The Ultimate Legacy
Reimagining Club Leadership at Diablo Country Club
Dear Club Leaders,

Merriam-Webster defines tradition as an “inherited, established, or customary pattern of thought, action, or behavior.” Tradition is a central theme in the club industry and we think of it as a positive part of the culture and identity of every private club.

Unfortunately, in a club boardroom, strict adherence to “inherited, established or customary patterns of thought, action or behavior” can lead to rigidity. There is always tension between tradition and change throughout society, but as Darwin said, “It’s not the strongest that survive, it’s those who are most able to adapt.”

This issue of Club Business paints a picture of private club governance and the adaptations necessary for it to thrive in the 21st century. It’s as simple as adapt or die. We believe the articles in this issue will spark productive conversations about the future of your own club and its governance model and the ability of that model to adapt for success in the 21st century.

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President & CEO  
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Ray Cronin  
Founder  
Club Benchmarking

Success Story: Diablo Country Club

The Ultimate Legacy: Reimagining Club Leadership

Cover image: Diablo Country Club members have approved a transformational three-phase project to enhance and revitalize this historic California club.

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