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Tom LaRock and Elaine Hartung

Piedmont Club,
Winston-Salem, N.C.

Members since: 2008

Who they are: Owners of Safari Professionals Unlimited for 21 years, the married couple custom-designs and conducts private wildlife-viewing safaris in Africa.

No two are alike: They tailor each safari to meet clients' specific interests, needs, and expectations, such as a honeymooning couple of equestrians who requested a series of riding opportunities throughout their trip.

Presidential walkabout: To celebrate the centennial of Teddy Roosevelt's 1909-10 expedition to Africa, the company is developing a series of safaris that highlight the types of habitats he visited. "It was the start of America's fascination with Africa," LaRock says.

Call of the wild: "For many, an African safari is a once-in-a-lifetime experience," LaRock says. "We help them have the greatest experience possible and make the most positive impact on the area."

—MARY SUE LAWRENCE

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*Clients say they
come back with a
better appreciation
for their own world
and function.*

—ELAINE HARTUNG

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