

# Creating Their Niche

*Mizner Country Club focuses on delivering a comfortable lifestyle and close-knit membership.*

DELRAY BEACH, FLORIDA: Warren Buffett, the famous billionaire nicknamed “Oracle of Omaha,” is one of the world’s most respected business minds. Each year, in his annual letter to Berkshire Hathaway shareholders, he discloses his managerial acumen. One of his nine essential rules for running a business: keep your focus.

“I take Mr. Buffett’s advice to heart,” explained Larry Savvides, general manager & COO at Mizner Country Club. “Everyone has different expectations for amenities and service at a top private community. I know our club will remain one of the best in South Florida if we stay focused on each touchpoint in the member experience.

## *FRIENDLY SOCIAL FABRIC*

Mizner Country Club is a member-owned club committed to a tradition of personal attention.

While not universal, there are several significant differences between established clubs in the northeastern United States and those in the southeast—one being the size of membership.

“I think we hit the membership sweet spot,” said Marie Mitchalk, director of membership. “Our size is similar to the great private golf clubs up north that provide a small, intimate experience. It’s easy to line up a game and, instead of settling into a small pocket of friends, you have a better ability to interact with the vast majority of resi-

dents. I think this is a *huge* selling point.

“Our optimum size also allows us to offer custom programming,” continued Mitchalk. “Our fitness classes, overseen by Marty Miller, are a good example. We are one of the only private clubs in the country to offer Everlast F.I.T. [functional integrated training] classes. It is a mix of martial arts, core conditioning, and cardio all wrapped up into one. And, as parents work out, we offer two hours of complimentary supervised day care.”

## *THE PIÈCE DE RÉSISTANCE*

Several months on the job and deeply involved with the \$6.2 million renovation of the golf course, Director of Golf Stefan Brunt became up close and personal with neighbors—not of the human variety. In order to create definition and reinforce land shaping, rock walls were first to be built. “As soon as they were completed, families of large iguanas started staking their territory. Each day, as the bulldozers and shapers grinded away, dozens of iguanas kept a watchful eye on our progress,” smiled Brunt.

“This was not a facelift. We literally started with a blank sheet of paper and a goal to create an aesthetically appealing design with course characteristics that make you step on each tee box and say ‘that’s good.’” ■

*For membership information, please visit [MiznerCC.org](http://MiznerCC.org)*

Mizner Country Club is within a one-hour drive of Miami, Fort Lauderdale, and West Palm Beach Airports. Delray Beach, recently ranked by *Travel Magazine* as the “Best Small Town in the Nation,” is seven minutes away.

