

Boca Piquant

VOL. 1 NO. 4

Boca's Finest
Country Club Living



STAYING THE COURSE



MICKIE AND SUZANNE

one of our area's handful of clubs that sit along the corridor on the Boca Raton/Delray Beach border that's called Millionaire's Row.

The club's design owes its inspiration to the legendary Addison Mizner's Spanish and Mediterranean Revival-style architecture. Join us as we take a close look, wandering through the clubhouse, across the golf course and onto the tennis courts, stopping to sample restaurant fare

Then we're off to nurture body and soul at the fitness center and spa.

We find out what's fun and fabulous at a few stylish boutiques in our area and then experience the people and cuisine at popular restaurants.

Inside, we list some of the premier local country club communities. For more information about what each club offers, visit specific Web sites or call the clubs. Our list is not all-inclusive. It will grow as you tell us who and what you want to see in future issues of *Boca Piquant*.

Enjoy!

*W*elcome to our latest issue of *Boca Piquant*, your guide to local country club living.

In each issue we take a look inside a local country club community and give you a chance to sample club amenities, meet the people who live there, and see what makes the club special.

On the following pages, we visit Addison Reserve Country Club,



Colorful impatiens surround a fountain at the front entrance to the 42,000-square-foot Club House at Addison Reserve Country Club, which houses the club's main dining room and bar, the golf pro shop, locker room, men's and women's card rooms, meeting rooms, administrative offices and a golf cart storage facility. LINDSAY MOORE



Boca Piquant

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On the cover: The Mediterranean-style fountain sits in the midst of Addison Reserve Country Club's main pool, surrounded by multi-level decks that provide the ultimate in privacy for sunbathing.

LINDSAY MOORE





Tropical Florida landscape at the front entrance to the Club House of Addison Reserve Country Club. [LINDSAY MOORE](#)



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ADDISON RESERVE OFFERS MODERN AMENITIES WITH A TOUCH OF THE PAST

BY MAURA MARTIN

Behind majestic Royal Palms, graceful waterfalls and a formal, Mediterranean-style gate sits Addison Reserve Country Club.

The understated, low-key club is a nod to past and present, with Addison Mizner-inspired loggias, barrel-tile roofs and turret towers co-existing with stone, bamboo, lighting and colors with a decidedly Asian feel.

But luxury takes top billing at the 653-acre Delray Beach club, with 717 custom homes in 19 communities spread out among rolling fairways and lakes. Addison Reserve is home to 1,400 members, including 160 children.

“We pride ourselves on being a boutique, five-star club,” said Chief Executive Officer and General Manager Michael McCarthy. Members, more than half of whom are seasonal residents, “are used to the best and demand the best.”

At Addison, which was designated a Platinum Club in June, that’s what they get. The club, built in 1996, effortlessly blends gracious living and activities. Members enjoy top-notch golf and tennis facilities, fine dining, a huge pool and deck area, and a renovated spa and fitness center that rivals any top private exercise club.

The club’s golf course and Esplanade were renovated and expanded two years ago. Clubhouse renovation is next on the agenda.

“The oldest house here is 12 years old. Everything is up-to-date, with marble and granite,” McCarthy said.

Upgrading and refreshing is ongoing, especially as Addison grows in popularity among families and younger members. “Our most recent sales were to two couples in their 40s and one in their 30s,” McCarthy said.

The Asian-inspired Esplanade has become the hub of club activity since its \$9 million renovation in 2007. It is home to an expanded spa and fitness center, pool, tennis center, Bistro restaurant with indoor and outdoor dining, and children’s activity center.

The 42,000-square-foot Clubhouse contains two dining rooms, lounges, meeting rooms, card rooms, golf locker rooms with saunas and steam rooms, and golf pro shop.

Addison Reserve members choose golf or sports memberships. McCarthy said there is a 10-year waiting list for the 550 golf memberships

The club’s 27-hole, Arthur Hills-designed golf course was built in the mid-1990s and



A fountain greets members and guests before reaching the security-gated front entrance of Addison Reserve Country Club. LINDSAY MOORE

renovated two years ago. The updating included installation of a state-of-the-art irrigation system. Golfers can participate in tournaments, enroll in clinics or take lessons from club professionals on the three nine-hole courses.

Addison Reserve’s tennis center features 12 lighted, Har-Tru courts, all of which are in the midst of conversion to eco-friendly hydro courts, and a championship court at center stage. Players of all skill levels can improve their game on an automated hitting practice court with a self-retrieving ball machine, and sign up for adult or children’s clinics and classes, enjoy tournament play and sign up for teams.

The center includes a pro shop and locker rooms.

Players have the option of cooling off in the junior-Olympic-size heated swimming pool, which has a center fountain and surrounding by a deck. The pool area includes a wading pool and whirlpool and is the site of water aerobics and other classes.

Addison Reserve Country Club is on the west side of Jog Road just north of Clint Monroe Road and south of Linton Boulevard.

FOR INFORMATION, VISIT WWW.ADDISONRESERVE.CC.COM OR CALL 561-637-4004.



The entrance of Addison Reserve Country Club on Jog Road. [LINDSAY MOORE](#)



Dear Marty,

On behalf of Woodfield Country Club, its Board of Directors and its Membership, I would like to express my gratitude and appreciation to you and the staff at Boca Piquant for creating the fantastic article in your latest edition featuring Woodfield Country Club.

The information presented was a notable representation of the dynamic Woodfield lifestyle and elite reputation.

It is my opinion that more local businesses should consider Boca Piquant as an excellent publication for advertising to the affluent members of Club communities.

Thank you again!

Sincerely,

Larry S. Savvides, CCM
General Manager/COO

FOR MICHAEL MCCARTHY, COUNTRY CLUB MANAGEMENT IS ALL BUSINESS

BY MAURA MARTIN

If Addison Reserve Country Club seems perfectly poised for the future, it could be the result of Chief Executive Officer and General Manager Michael McCarthy's recipe for success.

McCarthy, a trained chef, joined the 1,400-member Delray Beach club in 2006 and immediately turned up the heat. He refreshed facilities, streamlined management, implemented a strategic plan, and improved communication with members and employees.

In three years, Addison Reserve has become known as a boutique club with first-class facilities and management. Club surveys rank member satisfaction above 90 percent, while resale home listings hover at or below 5 percent in a community of 717 custom homes. The golf course was restored and the renovated Esplanade building is home to a modern spa and fitness center.

In June, Addison Reserve was named a Platinum Club by Club Leaders Forum and was ranked No. 9 on a list of 15 top residential communities in America.

The honors indicate that Addison Reserve is on the map, a serious player in the super-competitive private club industry.

"The club business has struggled, but Addison is in a different category," McCarthy said.

Addison's success is due in part to management's dedication to completion of the \$9 million Esplanade renovation, as well as refreshing club facilities and services, rebuilding club reserves and increasing club revenue. But McCarthy and his team jumped into action in August 2008, devising an economic action plan that resulted in substantial savings before the full impact of the recession hit.

"We're a profitable community, but it wasn't always this way," McCarthy said.



MICHAEL MCCARTHY MATT DEAN

built Addison Reserve in 1996, with members assuming club management in 2002. Members and a string of general managers all stumbled, and eyes soon focused on McCarthy, who was experiencing considerable success at BallenIsles Country Club, just 36 miles north of Delray in Palm Beach Gardens.

As chief operating officer and general manager at BallenIsles, McCarthy, 41, helped transform BallenIsles into a member-owned and professionally managed 1,700-home community with a top-notch reputation. He learned from the developers, he said, and along the way, he won the prestigious 2006 Excellence in Club Management Award, co-sponsored by the McMahon Group Inc. and Club & Resort Business, and was named a "Top Gun in Club Management" in

2005 by Club Leaders Forum.

McCarthy could not pass up the challenge Addison Reserve presented. "The timing was right," he said.

McCarthy pumped energy into the club by introducing professional management. At his first board meeting, he eliminated committees and fired members. "I wanted open meetings and total transparency," he said.

Six months later, a strategic plan was in place. "We were flying at 40,000 feet – not crop dusting."

McCarthy is quick to credit Board of Directors President Fernando Leal for Addison's revitalization. "He drove the change," said McCarthy. "This guy gets it. He ran Upjohn."

Said Leal, "When I first met Michael, I felt like I was still in

the corporate world. He speaks the same language."

McCarthy grew up in Secaucus, N.J., and went to work at age 14. He attended culinary school and began his club career in 1987 as a chef at Lake Mohawk Country Club in Sparta, N.J. Seven years later he moved to Green Brook Country Club in North Caldwell, N.J., where he eventually was appointed general manager. He moved to Florida in 1999.

Along the way, McCarthy's honed his business skills and picked up on the pulse of the club industry.

"This business will continue to get younger," McCarthy said. "And female buyers, ages 40 to 50, will be making the decisions."

While younger families might be able to afford gold memberships, McCarthy said they're not interested in devoting the time that golf requires. But the Esplanade, with 50 free weekly fitness classes, is a draw for women and children.

"Men share the responsibility of raising the children, so if we can draw women and children, men will follow," McCarthy said.

He is a past president of and active in the Florida Chapter of the Club Managers Association of America. "It's networking and a lot more," McCarthy said. "I'll proudly tell you that the best and brightest are right here in this market."

That includes Jay DiPietro, chief executive officer and general manager at Boca West Country Club. McCarthy and DiPietro are good friends, and McCarthy calls DiPietro his mentor.

McCarthy lives with wife Irene and daughters Molly, 10, and Emma, 13, at Ibis Golf and Country Club in West Palm Beach. He fishes with his girls in the Jupiter Inlet and in the lakes at Ibis.

"Life's good," he said.

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Tropical landscaping surrounds the back patio tables that overlook the practice putting green behind the Club House. **MATT DEAN**



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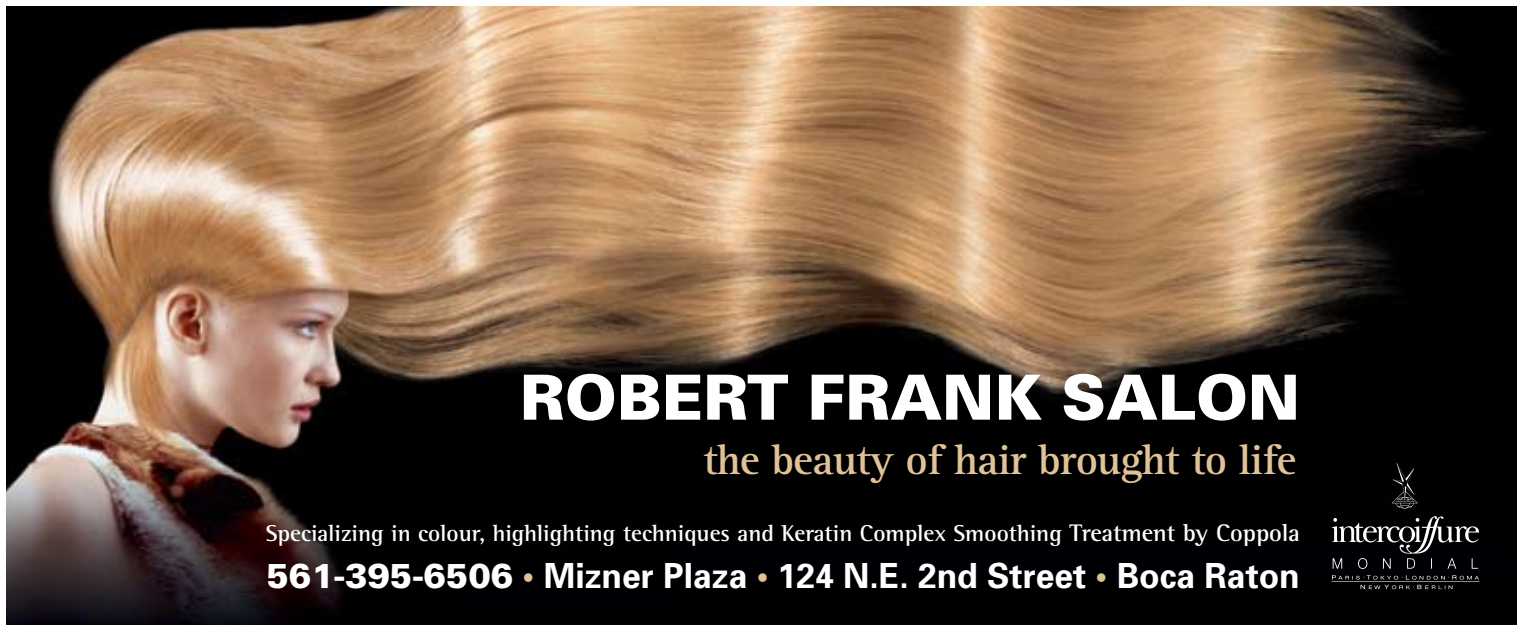
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The fountain and pond at the fourth hole is one of the biggest features of the Redemption golf course, designed by golf course architect Arthur Hills. Addison Reserve is home to three, challenging 9-hole courses designed by Hills: Redemption, Trepidation and Salvation.. [LINDSAY MOORE](#)

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John Savarese, executive sous chef, checks on a Margherita pizza cooking in the wood stone oven at the Esplanade Bistro, the casual dining restaurant, at Addison Reserve Country Club LINDSAY MOORE



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BOARD PRESIDENT CONTRIBUTES BUSINESS ACUMEN TO CLUB'S OPERATIONS

BY MAURA MARTIN

As president of Upjohn International, Fernando Leal traveled worldwide, implementing strategic initiatives and conducting business in diverse cultures.

He brings the expertise developed during a 37-year career with the Upjohn Co. (it later became Pharmacia & Upjohn) to his position as president of the board at Addison Reserve Country Club.

Addison Reserve Chief Executive Officer and General Manager Michael McCarthy credits Leal with adding professional leadership to the board, eliminating superfluous committees and creating a system of advisory committees, and implementing a strategic plan.

McCarthy said the changes have resulted in increased revenue the past two years and a decrease in member and staff turnover.

"Fernando Leal knows strategic planning and he is studying what this business is going to look like in five years," McCarthy said. "His plan is a roadmap to our future."

Earlier this year, Leal was named "Distinguished Club President of the Year" by BoardRoom magazine. That honor was in addition to his winning one of the 21 "Private Club Presidents of the Year" awards for 2008.

Leal is quick to credit McCarthy and board members for reviving the club. He recalls the key 2007 meeting at which he, as newly elected president, and McCarthy implemented strategic changes that would reposition the club's direction and future.

"We made the decision to transition from a members-managed club to a professionally managed club," he said. "We have a lot of smart people here. Many



Addison Reserve Country Club President Fernando Leal in the dining room of Esplanade Bistro. MATT DEAN

liked to micro manage."

Once the new management team ran daily operations, the club started to flourish.

"It was challenging, but the fact that Michael came on board and imposed his management style on the board – it helped me," Leal said. "I could review policies, establish goals and look ahead."

Each year Leal, McCarthy and their teams attend a facilitated retreat to discuss club challenges, define areas to address and focus on the strategic issues.

Although Leal plays golf three or four times a week, frequents the Esplanade, travels for pleasure and sees his two children and five grandchildren often, he never loses sight of the big picture. Like McCarthy, he has demographics on his mind.

Leal was born in Portugal, grew up in Brazil, lived in Canada and Mexico, and has called the U.S. home for 23 years. His children were raised in Kalamazoo, Mich., the location of Upjohn's headquarters. Leal and his wife,

Mildred, moved to Addison Reserve in 2000.

Leal's move supports one of McCarthy's strongest beliefs: Women make the major decisions.

"My wife was the person to make the decision," he said. "She visited several clubs and said, 'I went through this club Addison Reserve, went through the gate, and had a feeling this was our place.'"

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Elegant place settings of Esplanade Bistro are ready for the Friday night dinner crowd. LINDSAY MOORE



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THE ESPLANADE KEEPS ADDISON RESERVE MEMBERS BUSY AND ENTERTAINED

BY MAURA MARTIN

Addison Reserve's Esplanade awakens the senses while nourishing body and soul. It also is a stunning, tranquil symbol the club's future.

The Esplanade's four Mediterranean-style pavilions, all interconnected by loggias, are home to the pool area, fitness center and spa, the Bistro restaurant and the children's activity center.

At a time when other clubs point to their clubhouse or golf course as their raison d'être, Addison has headed in a different direction.

"The Esplanade is attracting the next buyer," said Michael McCarthy, the club's chief executive officer and general manager. That decision-maker is a 40- to 50-year-old mother, he said. And her time is limited, she values fitness, healthful food and spa services, she considers parenting a partnership, and she wants her children to have fun in a safe environment.

McCarthy and team decided to give her what she wants.

It's a huge pool area with arched pergola entry, multi-level deck and subtropical landscaping bordering a junior-Olympic-size pool, whirlpool, children's wading pool, and hot tub and whirlpool.

It's an 11,500-square-foot fitness center with strength and cardio equipment, kinesis wall, Pilates studio, 50 free weekly fitness classes, professional trainers, and afterschool workouts for kids ages 5 to 14.

It's a Zen-style spa with soothing scents and sounds, a tea and relaxation lounge, and staff masseuses, estheticians and technicians delivering deep tissue massages, applying oxygen facials, and pampering hands and feet.

It's an Asian-influenced Bistro restaurant that tantalizes the taste buds with New York-style pizzas cooked in a pizza oven, a selection of seven entrée salads with fresh fruit, chicken or seafood, and plenty of children and fresh fish on the lunch and dinner menus. During season, a tapas bar opens outside the Bistro.

And it's a children's activity center that's staff run and full



Esplanade's swimming center. MATT DEAN

of video games, crafts and activities, so kids won't be bored or unsupervised if parents want a good workout or need a facial.

McCarthy, himself the father of two daughters, refocused and oversaw completion of the \$9 million Esplanade renovation soon after he joined the club. He and board members looked at members' growing emphasis on exercise and spa services. They added amenities to draw and keep families at the Esplanade.

The renovation included the addition of a practice court with automated hitting and a self-retrieving ball machine at the tennis center, and an expanded pro shop.

It's not that younger families can't afford golf memberships, McCarthy said. They just don't have the time to devote to the sport.

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OPPOSITE PAGE

Top, Brookfield Estates homes, far right, overlook a wooden bridge leading to the fairway of the second hole on the Redemption course. LINDSAY MOORE

Left, a gazebo offers shade at Addison Park. MATT DEAN

Right, tropical landscaping surrounds the back patio table that overlooks the practice-putting green behind the Club House of Addison Reserve Country Club. MATT DEAN

THIS PAGE

Ann Presser, top, of Addison Reserve, hits the ball to the green on the fifth hole of the Redemption course. MATT DEAN

Above, Jesse Greenfield of Addison Reserve, hits the ball on the fifth while playing golf on the 9-hole Redemption. LINDSAY MOORE

Right, Jana Greenfield of Addison Reserve, putts the ball on the green of the fifth hole. MATT DEAN

CLUB MEMBERS VOLUNTEER SUPPORT, SUPPLIES FOR THOSE IN NEED

BY TRACY FANTACCIONE

Families of several staffers at Addison Reserve Country Club were devastated when four hurricanes slammed the island nation of Haiti in 2008. Club members quickly rallied to collect food, clothing and supplies and shipped them to hurricane victims.

That effort was just one example of Addison Reserve members' dedication to assisting those in need, said Michael McCarthy, the club's chief executive officer and general manager. "They don't publicize it, this is a low-key group of members, [but] this is a giving group," he said.

They have quietly donated food, clothing and money to disaster

victims, the needy and nonprofit groups in South Florida.

McCarthy said the club's Mitzvah Committee regularly provides food prepared in Addison Reserve's main kitchen to residents of the nearby King's Point community during the Jewish holidays.

The committee also gives time and supplies to a food pantry operated by Ruth Rales Jewish Family Service and last year donated more than 200 Hanukkah food packages for needy families of the Forster Family Food Pantry.

McCarthy estimated that more than \$1 million has been donated to cancer research at the University of Miami Sylvester

Comprehensive Cancer Center through efforts of the Addison Reserve unit of the Papanicolaou Corps for Cancer Research.

It is one of more than 50 Pap Corps units in South Florida that work to raise funds needed to maintain the center's ongoing cancer research projects.

Volunteers Paul Sherr and Beth Frost of Delray Beach, fill Hanukkah food packages as volunteers pack more than 200 packages for needy families for the Forster Family Kosher Food Pantry of Ruth Rales Jewish Family Service in the Addison Reserve Clubhouse in Delray Beach.

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CLUB LEAPS INTO NATIONAL TOP-15 LIST

BY MAURA MARTIN

In June, Addison Reserve Country Club received an honor shared by just 4 percent of the country's private clubs: It was designated a Platinum Club of America by Club Leaders Forum.

Club Leaders Forum also ranked Addison No. 9 on its list of the nation's Top 15 Residential Communities.

"To finish ninth in the nation is good," said Addison Reserve Chief Executive Officer and General Manager Michael McCarthy.

This recognition resulted from a survey conducted by John Sibbald Associates Inc., which publishes Club Leaders Forum, a newsletter for the private club industry.

"It is extraordinary, and a great compliment to Addison Reserve, that the club has advanced from being unranked in previous surveys to where it now stands as the ninth most highly regarded residential community in America," said John Sibbald, publisher of Club Leaders Survey. "No other residential community has risen more rapidly in the 15-year history of the Platinum Clubs of America."



A comfortable lounge seating area is available for members and guests in the Club House at the Addison Reserve Country Club. **LINDSAY MOORE**

This year, 6,000 private club managers and presidents ranked local and national clubs on quality of membership, tradition and culture, amenities, governance, and quality of staff and management.

"Of the 6,000 private clubs

in America, only 235 qualify as Platinum Clubs – the top 4 percent," Sibbald said. "Clubs pride themselves on this accomplishment as it is essential to clubs like Addison Reserve to attract the best new members – as it is for every other club in challenging times like

these. What Mobil is to the ratings of 5-star hotels, the Platinum Club rating is to 5-star clubs."

Club Leaders Forum conducts surveys for Platinum Club lists.

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FITNESS FANATICS HAVE IT ALL AT ADDISON RESERVE

BY TRACY FANTACCIONE



Barbora Jilkova-Burns, head tennis pro, demonstrates the state-of-the-art automated hitting practice court equipped with a ball machine and built-in ball-retrieval system at the Esplanade's Tennis Center of Addison Reserve Country Club. The tennis facility features 12 Har-Tru courts. [MATT DEAN](#)



One of the main ways Addison Reserve Country Club aims to maintain its vitality is

by ensuring its members remain physically fit with a wide range of exercise options available on site. The club's three nine-hole

Arthur Hills Championship golf courses – Trepidation, Redemption and Salvation – have long been a lure for

business men looking for some R&R. Built starting in 1995, they were completely renovated a decade later, after falling into

disrepair at the start of the new century.

Now the meticulously manicured greens, gentle slopes and bright lakes are surrounded by natural vegetation dotted with flowers, foliage and towering oak trees. The courses provide a peaceful view for diners in the club's main dining room.

Female members looking for an outdoor workout can take their pick of the club's dozen Har-Tru tennis courts adjacent to the Esplanade. One of the features at Addison Reserve's tennis courts is a ball machine with a nifty built-in ball

retrieval system, so players don't have to get too much exercise chasing after balls.

Tennis classes are offered for all levels of player, along with clinics for adults and children, tournaments and team tennis. A chilled-towel cart helps keep players cool. The fully stocked pro shop offers a range of high-end tennis wear and equipment.

For members in search of indoor exercise, the club's fitness center has it all. An extensive cardiovascular area, a free weights area, and studios for stretching, aerobics, Pilates and circuit training at a kinesiology

are available from early morning until early evening. Personal training sessions are available to members by appointment, and group classes are offered in yoga, zumba, water aerobics and mat Pilates.

Trainer Pedro Dominguez is especially proud of the state-of-the-art kinesiology wall, since Addison Reserve is one of just two local clubs to offer the weight-lifting and stretching system to members.

To wind down following a workout, the club's luxurious Asian Zen spa allows members to literally step into tranquility. Lightly scented, dimly lit,

filled with soft music, the spa is a haven away from outside stresses. Full body massages, sea salt scrubs, and something called a Moor Mud Cocoon are offered in treatment rooms with names like Prosperity and Serenity.

Appointments for facials, manicures and pedicures also are available every day of the week.

Professionals at the child-care center in the Esplanade are available to watch members' young children or grandchildren while they work out.

With all of these amenities, there is almost no reason for residents to leave Addison Reserve to stay in shape.



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❖❖❖ *Around the Club* ❖❖❖



The ladies of Addison Reserve



Catherine and Frank Chiala



Pool time for these bathing beauties



Steven Kugler and granddaughter



Joyce and Elliott Rothstein



Fernando Leal and grandson



New Year's Eve Street Fair



Pink ladies raising money for cancer



Future golf member



Judy and Michael Breslow & family



Club members together for a cause



Creativity with sand art



Nanette Fisher and Sam Spiegel with a belly dancer



Gil and Felice Knauer



Frank and Diane Filderman



Andrea Miller and Louise Bennett



Marcia Stone works out in the pool



Club leaders show off awards



Funky Fish Kids Adventure



Dive-In Movie Night



Irene and Mark Kra



Smiles at New Year's Eve Street Fair



Faces painted to welcome new year



Club members celebrating together



On the links: Robert and Shari Fineman with Laura and Jeff Krauss



The Spa (background) overlooks the Addison Reserve Country Club's Esplanade swimming center as members lounge by the pool and play in the water.

LINDSAY MOORE

