

## Club Managers Association of Europe (CMAE) Endorses *BoardRoom magazine* for International Readers

*BoardRoom magazine* currently goes to USA, Canada and Mexico,  
CMAE agreement adds 25 additional countries.

LAGUNA BEACH, June 9, 2008 - *BoardRoom magazine*, voted the *Best Magazine in the Private Club Industry*, is going global!

After signing an agreement with the Club Managers Association of Europe, the first International online issue will go to International readers in early August.

The *BoardRoom magazine* International is designed to educate the board of directors, general managers and owners of private clubs about issues concerning all aspects of the club and golf course operations.

“The *BoardRoom magazine* is an invaluable resource for private clubs regardless of where they are,” says Dave White, the magazine's editor. “Our objective with *BoardRoom magazine* International is to zero in on topics and information that will be helpful to clubs associated with the Club Managers Association of Europe (CMAE). We're absolutely delighted to have this strategic partnership with the CMAE.”

*BoardRoom magazine* International will be available to club managers, board members and committee members at clubs through Europe.

“By being able to access high-quality information and thought-provoking articles in a modern, online format, we believe this new magazine will become a very useful resource for the club industry,” says Jerry Kilby, chief executive officer of the CMAE.

“We will be working with the editorial team at *BoardRoom magazine* International, recommending some of Europe's most respected journalists and industry experts to write features and articles about the club industry in Europe.”

Each editorial department directly relates to the positions held by the board: clubhouse committee, green committee, pro shop committee, food and beverage committee, marketing committee, membership marketing committee, law and legislation/insurance, finance/tax issues.

Private clubs around the globe are currently facing challenges relating to every aspect of their operation—from rising food costs to employee compensation, changing demographics to decreased club usage, outdated technology to outdated pro shops and poor management to costs of liability insurance. For the majority of problems facing private clubs today, vendors have the solutions.

**Subscriptions are free until January 2009. To sign up for your free subscription, please visit <http://www.boardroommagazine.com/international.htm>**

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### **About *BoardRoom magazine***

The *BoardRoom magazine* remains the only publication of its kind to directly target the board of directors and management of private and semi-private golf and country clubs in the United States, Canada and other locations around the world. It is much larger than a magazine.

We give industry insiders and decision-makers the information they need to survive and thrive. We establish relationships with our readers and advertisers. In fact, many report keeping a library of past issues to use as reference material when purchasing opportunities arise.

As a diversified leader in the private club industry, *BoardRoom magazine* continues to broaden its horizons to meet the needs of our readers, partners and advertisers.

The *BoardRoom magazine* is endorsed by, is a strategic partner of, or allied association of the *Club Managers Association of America* (CMAA), the *Golf Course Superintendents Association of America* (GCSAA), the *Professional Golf Association of America* (PGA), the *United States Professional Tennis Association* (USPTA), the *American Culinary Foundation* (ACF), the *American Society of Golf Course Architects* (ASGCA), *Hospitality Financial and Technology Professionals* (HFTP), and the latest addition, *Club Managers Association of Europe* (CMAE).