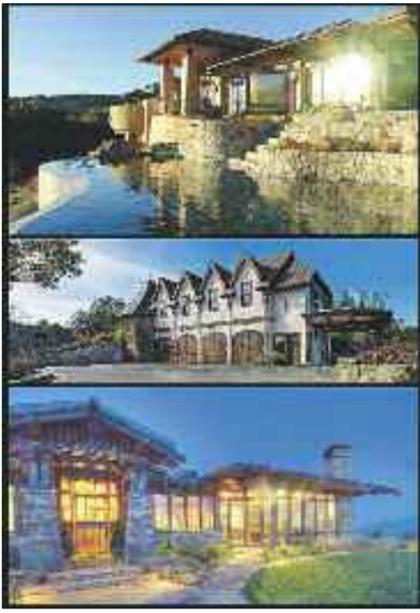


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New GM for Moraga Country Club

By Sophie Braccini



Moraga Country Club's new general manager, Andrew Scott, and longtime assistant general manager Kathe Foster. Photo Sophie Braccini

The job fits Andrew Scott like a glove. Moraga Country Club's new general manager is a man with vast experience, in both private sports clubs and homeowners associations, who plans to put his business acumen to good use and increase member services without necessarily raising dues.

Scott comes to Moraga from southern California where he most recently managed San Diego's Crosby National Golf Club, among others. "I paid for my education working at sports clubs and continued after I graduated," says the University of Michigan alumnus who studied filmmaking and economics. Scott has more than 20 years of club management experience under his belt. He also spent four years as an adjunct professor in the Collins College of Hospitality Management at Cal Poly Pomona.

A tall, elegant man with smooth manners and well-crafted discourse, Scott looks and talks the part. "I've been managing private clubs that were primarily in affluent communities, ranging from swim and tennis clubs, to homeowners clubs, to fully amenitized country clubs," says Scott, who believes that managing private clubs has unique characteristics in the world of hospitality. "Generally in private clubs members have a much stronger emotional tie to the club and its amenities; for them, it is a home away from home," he says, "so you cultivate a very close, socially intimate relationship with your clientele." After only two weeks at MCC, Scott's already had dinner at two members' homes. "There is a genuine affection that exists between client and service provider," he adds.

Scott says that he was interested in MCC because it is a fully amenitized country club with stable operations but key challenges that his skill set is appropriately suited for. "The challenges are to balance the interest of the homeowner members and the non-homeowner members, to create value for all, and to advance the food and beverage program in concert with the high level of activity that already exists in tennis, swimming and golf," he explains.

With 531 homes at MCC there is a big need for maintenance and safety, while the non-homeowner members focus more on sports, so-

cial activities and food service. One of the first things Scott noticed, he says, is that the club's food revenue doesn't correlate to its high sports activity. "According to my experience, (the food revenue) should be substantially higher," he confidently asserts. "At this club there is a tradition of people bringing their own food and beverages, and we would like to attract them to the services provided by the club," which he says is ready to provide all of the casual and fine dining that members could want.

Scott has great respect for new chef Kevin Able. "He is very talented, very meticulous. I'd love to grow the food program not only in terms of revenue, but also in community recognition and prestige, and one of the ways we are going to do that is the introduction of our new wine pairing dinners," he explains. As a members' privilege, "It's a great way to create 'esprit de corps' among members," he believes, "and to celebrate the marriage of food and wine." Scott also plans to introduce public, signature events such as a wine fair paired with Able's food.

Also on Scott's agenda is the development of the club's social calendar and looking into the possibility of adding a day spa to the clubhouse. "I have considerable experience in the realm of for-profit clubs," he adds. "One of the things that I would like to bring to this club is a level of business acumen, allowing us to reinvest in the club without necessarily increasing the cost to the members. MCC is a nonprofit club, but you can still apply these same principles." He cites as an example the Santa Ynez Canyon Club in Pacific Palisades, which he managed for seven years, where profits allowed him to remodel the club and add a fitness center without increasing dues.

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business briefs

Brown Avenue Businesses Prep a Party

Rallying around the Lafayette Art Gallery, in the historic Forge building at 3424 Mt. Diablo Blvd., businesses on Brown Avenue are planning an informational celebration to raise awareness about the eastern part of Mt. Diablo Boulevard at 5:30 p.m. on Thursday, Oct. 8. Dave Roberson of Bonehead's Texas BBQ, slated to open soon in the former location of Bo's Barbecue, will offer a sampling of his dishes and the Lafayette Chamber of Commerce is providing wine and sponsoring a raffle – donated prizes include artwork and handmade items.

Acalanes Grad Wins Entrepreneur Award BetaVersity.com

Blake Marggraff, who graduated from Acalanes High School in 2011, recently won the St. Louis qualifying competition for the Entrepreneurs' Organization's Global Student Entrepreneur Award. Marggraff, now a senior at Washington University, is the founder of BetaVersity, a program that designs physical and virtual environments for learning-by-doing in order to keep STEM (science, technology, engineering and math) students engaged and interested through the completion of their studies. Marggraff will compete for the title of Global Student Entrepreneur of the Year in April, 2015. The Global Student Entrepreneur Award program recognizes entrepreneurs who are running profitable businesses while still in school.

Lamorinda Residents Achieve High Score Ameriprise

100 Pringle Ave., Suite 420, Walnut Creek
Tatia MacKinnon and Rosemary Galloway, two financial advisors with Ameriprise Financial, both ranked in the top 25 percent of all Ameriprise advisors in a client relationship study. The study was conducted by a third party research organization.

News from the Chambers of Commerce

Lafayette

Ribbon-cutting for East Bay Shoulder Clinic & Sports Rehabilitation, Inc. at 5 p.m. on Thursday, Oct. 9, 3717 Mt. Diablo Blvd., Suite 100.

Moraga

Don't miss the chamber meeting featuring Jack Clark, the most successful coach in American rugby history and an accomplished corporate speaker, at 8 a.m. on Friday, Oct. 3 at the Hacienda de las Flores, 2100 Donald Drive – free to all chamber members and their guests. Clark, a Moraga resident, has compiled an overall Cal record of 618-90-5 and led the Bears to 22 national championships since becoming Cal's rugby coach in 1984.

If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com