



Club Board Professionals & RCS Hospitality Group Announce Strategic Alliance To Enhance Service Offerings to Private Clubs

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Club Board Professionals ("CBP") and RCS Hospitality Group ("RCS") announced today that they are forming a strategic alliance to further expand upon their strategic planning, operating and financial consulting, and staff and management training services to private clubs.

"We are delighted to be partnering with Club Board Professionals to amplify the RCS scope of services for private clubs. Joe Abely and Dave Duval are experts in their field with a history of success. Their depth and breadth of knowledge of the private club industry from personal and professional experience make them uniquely qualified to help advise our customers through their strategic process or capital planning needs. With this new collaboration, RCS becomes a true one-stop-shop for any private club." says Whitney Reid Pennell, founder and president of the RCS Hospitality Group.

This alliance renders the award-winning RCS Hospitality Group as one of the most comprehensive consulting groups in the industry, with a full suite of value-engineered and custom-built services that help clients ensure that their brand is strengthened, their individual culture is respected, and the experience of their members enhanced.

Enabling this alliance is each company's deep commitment to excellence.

"We have worked closely with Whitney and her team in several settings. Our financial and Board level experience complement RCS Hospitality Group's highly regarded club operational and strategic planning expertise nicely. Our work is directed at translating strategic plans into sustainable and actionable business models. We look forward to further developing this relationship with RCS and assisting clubs implement sound strategic and business plans." said Joe Abely and Dave Duval, principals of Club Board Professionals.

Read more about Club Board Professionals & the RCS Hospitality Group on the following pages.



About Club Board Professionals

Club Board Professionals is a strategic financial consulting and training firm. The Principals, Dave Duval and Joe Abely, assist their clients achieve excellence in three areas: membership satisfaction, financial sustainability, and exemplary governance. The firm offers the following services:

- Financial Assessments
- Making Effective Use of Benchmarking Data
- Long Term Financial Planning
- Strategic Business Planning
- Board Advisory, Orientation & Training Sessions
- Financial Boot Camp Training
- Best Practice Audits
- M&A Transaction Planning
- Project Financing Management and Bank Negotiations

Mr. Duval and Mr. Abely are both Certified Public Accountants and MBA graduates with over 70 combined years of professional experience. Further contributing to their keen understanding of the unique needs of private clubs is Joe and Dave's years of experience as club members themselves—including many years served on their respective Boards of Directors including as Treasurers and Presidents of their highly successful clubs.

You can learn more about Club Board Professionals at their website: <http://www.cbpros.com>.

About RCS Hospitality Group

The RCS Hospitality Group (formerly Reid Consulting Services), honored three times by BoardRoom Magazine for excellence, is the "go-to" group for private clubs seeking state-of-the-art management consulting and staff training services that combine 21st-century techniques with the timeless values of America's great club traditions. Whitney Reid Pennell is the founder and president of RCS Hospitality Group. She is a published author and widely praised seminar leader, with over three decades of club operations management and consulting experience. In 2014, Whitney was further honored by BoardRoom Magazine as one of the Top Female Influences in the Club Industry. Golf Inc. has also recognized the RCS Hospitality Group as a "Recommended Consultant" twice.



RCS ensures that each club exceeds member and guest expectations, operates within a sustainable and stable business environment, and achieves significant bottom-line success.

RCS offers a wide array of tailor-made services that can be applied individually or in combination to meet any club's needs. The mission of the RCS team is to prepare private clubs for the next generation of customers, members, and employees through insightful strategic planning; expert hospitality service training and staff development; inspired operations consulting; and expedient hiring of the most talented managers in the industry.

RCS provides the following services:

- Strategic Planning
- Membership Services
- Staff Training and Development, including interactive Online Training courses through their innovative learning portal RCSU
- Food and Beverage and General Club Operations consulting and management
- Executive Search and Recruitment
- Social Media Consulting

Learn more about the award-winning RCS Hospitality Group and their team at <http://www.ConsultingRCS.com> or visit their online learning platform at <http://www.RCSUniversity.com>.