

# Addison Reserve and The Sanctuary Top 2009 Distinguished Club Awards



Two of America's top private clubs have reached the pinnacle of BoardRoom's Distinguished Club Awards with the designation as Emerald Clubs.

The "Distinguished Club Awards" for 2009 recognize clubs for outstanding achievements within their club organization.

**ADDISON RESERVE COUNTRY CLUB** of Delray Beach, FL and **THE SANCTUARY GOLF CLUB** of Sanibel Island, FL are recipients of the Emerald Distinguished Club Award, the highest and most difficult of the distinguished club awards to qualify for and achieve.

Only two clubs to have qualified in the first year of the awards. To achieve the coveted Emerald Club award, clubs must achieve distinguished status in 10 departmental categories.

**MICHAEL MCCARTHY**, Addison Country Club and **KEN KOURIL**, The Sanctuary Golf Club both qualify for General Manager Distinguished Awards.

Several other clubs recognized in a minimum of five categories have also received the General Manager Distinguished Awards. They are:

**STEPHEN LOGUIDICE**, Ibis Golf & Country Club, West Palm Beach, FL

**BRENT TARTAMELLA**, Westmoor Club, Nantucket, MA

**JIM BUTLER**, Grey Oaks County Club, North Naples FL

**BY DAVE WHITE, EDITOR**

**"IN ITS INAUGURAL SEASON BOARDROOM MAGAZINES' DISTINGUISHED CLUB AWARDS RECOGNIZED CATEGORIES HONORING DEPARTMENT HEADS, MANAGEMENT, AND THE CLUB," EXPLAINED WAYNE OSTRANDER, DIRECTOR OF THE BOARDROOM DISTINGUISHED CLUB AWARDS.**

"Of the many private clubs around the world eligible for this honor, only a select few have been named as a Distinguished Club recipients for 2009.

"Our world economy and the private club industry have battled through a couple of a very turbulent years, and the recipients of this year's award should be especially proud. Not only are their programs successful, but they have done so in a challenging economic environment," he related.

"The developments at Addison by Michael McCarthy and his team to build open lines of communication have been outstanding," Ostrander added. "The club has undergone many changes. And four very creative programs were born to foster that communication so that everyone has had a voice and been a part of the process."

The "Hey, Mike" program gives club members an outlet to voice their suggestions, opinions etc. "Tea and Topics" is a formal tea party for ladies to sit down and talk with management; "Beer and Brats", is another a smaller hosted event for the members and management. And Addison's "Employee Feedback Breakfast" each month with 12 employees representing each department, allows the club another way to get important input and feedback.

"Like any strong business or company, the better informed the club members and employees the better they will support decisions," Ostrander added. "Michael McCarthy has taken this project to the next level and the amazing results with in the club prove it."

A major focus for The Sanctuary Club has been its Green Initiative, headed by Kyle Sweet.

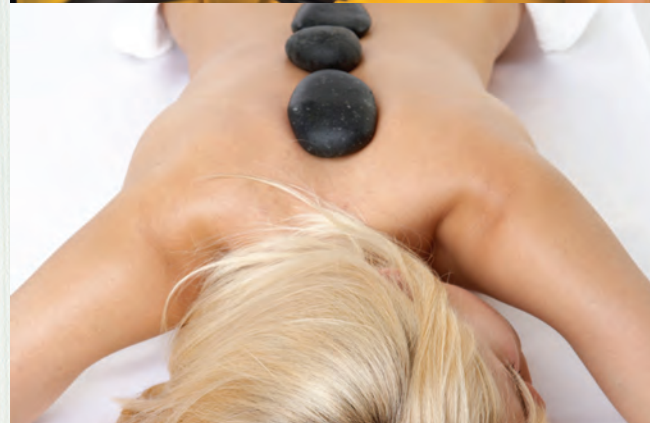
"This club is making a very strong effort to go green," Ostrander explained. "There's been the elimination of styrofoam; the club has been outfitted with recycling bins, employees practice separation and recycling, the tennis program recycles shoes, golf tees, made out of cornstarch, are biodegradable, kitchen cooking oil is recycled, chemicals are managed and approved by the Department of the Interior, and The Sanctuary Club is a recognized Audubon International signature sanctuary. This has been an outstanding effort," Ostrander explained.

"Today more than ever, clubs need to recognize employees, departments and programs that are setting the bar and distinguishing themselves," enthused BoardRoom publisher John Fornaro. "Deserving clubs and individuals that stand out and deliver a phenomenal product to their members and guests need to be recognized and spotlighted.

"Recognizing departments heads and clubs for thinking outside the box is important, and until recently our industry there has never been opportunity to recognize them. This is the objective of BoardRoom Distinguished Club Awards.

"These are not won by a popularity contest. It's not earned because you have a \$60 million dollar clubhouse; rather clubs are judged by their departments, programs and their staff...the very reason members use the facility and derive their greatest satisfaction from their private club.

"These awards will motivate your staff to be creative and improve the member experience. Clubs that innovate, that provide great member experiences impeccable services and motivated staff have fared better through this recession than others. These awards will also help the clubs differentiate themselves with other clubs and these awards are a terrific recruitment tool," Fornaro exclaimed.



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An independent panel of Industry experts representing the various aspects of private club operations reviewed the award entries and nominations. All entries provided supporting materials reflecting key elements that have been critical in the success of their club.

The clubs received their recognition awards from *BoardRoom magazine* to display in their clubs. Following is additional information on some of this year's recipients.

### ***Addison Reserve Country Club, Delray Beach, FL***

#### ***General Manager Distinguished Club Award:***

***Michael McCarthy, CEO***

Jr. golf program: Karen Sherman-Lavin and Kevin Baldizar

Governance: Michael McCarthy

Human resources: Angela K. Rodriguez

Special events (New Years): Richard Stropp

Tennis program: Jeff Bingo

Communication: Jo Calli

Course maintenance: John Stofa

Spa/fitness: Grant Worthington

Open category (Health): Angela K. Rodriguez

Open category (Employee Breakfast): Angela K. Rodriguez

### ***The Sanctuary Golf Club, Sanibel Island, FL***

#### ***General Manager Distinguished Club Award:***

***Ken Kouril, CCM, CAM, GM/COO***

Tennis program: Christie Bradley

Membership program: Sherly Tatum

Menu/chef program: Steve Brown

Course maintenance: Kyle Sweet

Greens initiative: Kyle Sweet

Human resources: Judy Davis

Jr. golf program: Ed Lockard

Wine program: Steve Brown

Merchandising: Katie Clark

Open category: Community Island Spirit: Ken Kouril

### ***Westmoor Club, Nantucket, MA***

#### ***General Manager Distinguished Club Award:***

***Brent Tartamella***

Swim program: "Skip" Lehmann

"What a great program. Skip and his team successfully rolled out the Westies youth swim program and finished construction of an adults only swim pool," said GM Tartamella.

"Go Westies!!! What a great summer for all of our children. The Westmoor Westies swim team has such a great future. We are all so proud of what has been accomplished this summer with the aquatic facilities. Adult pool is the Best!!!" –comments from club members.

Tennis program: Wayne Davies

Membership program: Logan Gomes

Menu/chef program: Peter Wallace

Spa/Fitness program: Andrea Smith

### ***Ibis Golf & Country Club, West Palm Beach, FL***

#### ***General Manager Distinguished Club Award:***

***Stephen LoGuidice***

Course maintenance: Matt Masemore

Tennis program: Chuck Gill

Governance: Stephen J. LoGuidice

Menu/chef program: Jerome Nicolas

Human resources: Michell Moran-Victor

Communications: Heather Andrews

Open category (Public Safety): Edwin Latalladi

### ***Grey Oaks County Club, N. Naples, FL***

#### ***General Manager Distinguished Club Award: Jim Butler***

Tennis program: Steven Vaughan

Menu/chef: Scott Estelle

Governance: Jim Butler

Membership program: Ann Marie Ashline

Course maintenance: David Pagel & Rory Mudge

A couple of individual programs warrant special mention:

### ***The Country Club at Mirasol, Palm Beach Gardens, FL***

#### ***General Manager: Matt Lambert, CCM***

#### ***Communications: Meredith Emond***

"Meredith Emond is the communications manager as well as my executive assistant at Mirasol," says Matt Lambert. "She is a tremendous asset to the club team and the membership. Over the past four years, she has redesigned our club's newsletter (Mirador), community cable channel and website; created the kids newsletter (MiraKids) and a staff newsletter (MiraStaff)

"Meredith has taken the club's email blast program to new levels and is a tremendous team player who strives to assist each of the departments within the club. She is tremendously patient and is a perfectionist with her attention to detail. Taking the 'easy way out' is not in her vocabulary and because of her continuous focus on excellence and commitment, her work is a great source of pride for our membership and staff," Lambert exclaimed.

### ***Spa and Fitness: Apawamis Club, Rye, New York.***

#### ***Mario Guaglianone, founder/managing director, The Salus group.***

"We're honored to be recognized by Boardroom Magazine's 2009 Distinguished Club Award in the Spa/Fitness category," says managing director Mario Guaglianone.

"Open for just over a year now, the Apawamis Fitness Center is a vibrant part of the club, driving more club usage by members and factoring into decisions for new members. Once just a small room for a few determined members, the fitness center at Apawamis is now part of the club's rich heritage of providing members with a warm and welcoming experience."

In response to a member survey to expand its fitness facility, The Apawamis Club, a private country club located in the suburbs of New York City, took the challenge seriously. Combining efforts with a major squash expansion, they grew from a modest workout room with a few bikes and a weight machine to a 2,800 square foot state-of-the-art fitness center with a full range of equipment, exercise classes, health and fitness seminars, personal trainers and 24x7 access.

A key to the fitness center's success has been the integration with the vast array of other offerings throughout the club. The Salus Group, specialists in country club fitness centers, hired to manage the facility, has led this effort. By coordinating with the club's golf, squash and tennis professionals, summer camp director and chef, The Salus Group has been able to develop and deliver a comprehensive wellness program to help members reach their wellness and fitness goals.

## APPLICATIONS BEING ACCEPTED FOR BOARDROOM'S 2010 DISTINGUISHED CLUB AWARDS



The BoardRoom Magazine is now accepting entries for the "Distinguished Club Awards of 2010"... awards designed to honor clubs for outstanding achievements within the club's organization.

Today more than ever, clubs need to recognize employees, departments and programs that are setting the bar and distinguishing themselves. Those that stand out and deliver a phenomenal product to their members and guests need to be recognized and spotlighted.

That's the goal of **BoardRoom magazine's Distinguished Club Awards**, which recognizes 'those that go above and beyond for their departments.' This is part of what makes a great club 'great.'

After long debate it all circles back to service and the member experience. And the *Distinguished Club Awards* come down to a recognition program for the departments within a club and the department heads who manage them in "a distinguished and excellent fashion."

They need to be recognized across the country, as well as in front of your club staff, board of directors and members. "We realize that it's also important for department heads or staff and their careers to be associated with a prestigious *Distinguished Club Award*," Ostrander emphasized. "It's concrete recognition of what you as a member can expect from them, and a solid indicator that your club is doing better than the average club, all which embodies the feeling of camaraderie and fosters staff morale.

The *Distinguished Club Awards* serve as reinforcement to top industry performers and sets benchmarks for other industry participants.

"The Distinguished Clubs will inspire others to improve quality and member satisfaction by trying to improve as quickly as possible. Our independent outside board of experts will recognize the department manager and the department, thus adding the necessary level of accomplishment," Ostrander explained.

"By increasing the visibility for the department, it will also help differentiate the club compared to its peers, and give the club and members another reason to be particularly proud," he added.

Recipients will be selected for overall performance and excellence in their respective fields, along with vision for future growth and impact on the overall health of the club and the member's experience.

Categories for the Distinguished Club Awards include:

- Junior golf program (Department Head)
- Wine program (Department Head)
- Governance (GM / COO / Board)
- Club's green initiatives (GM – superintendent)
- Locker rooms (Locker Room Manager)
- Special events / Weddings (Department Head)
- Course maintenance (Golf Course Superintendent)
- Clubhouse (Food and Beverage Service)
- Technology (Membership Director)
- Merchandising (Department Head)
- Swim/pool program (Department Head)
- Tennis program (Department Head)
- Membership program (Department Head)
- Menu (Chef/ Kitchen)
- Spa/fitness (Department Head)
- Regattas (Department Head), and
- An Open category.

By using the *Distinguished Club Awards* in this fashion we can establish true benchmarks for the departments and for the club. Remember time is running out; *if you think your club might qualify please send in your application by Friday, October 30, 2010.*

Get your club recognized as a Distinguished Club in 2010, send in your application now!!!! **BR**