

# The Ultimate Senior Retention Program

## Embracing Wellness as a Usage and Retention Strategy

By Rick Ladendorf | Co-Founder, Prevo Health Solutions

Private Clubs rely on dues and member usage as the primary source of revenue to fund day to day operations, and in most private clubs the majority of the revenue comes from seniors over the age of 55. Studies show that this group represents the largest share of “Health Care Spending” in America which simply means they are more likely to suffer from chronic illnesses and diseases which can affect usage and member retention.

By embracing wellness, the club is sending a message to the member that says they care! Club members are like “family” and many members consider the club as an extension of their home, their community and their social network. That said, it makes sense for the Club Industry to embrace “wellness” and offer services to help the member get and stay healthy.

Michael Welly, General Manager of Longboat Key Club & Resort recently introduced the “Passport to Wellness” program for its Members, Guests and Staff as the right thing to do! “Our commitment is to embrace Wellness, where Wellness is a choice to live life to the fullest. A life filled with healthy, vitality, joy and abundance.” Kristi Bonasack, Director of Wellness comments, “Our Wellness Program is not just about weight loss or achieving fitness goals. It is about incorporating all aspects of Wellness into your life on a daily basis and using the tools that we offer, to help achieve personal health, wellness and spiritual goals.”

### Fitness for Seniors

A well-balanced fitness program offers many benefits for seniors. It conditions muscles, tendons, ligaments and bones to help fight osteoarthritis and osteoporosis, keeping the body more limber and stabilizing joints to lower the risk of everyday injury and enhance overall quality of life, and for some an improvement in their handicap.

A simple suggestion to increase member participation could include the use of a stretching machine, which increases longevity and usage. Benefits include:

1. It Improves blood circulation, strengthens the heart and protects against heart attack
2. It reduces bone loss that usually accompanies aging
3. It reduces the effects of diabetes
4. It enhances flexibility of muscles and joints
5. It definitely increases energy levels
6. It helps in reducing weight
7. It may even help the golf swing and lower the handicap

### Nutrition

Eating well is an essential part of a healthy life, and the older you get the more important it becomes to make good food choices. It helps keep your body strong, your mind sharp, and your energy level high. Proper nutrition has been proven to prevent, reduce or eliminate many chronic illnesses, many of which the senior member may be suffering from.

If your member, their spouse and family are health-conscious then it would make sense to prominently display and promote healthy menu options for both adults and kids which could include smoothies, organic and locally grown fruits, vegetables, herbs and spices and low-sodium dressings.

Many clubs have embraced wellness by planting on-site gardens, which are typically managed by the Chef or a local farmer.



Nick Romano from VR Green Farms, sells hundreds of fresh baskets every week grown on the gardens at Bella Collina Golf Club in San Clemente CA. Members and community members gather every week to see what’s new and the local press loves to write articles featuring the garden.

### Adapt or Die

According to Rick Coyne, President and Founder of ClubMark Corporation, “most private clubs are not focusing on recruiting Baby Boomers as this segment is either a) already a club member or b) has no interest in a joining a private club.

These heavy “users” of the club are made up of members from the “Mature/Silent” generation born 1927- 1945 (age 67-85) and the Baby Boomers (the “me” generation) which were born between 1946 and 1964 (ages 48 to 68). “The challenge for most clubs is to create programs, events and activities which appeal to the current users to increase usage while simultaneously recruiting the younger families and wellness programs are the types of services these members are looking for”, Rick Coyne adds.

The McMahon Club Trends 2011 Q1 issue

Continued on next page

## The Ultimate Senior Retention Program Continued from previous page

identifies “Health and Wellness” as one of six mega-trends. “We live in an increasingly health-conscious society. A private club must offer facilities and dining choices to address the increasing desire for fitness, wellness and healthy dining options for all family members.”

If the club is truly an extension of the home, and members are part of a family, then it may be time for the club industry to embrace wellness as part of the club culture.

### The Ultimate Senior Retention Program

Play an active role in the members’ health and well-being and usage will likely increase. Keep the member healthy and they continue to pay dues. Sounds morbid but it’s true....

Three steps to creating the ultimate senior retention program include:

1. Survey the members with a specific focus on Health & Wellness
2. Design programs and activities which meet the senior members needs
3. Support the member on-site and on-line

The top five things a club needs to embrace wellness:

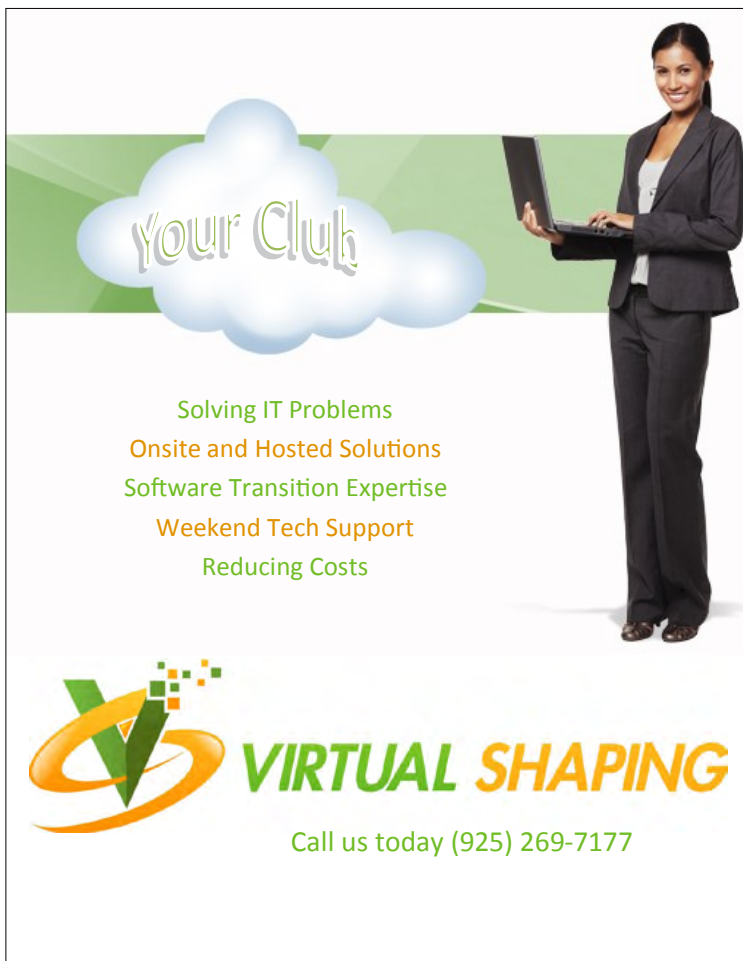
1. Secure management & board level commitment
2. Offer multiple seminars, webinars, workshops, classes, events and activities for golfers and non-golfers
3. Promote “Healthy Options” on all menus

4. Implement a club branded wellness on-line portal which provides relevant and fresh content, challenges, measurement & progress tools, event calendar and tools.
5. Educate the staff

### Workplace Wellness

Embracing wellness with the staff can help reduce expenses, increase productivity and reduce absenteeism and likewise, an educated staff becomes great health ambassadors which help evangelize the health & wellness culture within the club. •

*Rick Ladendorf is the founder of Prevo Health Solutions and can be reached at (949) 933-5470 or via email at [rladendorf@prevohealth.com](mailto:rladendorf@prevohealth.com)*



**Your Club**

- Solving IT Problems
- Onsite and Hosted Solutions
- Software Transition Expertise
- Weekend Tech Support
- Reducing Costs

**VIRTUAL SHAPING**

Call us today (925) 269-7177



**SONATA**

Model: SNA202

**Golden State Sales Representatives:**

Northern CA  
Ed Sawyer & Co. • 650.879.1421  
[edsawyerco@earthlink.net](mailto:edsawyerco@earthlink.net)

Southern CA  
York Hospitality • 760.727.3055  
[corp@yorkhg.com](mailto:corp@yorkhg.com)

**gasser**

**gasserchair.com**

Youngstown, OH 44505 • USA • 800.323.2234  
Fax: 330.759.9844 • [sales@gasserchair.com](mailto:sales@gasserchair.com)

**CM AA**  
AFFILIATE  
15 YEAR

Pearl Partnership Sponsor