

Frank Vain Lifetime Achievement Award 2021

A Distinguished Career With the Best Yet to Come!

By William P. McMahon, Sr.



"Frank has contributed to our industry through his leadership, research, education and organizational skills and achievements. He stands out from others for his kindness, generosity, keen intelligence and valuable contributions to those he serves."

—John Fornaro, CEO and Publisher, BoardRoom

That, in a nutshell, describes Frank Vain, recipient of *BoardRoom* magazine's Lifetime Achievement Award for 2021.

Frank Vain has had a distinguished career in the hospitality and club industry for almost 40 years and has been President of McMahon Group since 1988. In that role, he's led our company as we've worked with many of the leading private clubs in North America and Asia, to help them develop strategies and plans for addressing both their immediate management challenges as well as the long-term lifestyle trends affecting the industry.

In his position at McMahon Group, Frank has served over a thousand top clubs of all types and

sizes throughout the world. His dedication to the industry has also included being a past president of the National Club Association and president of the Country Club of St. Albans (Mo.). He's been a frequent speaker at the Club Management Association of America World Conferences over the years, as well as at CMAA chapters throughout the country.

He's also an integral part of the Club Leadership Alliance, composed of McMahon Group, Kopplin Kuebler & Wallace and Club Benchmarking. The CLA is dedicated to enhancing the club industry, and the clubs within it, by promoting best practices for club success.

Personally, after working closely with Frank at McMahon Group for 34 years now, I can attest that he is not only a born leader, but also a great family man – he has been married for 40-plus years to his wonderful wife Mary, and they have raised three wonderful daughters and have seen their family grow to now include three sons-in-law and two grandchildren.

It has been great fun during that time working with Frank, and all of our manager friends, as we have always strived to make each club as good as it can be. And now, after I had the honor of receiving *BoardRoom's* Lifetime Achievement Award in 2013, we are especially proud that Frank has been named its recipient for 2021, making McMahon Group the only company to ever have two of its people selected for the honor.

Not surprisingly, many within the club industry also were quick to congratulate and praise Frank after the news that he was receiving the 2021 Award was announced. Here are just some of the accolades that we heard:

"I've had the honor of experiencing Frank's dedication and vision firsthand and learning from his industry knowledge through his nine years on the National Club Association Board of Directors, including his term as chair. I've also been lucky to work with him on Club Trends magazine and the Excellence in Club Management Awards—two industry hallmarks. This Lifetime Achievement Award is well-deserved to say the least and is a testament to Frank's strong leadership and invaluable contributions to the private club industry and its professionals."

—Henry Wallmeyer, President and CEO, National Club Association

"Frank Vain is truly an icon in our industry. He is a thought leader in club management, integrous, a true giver and cutting-edge with his visionary guidance. The BoardRoom Lifetime Achievement Award is