright of St. Louis architecture and Bill's dad also worked in the company. The work was interesting and award winning and impressive churches and important hospitals designed by McMahon Architects still dot the St. Louis landscape. Bill also took on a lead role in his professional association, rising to president of the Missouri Council of Architects.

Having observed the construction business since childhood, Bill recognized that a mid-size architectural firm was always going to be subject to the boom and bust cycle of the local economy. He started to think a larger market area, perhaps even national in scope, would be a way to even things out.

He eventually connected the dots between his board service at prestigious clubs like The Racquet Club and Bellerive Country Club with a new business model. He had observed a need for strategic leadership and long range planning in each of the clubs where he volunteered and thought he saw his opportunity. Some 10 million air miles later, his hunch that a world market was out there turned out to be correct.

Innovator: Before McMahon became a force in club planning, most clubs addressed projects as one-off efforts to fix this or add that facility. They were often narrowly focused responses to bigger issues.

Bill saw a better way...one that involved first looking at the club's strategic direction and long-term picture before jumping into a quick fix project. Master planning has gone on to become the best practice that enlightened clubs use when they want to improve their lot and truly solve issues for the long term.

Of course, without leadership and salesmanship, plans are just lines on paper. They need to be brought to life, and no one tells that story and expresses the positive merits of change better than Bill McMahon. Clearly, members have been listening.

Bill McMahon has given to the club industry a legacy of success and prosperity with his countless time, experience and passion that has helped guide clubs through the challenging times of strategic planning and capital improvements. He has been a difference maker.

Mentor: More than anything, Bill is a mentor. He's a ready source of advice for friends, clients, acquaintances, and sometimes even strangers (he's been known to fire off unsolicited customer service and business model suggestions to corporate CEOs too).

Club managers thinking about their next career move or wrestling with a management challenge feel free to give him a ring and talk it over because they

know they'll get straight and accurate coaching. Despite a work and travel schedule that can make any head spin, Bill will drop what he's doing and offer counsel on a work or personal issue any time of day.



PICTURED L-R KEVIN VITALE, CCM, GM/COO BALTUSROL GOLF CLUB, PHIL KIESTERCCM, GM/COO THE COUNTRY CLUB OF VIRGINIA, BILL MCMAHON SR., FRANK VAIN, PRESIDENT, MCMAHON GROUP. PHOTO BY BRUCE MATHEWS

You'll talk about the weather and a little politics too and then go on your way feeling a whole lot better about things. Funny thing is, solicited or not, his advice is so often on the mark that it's startling.

The club industry, individual clubs, club leaders and the lives of their members have been positively impacted by Bill McMahon's decision to take his family's architectural business in a new direction.

Kevin Vitale, CCM, the COO of Baltusrol Golf Club sums it up, saying, "Bill McMahon has given to the club industry a legacy of success and prosperity with his countless time, experience and passion that has helped guide clubs through the challenging times of strategic planning and capital improvements. He has been a difference maker." **BR**

Frank Vain is president of the St. Louis-based McMahon Group, and also a regular contributor to Boardroom magazine.

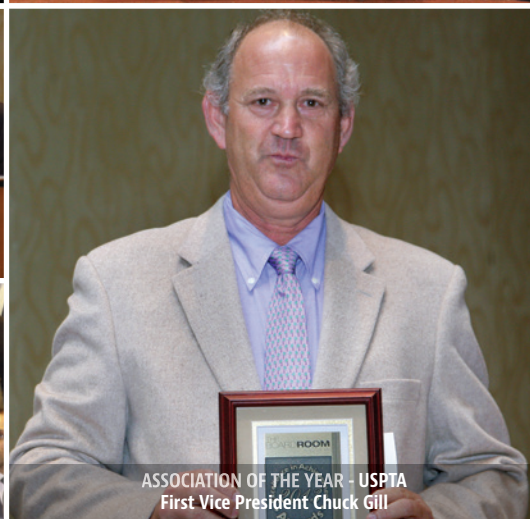
BoardRoom magazine Excellence in Achievement



JIM SINGERLING LEADERSHIP - Michael G. Leemhuis
PICTURED L-R: JIM SINGERLING, MICHAEL G. LEEMHUIS, MIKE SEBASTIAN



BOARDROOM MAGAZINE DEDICATION AWARD - Paul Levy



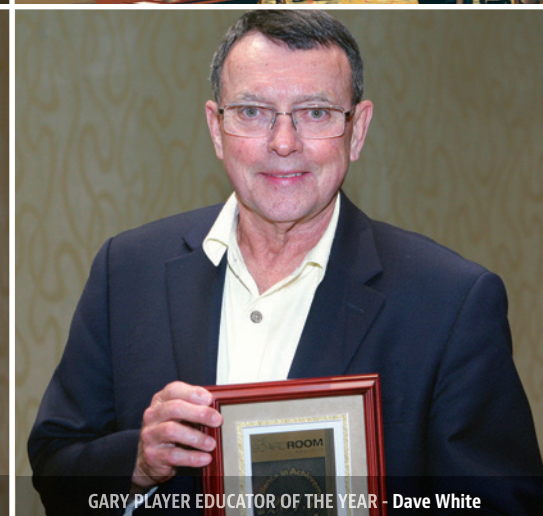
ASSOCIATION OF THE YEAR - USPTA
First Vice President Chuck Gill



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