

## Worth Waiting For

Is it right to bestow an award for excellence on a Director of Food & Beverage at a club where members routinely wait an hour to be seated for a meal? Certainly, if you know anything about the club—Boca West CC in Boca Raton, Fla.—and its members, who are respectfully characterized by the club's President/COO/GM, Jay DiPietro, as having "standards and expectation levels that can border on the unreasonable." Boca West members wouldn't wait a minute to eat, let alone an hour, if they didn't think the dining experience would be well worth their time.

The fact that they show that kind of patience speaks volumes about why Boca West's Director of F&B, Robert Artley, was honored with the 2005 Rising Star Award, as part of the Excellence in Club Management™ Awards co-sponsored by the McMahon Group and *Club & Resort Business*.

In a ceremony held in conjunction with the Boca West annual meeting last month, Artley accepted his award from McMahon Group Chairman



**At the Boca West Country Club annual meeting in February, Robert Artley accepts the Rising Star Award and thanks Boca West Board Chairman Dorothy Bucksbaum and President/COO/GM Jay DiPietro.**

William P. McMahon, Sr. In an emotional acceptance, Artley, who was stricken with a serious pancreatic disorder during the last half of 2005, thanked the Boca West members and in particular Jay DiPietro for their concern and support while he was ill. "First, [Boca West] changed my life," Artley said, referring to when he was able to come to the club to take his current position seven years ago. "Last year, you helped to save my life."

To read an interview with Robert Artley about how to offer food and service so good that even the most demanding customers will wait an hour to get it, and comments from Jay DiPietro on why Artley earned Rising Star recognition, go to [www.clubandresortbusiness.com](http://www.clubandresortbusiness.com)

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