



**JASON HERRING AND JULIE HAWBAKER**

Jason Herring and Julie Hawbaker are co-founders of SYZYGY Global, Inc., the largest designer and installer of residential and commercial outdoor living structures in Florida. An award-winning design team, Julie and Jason are known for connecting spaces and transforming places. They are compelled by their mission to elevate ethos and experience through functional aesthetics and innovative technology.

# All-Weather Outdoor Amenities Expand Member Experience and Create New Revenue Streams

The pandemic has fundamentally altered the club industry, leaving traditional revenue-drivers like dining and special events stressed.

As members seek safe spaces to dine, relax, and enjoy the club experience, many clubs are focusing on revamping outdoor spaces with louvered-roof pergolas. As an all-weather luxury amenity, louvered-roof pergolas are cost-effective investments for establishing significant long-term revenue growth and modernizing aging décor.

Boca West Country Club in Boca Raton, FL significantly enhanced their club experience by installing a louvered-roof pergola at its 19th hole restaurant, Mr. D's (named after longtime club manager and renowned philanthropist, Jay DiPietro). Covering 3,550 square feet, the club's louvered-roof pergola replaced an outdated awning with automated adjustable louvers outfitted with integrated sensors and programmable settings to open and close for rain, sun, and shade.

In addition to doubling its dining capacity, Boca West's louvered-roof pergola seamlessly connects seven new interactive driving suites with InRange technology. The driving suites are currently used for self-guided practice sessions, and fun interactive multi-player games. The suites also allow Boca West to expand their practice facilities, while simultaneously establishing a new venue for small group events.

"Our clients consistently tell us they see rapid returns on their investment in as little as six months after installation," says Julie Hawbaker, co-founder and chief of design of SYZYGY Global Inc. "When done correctly, louvered roof pergolas should merge functionality and design to optimize outdoor space and style."

Club managers planning to enhance facilities with louvered-roof pergolas should be mindful of the following:

1. While louvered-roof pergolas can cover and connect any outdoor space to existing club house buildings and/or standalone structures, one should always incorporate existing architectural elements and colors for aesthetic cohesion and continuity;
2. To maximize new revenue opportunities, consider surveying club members for the most desired amenities irrespective of weather restrictions;
3. To save significant time, money, and headache, only contract expert designers and installers with local regulatory knowledge and engineering capacity for onsite custom specifications.

When it comes to selecting a louvered-roof pergola, quality matters. SYZYGY Global has partnered with Azenco, one of world's leading manufacturers of custom pergolas, to construct only the highest quality outdoor structures on the market. **BR**

*Jason Herring and Julie Hawbaker are co-founders of SYZYGY Global, Inc., the largest designer and installer of residential and commercial outdoor living structures in Florida. Leslie and Charles Chapus are founding partners of AZENCO and the original developers of the R-Blade louvered roofing system, now one of the leading roofing manufacturers in the United States. SYZYGY Global Inc. is based in Boynton Beach, Florida. AZENCO is based in Miami, Florida.*



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