



THE Mane Man

Bobby Genovese rides the winning edge both on the polo field and in the boardroom.

BY ANNE EATON

International merchant banker and Vancouver International Polo team founder/owner **Bobby Genovese** has a lot to smile about these days. A portfolio of winners both in the boardroom and on the polo field has kept this self-styled financier, entrepreneur and Chairman of the Board of BG Capital Group riding strong.

Being tall and handsome doesn't hurt either.

Genovese is also busy readying the medium- to high-goal polo team that he founded 14 years ago to compete in this year's round of charity tournaments, having recently played in—and won—the annual *Polo For Heart* tournament in Toronto, which raises much-needed funds for heart and stroke related charities. It's a tradition that Genovese began participating in more than a decade ago, which generated more than \$200,000 last year alone.

An accomplished equestrian, Genovese founded Vancouver International Polo with Argentine six-goaler **Marcos Bignoli** in 1997. Since then, the team has enjoyed a string of successes both in the U.S. and in Canada. They are winners of the 20-goal Canadian Open; Canada's annual *Polo For Heart* tournament; four-time winners of Royal Palm Polo's 14-goal Hartman League; three-time winners of the Toronto Invitational; finalists in Royal Palm Polo's celebrated \$50,000 International Gold Cup; finalists in Royal Palm Polo's 18-goal International Gold Cup and 26-goal USPA Gold Cup; participants at various tournaments at the prestigious Hurlingham Polo Club in Buenos Aires, Argentina; and participants in the 12- and 22-goal tournaments at Palm Beach Polo and Country Club.

"We're looking forward to a triumphant season," says Genovese, of both his business and polo pursuits while enjoying the caprese con pomodoro basilico at Bice, one of his favorite Palm Beach bistros, after some late afternoon shopping on the Avenue.

With an estimated personal net worth of several hundred million dollars, BG Capital Group is a multi-national business and asset consolidator focused on small- to mid-size capital growth opportunities with six offices throughout North America that serve a portfolio of companies.

Genovese recently opened a state-of-the-art, 68,000 square-foot office in Ft. Lauderdale, FL to accommodate the growing company's needs. Its current roster of winners includes **M & M Engineering**, **Tamarack North Ltd.**, **American DataSource**, **Bari Builders** and **Nautic Distributors**, among others.

But, his star performer is by far the **Neptune Society**, North America's largest cremation company, and the **Neptune Memorial Reef** project, both of which Genovese believes signal the wave of the future. Located off the coast of Miami, just 3.2 miles east of Key Biscayne, the Neptune Memorial Reef has become a reality after three years of design and engineering to create the world's largest man-made reef using 10,000 plus cubic yards of cement and covering over 600,000 square feet of ocean floor. As the reef becomes a "living city," it will act as a catalyst for marine life to converge and thrive. The intricate concrete and bronze structures are designed to invite countless species of marine life into this special habitat. The reef will also serve as a large and active marine research site, and its massive size will act as an undersea breakwater that reduces erosion from the ocean's floor.

"There's been a tremendous shift to cremation from traditional burials," says Genovese who purchased the Neptune Society nearly a decade ago and has since grown the company four fold on the strength of these changing demographics.

Genovese is also looking forward to developing a second season for the popular U.S. cable reality television show, "*Bobby G: Adventure Capitalist*," which chronicles the Bahamas-based entrepreneur's head-turning deals and lavish lifestyle as he divides

his time between his BG Capital Group offices in Boca Raton, Ft. Lauderdale, Toronto, Vancouver, Los Angeles, and the Bahamas where he indulges his love of water sports, polo and tropical living.

"We're just waiting for the right opportunity to pick up where we left off last season."

And, when Genovese is not scoring winning goals or making head-turning deals, he devotes himself to numerous philanthropic endeavors—particularly to



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organizations devoted to children. Among the numerous charitable causes that Genovese contributes to is the Vancouver, B.C.-based Face The World Foundation, which has raised nearly \$2 million for numerous non-profit organizations throughout Canada's Lower Mainland—an effort that Genovese has quietly underwritten since its inception. Genovese was joined at the 2009 gala by fellow longtime foundation supporter, **Goldie Hawn**, whom he had the pleasure of escorting.

"Giving to others is something that I have done throughout my professional life," says Genovese of the inspiration behind his philanthropic interests. "Giving back to the community in which you live is both a responsibility—and a privilege."