Capital Planning

Building a Path to the Future at Butler Country Club

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Dear Club Leaders,

Welcome to the first issue of Club Business, a new joint publication of Club Benchmarking and the National Club Association (NCA). As part of our Strategic Alliance Partnership, we will co-publish this new report to provide insights for strategic club governance and help your club improve mission critical decision-making capabilities related to financial health.

This unique publication will incorporate data and acumen from the club industry’s leading provider of business intelligence—including benchmarking data, best practices and club case studies. Through this magazine, your board will have new tools to provide fact-based insight that prevails over guesswork, conjecture and bias. This first issue gives a comprehensive look at the capital health of your club, how to measure it, and the metrics to consider as a part of your “Capital Scorecard.”

NCA’s readership survey tells us that case studies are valued among our members, so each issue of Club Business will feature a club’s story to support the insights of the featured topic. You will learn how Butler Country Club in Pennsylvania used data to drive decisions, gain member support for capital projects, and plan a path for its future.

Club Business will be produced twice a year in conjunction with Club Director.

We hope you find this new member benefit valuable. We welcome your comments and suggestions for topics.

Best regards,

Henry Wallmeyer
President & CEO
National Club Association

Ray Cronin
Founder
Club Benchmarking

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What is your club’s capital scorecard telling you?

Cover image: Butler Country Club General Manager Michele Ruth in the club’s new lounge.

Club Business is published semiannually by Club Benchmarking and the National Club Association (NCA). Club Business is distributed to Club Benchmarking subscribers and NCA members.