

Creating a Health And Wellness Program



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HEALTH AND WELLNESS! WHAT IS IT, AND WHAT SHOULD A CLUB OFFER ITS MEMBERS?

Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. Wellness is a mind set, a predisposition to adopt a series of key principles in varied life areas that lead to high levels of well-being and life satisfaction.

“*The New Wellness Revolution*,” by economist Paul Zane Pilzer explained that the wellness industry has grown to \$500 billion, and it’s “just getting started.”

The McMahon Club Trends 2011 Q1 issue identifies “Health and Wellness” as one 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.”

Knowing what the club should offer its members for nutrition, diet, health or wellness related services depends on how important it is to the members. “Seek first to understand, then to be understood,” suggests author Steven Covey.

In other words, discover what the current members and prospective members want before you design a program to meet their needs, keeping in mind, new members are typically between 36 and 50 years and they join for value, family activities and health and wellness.

Here are five things the club can do to create a wellness program:

1. Have your house committee assess the club’s interest in health and wellness.
2. Host a nutrition health expo and assess the members’ nutritional and fitness needs.
3. Hire an outside consultant to evaluate the menus and fitness programs. Consultants should collaborate with the club chef and fitness manager to create nutritional appetizers, entrees and desserts and integrated fitness programs.
4. Form non-golfer “health related groups” e.g. a cooking club or a weight-loss club and offer fun, interactive, educational and interactive events, culinary workshops and cooking classes.
5. Design your marketing packet to “speak” to mom because she makes 85 percent of the financial decisions for the household and most likely a non-golfer. Promote the clubs commitment to health and wellness as part of the clubs culture and recruitment strategy.

TOP DOWN APPROACH

A commitment by the board, the general manager and the chef to health and wellness is critical to the long-term success of a health and wellness program. The payoff comes in the form of increased usage and retention as well as recruitment of younger families.

For example, Ryan George, general manager of the Odessa Country Club in Odessa, Texas created the “Little Gushers Program”, where kids learn different sports, understand the rules and, most importantly have fun. Kids earn rewards and bonus points through participation, achievements and good behavior.

CLUB USAGE

If your club is suffering from declining usage or increased attrition, then it may be time to get member feedback with a specific survey in conjunction with a one-day on-site health and wellness event.

To insure maximum participation, the event should offer activities for all ages and be staffed by culinary experts, chefs, nutritionists, dieticians, certified fitness trainers, chiropractors and massage therapists to assist with any member questions. The event should include body composition measurement, free nutritional foods, cooking classes, interactive educational classes and lots of activities for the kids. Invite members and prospective members. Make it fun, educational and interactive.

RETENTION

If your issues are recruitment we suggest surveying prospective members to see how important an integrated nutrition and fitness program is to their family and share the results with the management team.

Collaborate, think outside-the-box and share new ideas with your members. **BR**

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