

DELAIRE CAN HAVE A BRIGHTER FUTURE

Before we look for another General Manager and Chief Operating Officer we should take time out to smell the air that surrounds us. As Lincoln said *“the dogmas of the past are inadequate to the present: As the cause is new, so we must think anew and act anew”*. Returning to the old ways is no longer an option. The Golf Country Club era as we knew it has collapsed. Country Clubs are failing and ending up as Home Builder Sites or just vacant land. Country Clubs are no different than overbuilt Malls, Specialty Retailers and Department Stores which have changed because of disintermediation and demographics. The Millennials and the Baby Boomer retirees are not of the same mind set aimed at their leisure as the previous retirees, better expressed as “US”. [July 6, 2017 Indian Springs sold to Concert Golf](#)

Changes come in different ways. The family structure has changed. Women have entered the executive suite and broken the glass ceiling. The former Country Club set enjoyed different approaches for their Leisure time. Women who have become power players are not interested in card games or long hours on the golf course. They and their mates are active and spend their leisure time traveling, cruising, hiking, musical festivals, skiing and motivations gathered from the internet. They changed shopping from brick and mortar stores to Amazon internet shopping. Millennials & Baby Boomers are in the fast lane, they do not crave the sedentary life of a Country Club. That does not spell the end of Country Clubs, it makes Country Clubs part of the overbuilt market place.

In such an environment, management methodology has to be completely restructured by a **“Professional Career Team” that knows how to survive in a changing market place!** Untrained membership boards do not have the skill and their service is not on a full time required basis. Membership boards keep thinking that an improvement to their infrastructure is the “better mousetrap” to entice new members. All they accomplish is creating more debt. Overbuilding and less enthusiasm for the club life cannot be overcome by building Taj Mahals. **Mandatory Membership Rules destroyed waiting lists slowing new memberships to a trickle.** The most affected clubs are the smaller membership clubs that have taken on Non-residents at discount pricing to augment their ever increasing operating costs. Bargain pricing for Non-residents only increases the burden on the Mandatory Members, resulting in property value declines, increased dues, abandonment of homes of Resident members that can no longer afford the

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increases. This leaves less mandatory members, a **Catch 22** which will eventually destroy the club. We need to **ABOLISH MANDATORY MEMBERSHIP**. [Read: Feb 11 2018 Fountains Country Club votes out Mandatory Membership](#)

Can a Nurse save the life of a patient without a doctor? Can an operator of a Dairy Queen run a Major Department Store? Can an airplane mechanic fly an airplane? **That's the comparison of Membership Board novices running a Country Club v. Professional management.** [Read: May 1, 2019 Concert Golf latest acquisition](#) October 8 2018 [Bring back the waiting list and fast!](#)

The latest adventurism by our "bunglers" must not go unnoticed!! The sudden firing of the General Manager and Chief Operating Officer having **8 month of a 5 year contract left, amounting to \$200,000 dollars is unconscionable. That shows wastefulness and incompetence!** Granting a 5 year Contract shows "immaturity." To ask him to remain after firing until we get a replacement shows "STUPIDITY". Not having a Board member able to run the club during the interim, shows "lack of leadership". **Retaining Trent Squire after firing him in public shows we have no "guidance". "Trent Squire" accepting shows he has no "Honor".** Who knows if Trent might take umbrage and decide to sabotage our IT system or meddle with personnel matters? Immediately upon termination, an employee should be denied physical access to the property and all access to IT systems and files. We are not suggesting that he would actually do anything, but simply trying to eliminate the possibility, no matter how remote. These are considered best practices.

WE MUST GET TO A PROFESSIONAL GROUP TO TAKE OVER THE MANAGMENT OF THE CLUB. The Board has lost its way in **management and trust**. The TRENT SQUIRE CAPER is the last straw. Professional Management teams come with a proven TRACK RECORD. It is imperative that we choose the one that best fits us and that we do so **WITHOUT DELAY!!!** **Here are 3 possibilities.**

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