

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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