
PCA *Plus*

A Letter Written Exclusively for Executives and Administrators of Private Clubs

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SOCIAL WELLNESS... Club members who pursue fitness and wellness can find plenty of places to work out; sometimes it seems there is a fitness club on every corner. So why should they use the club fitness center? Because of the social experience, the mingling with other members, which is something the club may want to emphasize, say the folks at the McMahon Group, a club research and facilities planning firm. Don't overlook the social aspect when promoting the club's fitness programs.

A McMahon representative also noted year-round indoor training for golfers is very popular so you may want to make certain the club's exercise repertoire includes workouts designed for golfers.
