

## FOR IMMEDIATE RELEASE

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### **Pelican Isle Yacht Club - Again Awarded Platinum Club of America Status - #10 Yacht Club in USA**

December 1, 2016 - Pelican Isle Yacht Club is proud to announce that the Club has been selected again as a Platinum Club of America! Platinum Club recognition is the most respected award in the Private Club industry with only the top 5% of Private Clubs receiving Platinum Status. **Pelican Isle Yacht Club was awarded 10th place nationally in the Yacht Club Category 2016-2018.**

This second consecutive placement on the prestigious Platinum Club list is tremendous honor for Pelican Isle Yacht Club, and even more so having ranked 4 positions higher on the Top 20 List than in 2014. The management team and membership are thrilled to now be in the Top 10!

General Manager at Pelican Isle Yacht Club, Ali Feezor, commented on this award by saying "It is an honor to have been recognized again by PCoA. To have not only remained on the list, but to have risen to #10 in the nation reflects our commitment to excellence and pursuit of the highest possible standard. Pelican Isle Yacht Club is a special place; it is our beautiful surroundings, our friendly membership, and our professional staff that are key to our success."

Initiated in 1997, the Platinum Clubs of America vote takes place every other year and is conducted through a nationwide vote of 4400 Club Managers and Presidents or Owners of the finest Private Clubs in the nation. This year, more than 3,100 General Managers, Presidents and Owners voted for their peers, which makes Platinum recognition the most respected acknowledgment in the industry. These Industry Leaders were directed to vote for Clubs that meet the Seven Platinum Clubs of America Selection Criteria, as approved by the Advisory Board.

There are seven criteria for a Club to be considered for selection as a Platinum Club of America by Club Leaders Forum:

- **UNIVERSAL RECOGNITION**
- **EXCELLENCE IN AMENITIES AND FACILITIES**
- **CALIBER OF STAFF AND PROFESSIONAL SERVICE LEVELS**
- **QUALITY OF MEMBERSHIP**
- **GOVERNANCE & PRUDENT FISCAL MANAGEMENT**
- **ADAPTING TO CHANGING TIMES**
- **OVERALL EXPERIENCE**

Voters are requested to select Clubs in five categories, Golf Clubs, Country Clubs, City Clubs, Athletic Club and Yacht Clubs. The Clubs are ranked by score, highest to lowest. 150 Country Clubs, 50 Golf and City Clubs and 20 Athletic and Yacht Clubs are acknowledged with Platinum status until the next vote in September 2018.

Dennis W. Burns, Executive Director of Club Leaders Forum and Platinum Clubs of America stated "Clubs are always striving to meet and exceed Member expectations and sustain Membership levels. Platinum status confirms that Clubs are planning for their future and are adapting to changing times. Above all, a Platinum Club understands the value of its' professional staff and a Platinum Club is universally recognized for excellence. Clubs also respect the recognition by their peers in the industry." To learn more about Club Leaders Forum, please visit their website at [www.clubleadersforum.com](http://www.clubleadersforum.com).

Pelican Isle Yacht Club is conveniently situated in an exclusive Southwest Florida location just five minutes from the open waters of the Gulf of Mexico at Wiggins Pass on the Cocohatchee River. Pelican Isle Yacht Club is truly unique - it is Naples' only private island club. The 20,000 square foot clubhouse is slated to undergo a \$4.8 million dollar renovation in 2017, enhancing and updating the facilities for the Members of this already-special organization. Members enjoy a luxurious, inviting environment with remarkable amenities for relaxation, entertainment, socialization and fun. Come dine,

play, party, exercise, ride our beach shuttle, and dock your vessel a stone's throw from the magnificent waters of the Gulf of Mexico. Visit us online at [www.piy.com](http://www.piy.com).

For more information please contact Kathie Pedit, Membership Sales & Marketing Director, at [kathie@piyc.net](mailto:kathie@piyc.net) or by calling us at (239) 566-1606.

