



Defining the Member Experience

BOARDROOM MAGAZINE DEVELOPED THE DISTINGUISHED CLUBS AWARD PROGRAM TO HELP VITALIZE AND PRESERVE THE INSTITUTION OF PRIVATE CLUBS BY FOSTERING A CEASELESS DRIVE TO EVER IMPROVE THE "MEMBER EXPERIENCE" PROVIDED BY PRIVATE CLUBS THROUGHOUT AMERICA.

To be a Distinguished Club is to be one of a highly select group of private clubs that have been recognized as providing an absolutely excellent Member Experience, and to be a Distinguished Emerald Club, the club must provide a Member Experience at a level attained by only the finest clubs in the world.

DISTINGUISHED EMERALD CLUB

To be a Distinguished Emerald Club, a club must provide a level of Member Experience attained by only the finest clubs in the world.

The distinction between a Distinguished Club and a Distinguished Emerald Club is nuanced yet thoroughly recognizable, for it is based on the most important of all intangible qualities.

Reputation. Reverence. Admiration. Brand Equity. Fame.

Whatever you call it, it is that "X" factor that separates two clubs that both provide superlative Member Experience, but where one is a great club, while the other is the most prestigious of memberships.

DISTINGUISHED CLUB

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DISTILLING MEMBER EXPERIENCE

The Distinguished Clubs award program is a thorough process that effectively distills and then measures a club's Member Experience, based on our proprietary formula:

- Member Experience equals
- Intangible Quality plus
- Service Quality plus
- Governance Quality plus
- Facility Quality plus
- Product Quality plus

or simply

$$ME = IQ + SQ + GQ + FQ + PQ$$

The "Quality Criteria" are weighted more on the three aspects of a club that provide the finest Member Experience and the things that make the club exceptional. Accordingly, IQ (Intangible Quality), SQ (Service Quality), and GQ (Governance Quality) are weighted most.

METHODOLOGY: MEASURING MEMBER EXPERIENCE

The Distinguished Clubs award program is a stepped process that includes:

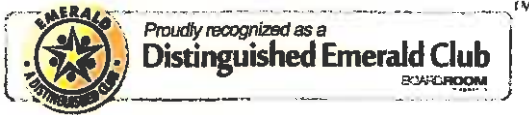
1. Committee Nomination: The Membership and Criteria Committee must first nominate a club for it to participate in the Distinguished Clubs award program.

2. Site Visit: An on-site visit is conducted to evaluate and compile the many contributing facets of each "Quality Criteria" that together comprise your club's overall Member Experience.

3. Formulaic Audit: Based on the compiled site-visit data, BoardRoom personnel then use the proprietary formula to distill and quantify your club's unique Membership Experience quotient.

4. Report: A confidential Evaluation Report is issued to the club's general manager.

5. Award & Recognition: If your club is awarded Distinguished Club or Distinguished Emerald Club status, conveyance and official recognition will follow, along with individual department leadership recognition that may also be awarded. **BR**



Distinguished Emerald Clubs listed in alphabetical order.

COUNTRY CLUBS

Colonial Country Club, Fort Worth, TX
L. Patrick DeLozier, CCM, GM

Indian Creek Country Club,
Indian Creek Village, FL
Michael Yurick, CCM, GM

Menlo Circus Club, Atherton, CA
Christian Thon, CCM, GM

Monterey Peninsula Country Club
Pebble Beach, CA
Michael J. Bowhay, GM

Oakmont Country Club, Oakmont, PA
Paul Mroz, CCM, GM

The Olympic Club, San Francisco, CA
Greg DeRosa, GM

GOLF CLUBS

Hamilton Farm Golf Club, Gladstone, NJ
Timothy M. Bakels, CCM, CCE,
GM until March 2013

Jupiter Hills Club, Tequesta, FL
Atilla Kardas, CCM, GM

The Loxahatchee Club, Jupiter, FL
Kevin E. Carroll, CCM, CCE, GM

Meadow Club, Fairfax, CA
Jack Grehan, GM

Old Marsh Golf Club,
Palm Beach Gardens, FL
Michael Gibson, CCM, GM

Rancho Santa Fe Golf Club,
Rancho Santa Fe, CA
Alfonso Castro, CCM, GM

RESIDENTIAL COUNTRY CLUBS

Addison Reserve Country Club,
Delray Beach, FL
Michael J. McCarthy, CEO/GM

The Club at Admirals Cove, Jupiter, FL
John Herring, GM

Boca West Country Club, Boca Raton, FL
Jay DiPietro, CCM, GM

The Desert Highlands Association

Scottsdale, AZ
Terra S. H. Waldron, CCM, CCE, GM

The Country Club at Mirasol,
Palm Beach Gardens, FL
Matt Lambert, CCM, GM
The Reserve Club, Indian Wells, CA
Craig C. Surdy, CCM, CCE, GM

CITY CLUBS

The Fort Worth Club, Fort Worth, TX
Walter P. Littlejohn, GM

Jonathan Club, Los Angeles, CA
Matthew J. Allnatt, GM

The University Club, New York, NY
John P. Dorman, CCM, GM

The Valley Hunt Club, Pasadena, CA
David Mole, CCM, GM

YACHT CLUBS

St. Francis Yacht Club, San Francisco, CA
Ronald A. Banaszak, CCM, CCE, GM



Distinguished Clubs listed in alphabetical order.

COUNTRY CLUBS

Arizona Country Club, Phoenix, AZ
Thomas G. Gibb, CCM, GM

Blackhawk Country Club, Danville, CA
Kevin J. Dunne, CCM, GM

Country Club at DC Ranch, Scottsdale, AZ
Paul K. Skelton, CCM, GM

Diablo Country Club, Diablo, CA
Larry J. Marx, CCM, GM

Ironwood Country Club, Palm Desert, CA
Joshua Tanner, CCM, GM

The Mirabel Club, Scottsdale, AZ
Michael P. Ryan, GM

Rolling Hills Country Club,
Rolling Hills Estate, CA
Gregory Sullivan, GM

San Luis Obispo Golf & Country Club
San Luis Obispo, CA
Michael Stanton, GM

Toscana Country Club, Indian Wells, CA
Paul Levy, CEO and GM

Wilshire Country Club, Los Angeles, CA
Randle St. John, CCM, GM

GOLF CLUBS

The Farms Golf Club,
Rancho Santa Fe, CA
Bruce R. Bennetts, CCM, GM

Hacienda Golf Club,
La Habra Heights, CA
Frank Cordeiro, CCM, GM

San Diego Country Club, Chula Vista, CA
David C. Morris, CCM, CCE, GM

RESIDENTIAL COUNTRY CLUBS

Aberdeen Golf & Country Club,
Boynton Beach, FL
Michael DiPietro, CCM, GM

CITY CLUBS

Center Club, Costa Mesa, CA
Shahin Vosough, GM

The Penn Club, New York, NY
Peter M. Homberg, CCM, GM

YACHT CLUBS

Santa Barbara Yacht Club
Santa Barbara, CA
Craig Wilberg, CCM, GM