

Distinguished Elite Club of the World???

Dallas Petroleum Club is proudly recognized as a *Distinguished Elite Club of the World*, as determined by the annual Distinguished Clubs award program conducted by BoardRoom magazine, one of the most respected trade publications serving private clubs. For fine private clubs that operate at the highest standards, the Distinguished Clubs award program uses an extensive evaluation process that distills and measures a club's Member Experience. As defined by Distinguished Clubs, "Member Experience" is that special combination of "Qualities" that a private club provides its members. It is not just the quality of service, or of the facilities, or of the product provided, it is also the quality of the staff and of the management, as well as the overall club governance they deliver. The most important quality, however, is the quality of the intangible. While difficult to measure, the latter is comprised of those magic moments experienced, the members befriended, the memorable events and famous tournaments attended, as well as the club traditions, history, and heritage proudly recognized. To be a Distinguished Club is to be one of a select group of private clubs that have been recognized as providing an absolutely excellent Member Experience, but to be a **Distinguished Elite Club** is to provide a Member Experience at a level attained by only the finest clubs in the world. This distinction is nuanced, yet thoroughly recognizable, for it is based on the most important of all intangible qualities. Reputation. Reverence. Admiration. Brand Equity. Fame. Whatever you call it, it is that "X" factor that separates two clubs that both provide superlative Member Experience, but where one is a great club, while the other is the most prestigious of memberships. Perhaps it's an extraordinary heritage, or maybe it stems from famous founders, members, or guests.

It could be the legendary course designer, or the prominent tournaments held there. The site, the history, the building, the one-of-a-kind vista, or the infamous 18th hole; all could be contributing factors. Whatever it is, captured elements of its spirit and significance proudly adorn the clubhouse walls, and members and staff are certain to boast of it often. In the end, it is this intangible quality and the degree to which it is fittingly extolled that make a Distinguished Club a **Distinguished Elite Club**, and **Dallas Petroleum Club** is proud to hold this highly elite status.