

# LEADING THROUGH CRISIS

NATIONAL CLUB  
ASSOCIATION

2020 ANNUAL REPORT



National Club Association  
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# NCA'S MISSION

## ADVOCACY. INSIGHT. GOVERNANCE.

The National Club Association (NCA) is the only organization that actively lobbies the U.S. Congress with a specific focus on the needs of the private club industry. In addition to our Government Relations Program, NCA also serves as an advocate for private clubs in the regulatory agencies, in the statehouses and in the courts.

NCA offers time critical solutions to club leaders through our Resource Center and Board Leadership Institute. Club leaders also have access to best practices through NCA's periodicals, publications and education programs focusing on industry trends, human resources, operations and governance and planning topics.

NCA's Club Members are among the most prestigious private clubs in the country. Our Corporate Partners and Associate Members represent leading industry service and product providers that help clubs maintain and elevate their operations and services. Together, we work in partnership to provide the best resources for the industry.

## MISSION

The mission of the National Club Association is to promote and advance the interests and well-being of all private, social and recreational clubs through advocacy, insightful education and governance best practices.

## 2020 National Club Association Board

### OFFICERS

#### Chair

**Christine Pooler, CCM, ECM**  
Oakland Hills Country Club

#### Vice Chair

**Michael Bruni**  
Olympia Fields Country Club

#### Secretary

**Nick Sidorakis, CCM**  
Southern Hills Country Club

#### Treasurer

**Malcolm MacColl**  
The Windsor Club

#### Immediate Past Chair

**Terra S. H. Waldron, CCM, CCE, ECM**  
Greensboro Country Club

### DIRECTORS

**Ted M. Benn, JD**  
Thompson & Knight LLP

**Tom Bennison**  
ClubCorp U.S.A., Inc.

**Ken Donovan**  
Fiddler's Elbow Country Club

**Thomas A. Lenz, JD**  
Atkinson, Andelson, Loya, Ruud & Romo

**Joel A. Livingood, CCM**  
Interlachen Country Club

**Michael McCarthy**  
Addison Reserve Country Club

**Tim Muessle, CCM, CCE**  
The Olympic Club

**Luke O'Boyle, CCM, CCE**  
Chevy Chase Club

**Keith Pabian, JD**  
Pabian Law

**Robert L. Smith, II**  
Mercury LLC

**Michelle F. Tanzer, JD**  
Nelson Mullins Broad and Cassel

**Thomas Wallace, CCM, CCE, ECM**  
KOPPLIN, KUEBLER & WALLACE

**President & CEO**  
Henry Wallmeyer  
National Club Association

# MESSAGE FROM NCA

## *NCA's Year in Review*

The National Club Association has led the industry to overcome this difficult year and the many challenges brought on by the pandemic to make 2020 the National Club Association's (NCA's) most meaningful and successful year.

In 2020, new club and associate members were added to the growing NCA community. We welcomed Addison Law firm as a new Corporate Partner while strengthening relations with our current corporate partners to provide even more support and resources to the private club community.

We published new *Truly Private Club Status & Tax-Exempt Status* publication to provide members with the information necessary to safeguard their truly private status and tax-exempt status.

Above all, NCA took the lead on club's COVID-19 response resources.

- Launched NCA's Coronavirus Resource Center and newsletter, providing club leaders with COVID-19 news and resources relating to health and safety, legislation and stimulus bills, operations, finance and legal issues.
- Provided the private club community with nearly 40 pandemic-related webinars with audiences totaling more than 12,000 participants.
- Welcomed esteemed webinar guests such as Rep. Dan Kildee (D-Mich.), Curtis Dubay, Lead Economist at U.S. Chamber of Commerce, Dr. Catherine L. Troisi, Infectious Disease Epidemiologist, as well as industry leaders from Club Benchmarking, McMahon Group, Jonas Club Software and Condon O'Meara McGinty Donnelly, among others.
- Released *Blueprint for Reopening Private Clubs* to provide private clubs with direction and guidance to safely reopen.
- Became an early sponsor of Clubs HELP, a newly formed non-profit organization, connecting golf and member clubs with local hospitals and emergency service providers with critical resources to aid frontline workers in the fight against COVID-19.
- Published a *Club Trends 2020 Outlook 2.0* that discussed many of the biggest issues clubs will face in the post COVID-19 world and provides a new outlook on how clubs should operate and govern. We also launched the new *COVID-19 Club Update*, a regular newsletter to more than 6,000 subscribers to ensure clubs received the best and most timely information to combat the crisis.

NCA released a new *State Legislative Response Manual* to provide insightful tips on responding to state level issues and links to important elected officials in all 50 states. This manual also covers key components of building relationships with state legislators and a guide for making the voice of the private club community heard in state capitals.

# MESSAGE FROM NCA

## Government Relations:

Throughout the pandemic, NCA has been focused on providing meaningful content that is relevant to the club community and working with allied organizations to ensure the private club community's voice is heard in the halls of Congress.

- NCA worked successfully to extend and enhance the employee retention tax credit as part of the year-end omnibus package of appropriations and coronavirus relief. This provision alone will provide millions of dollars of relief to clubs around the country.
- NCA weighed in with the Federal Reserve urging them to open up their Main Street Lending Program and worked with the Small Business Administration to provide greater clarity to clubs on eligibility for the Paycheck Protection Program and Economic Injury Disaster Loans.
- NCA coordinated a letter to House and Senate leadership from a coalition of city clubs, many not yet members of NCA, to urge inclusion in the Paycheck Protection Program. While initially unsuccessful, it succeeded in getting the club community's message to policymakers. In 2021, 501(c)(7) clubs were eligible for the PPP under the American Rescue Plan if they do not fall under Small Business Administration regulations barring the participation of private clubs that limit their membership for reasons other than capacity.

## Looking Ahead to 2021

The coming year brings many opportunities for the National Club Association as clubs work to resume normal operations and look toward a national pandemic recovery. NCA will continue delivering resources to help club leaders navigate reopening and continued challenges brought on by the COVID-19 pandemic.

## In 2021 NCA will:

- Strengthen relations with Corporate Partners and industry allies.
- Continue publishing industry-leading publications including *Club Director*, *Club Trends* and *Club Business*, as well as introduce a new periodical, *Club Governance*.
- Continue being the primary advocate driving pro-business policies that help private clubs thrive.
- Host the annual National Club Conference at Ocean Reef Club in Key Largo, Fla. in May 2021.
- Launch new app that will debut at the National Club Conference in May, providing attendees with event-focused updates and information, and continue serving as a valuable NCA member benefit after conference.
- Release new Cybersecurity Whitepaper.

# FINANCIAL STATEMENTS

## National Club Association & Affiliate Consolidated Statements of Financial Position

AS OF SEPTEMBER 30:	2019	2020
<b>ASSETS</b>		
Cash and Investments	\$954,360	\$771,789
Other Assets	279,972	203,641
Property and Equipment, Net	11,761	6,731
<b>Total Assets</b>	<b>\$1,246,093</b>	<b>\$982,161</b>
<b>LIABILITIES</b>		
Accounts Payable & Accrued Expenses	171,766	174,390
Deferred Dues Revenue	648,811	735,335
<b>Total Liabilities</b>	<b>\$820,577</b>	<b>\$909,725</b>
<b>NET ASSETS</b>		
Unrestricted	271,583	(24,235)
Temporarily Restricted	154,433	96,671
<b>Total Net Assets</b>	<b>426,016</b>	<b>72,436</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,246,093</b>	<b>\$982,161</b>

## National Club Association & Affiliate Consolidated Statements of Activities

YEAR ENDED SEPTEMBER 30:	2019	2020
<b>UNRESTRICTED ACTIVITIES</b>		
<i>Revenue and Support</i>		
Membership Dues	\$1,015,953	\$1,024,945
Publications, Advertising & Fees	15,185	50,425
Contributions & Sponsorships	193,830	182,940
Other Income	320,638	34,550
	\$1,545,606	\$1,292,860
Net Assets Released from Restrictions	265,373	114,720
<b>Total Revenue and Support</b>	<b>\$1,810,979</b>	<b>\$1,407,580</b>
<i>Expense</i>		
<b>Program Services</b>		
Government Relations	629,279	429,201
Communications	456,321	455,662
Marketing/Member Services	544,263	500,072
<b>Total Program Services</b>	<b>\$1,629,863</b>	<b>\$1,384,935</b>
<b>Supporting Services</b>		
Management and General	372,230	309,227
Fund Raising	13,926	8,526
<b>Total Supporting Services</b>	<b>386,156</b>	<b>317,753</b>
<b>Total Expense</b>	<b>2,016,019</b>	<b>1,702,688</b>
<b>Change in Unrestricted Net Assets from Operations</b>	<b>(\$205,040)</b>	<b>(\$295,108)</b>
<b>Investment Income (Loss)</b>	<b>11,332</b>	<b>(710)</b>
<b>Change in Unrestricted Net Assets</b>	<b>(\$193,708)</b>	<b>(\$295,818)</b>
<b>TEMPORARILY RESTRICTED ACTIVITIES</b>		
Contributions and Partnerships	281,064	56,958
Net Assets Released from Restrictions	(265,373)	(114,720)
<b>Change in Temporarily Restricted Net Assets</b>	<b>15,691</b>	<b>(57,762)</b>
<b>CHANGE IN NET ASSETS</b>	<b>(\$178,017)</b>	<b>(\$353,580)</b>
<b>NET ASSETS</b>		
Beginning of Year	604,033	426,016
<b>End of Year</b>	<b>\$426,016</b>	<b>\$72,436</b>

This information has been derived from NCA's reviewed financial statements.