

2019 | SUMMER CONFERENCE SERIES

Ocean Reef Club | June 16-19, 2019



OCEAN REEF CLUB®
A UNIQUE WAY OF LIFE
KEY LARGO, FLORIDA

Ocean Reef Club
201 Ocean Reef Drive
Key Largo, FL 33037
800-741-7333

Accommodation Details

Deluxe Lower Floors	\$185.00*
Deluxe Upper Floors	\$205.00*
Premium Tropical View	\$215.00*
Premium Water View	\$235.00*
Premium Ocean View	\$265.00*
One Bedroom Condo	\$269.00*
Two Bedroom Condo	\$379.00*
Three Bedroom Condo	\$579.00*
Premium Three Bedroom Home	\$699.00*
Premium Four Bedroom Home	\$999.00*
*plus applicable taxes	

Resort Fee: \$20
Daily Service Charge: \$15 per room

Notes: Reservation deadline June 1, 2019.
Rates available three days pre and post event based on availability.

Special Social Events and Activities

MONDAY, JUNE 17

Fishing Tournament
9-hole Golf Scramble
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TUESDAY, JUNE 18

Cooking at the Reef
Cooking Class and Luncheon
Reef Club Kids

BURGERS & BEER
Beach, Burgers & Beer
Sunday, June 16
5:00 pm - 7:00 pm Buckeneer Island

Chapter Dinner
An Evening to Remember
Tuesday, June 18

Conference Schedule

Sunday, June 16

12:00 pm - 4:00 pm Registration Open
5:00 pm - 7:00 pm Beach, Burgers & Beer — Buckeneer Island

Monday, June 17

7:30 am Continental Breakfast
8:30 am Chapter Business Meeting
9:45 am Keynote Presentation — Tommy Spaulding
Return to Relationships
11:45 am Education ends for the day

Fishing Tournament
1:00 pm - Orvis Docks in the Fishing Village

Golf Tournament
3:00 pm — Dolphin Course
Sponsored by CBIZ, Weekes & Callaway



Tuesday, June 18

8:00 am Continental Breakfast
9:00 am Ken Okel — *Even your dog thinks you're stressed*
10:45 am Brett Morris & Ed Leonard — *Bridging Generations as Clubs Evolve: Innovations in Member Experience and Food & Beverage*
12:15 pm Participant's Lunch
1:30 pm Steve Tyink — *What Happened to Rock Stars?*
3:15 pm David Weber — *Some Days You're the Pigeon, Some Days the Statue*
7:00 pm Chapter Dinner, An Evening to Remember

"Namaste to start your day." — 9:00 am yoga & meditation on the beach, topped of with mimosas after on the beach. Sponsored by Peacock + Lewis, AIA



Wednesday, June 19

7:30 am Continental Breakfast
8:30 am Scott Blanchard, EVP,
The Ken Blanchard Companies
Creating a Customer Service Culture

NOTE: Speakers and times are subject to change. Please visit the Chapter website for updated information.

Meeting Notes: ATTIRE

Business Meeting/Education
Resort Casual (no tee shirts, cargo shorts or jeans)
Opening Reception and Chapter Dinner
Resort Casual (no tee shirts, cargo shorts or jeans)

Donuts
with Dad
Sunday, June 16 at 9:00 am

Sponsored By:



REGISTER ONLINE OR DOWNLOAD REGISTRATION FORMS AT WWW.FLCMAA.ORG - 2019 SUMMER CONFERENCE

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OCEAN REEF

Conference Speakers



Tommy Spaulding
The Spaulding Companies

Return on Relationships

Tommy Spaulding inspires audiences and teaches them how to achieve unprecedented

professional and personal success by forming deeper, more authentic relationships with customers, employees, clients, and other key stakeholders.

Economists talk about Return on Investments or ROI - Spaulding argues that profit and relationships are interdependent. Spaulding proves that building a culture of authentic and genuine relationships, or what he calls *Return on Relationships*, will not only increase the bottom line but also transform the culture of any organization.

As a leading entrepreneur, Spaulding has the keen ability to relate each of his experiences and teaching topics to meeting and event participants. Tommy teaches your audience how to break the transactional nature of business and build an organizational culture that's based on authentic relationships.



Brett Morris and Ed Leonard

Bridging Generations as Clubs Evolve: Innovations in Member Experience and Food & Beverage

Panelists Brett Morris (GM/COO) and Edward Leonard, CMC (Director Of Culinary Operations) will discuss the operational and culinary considerations as clubs transition from the original Baby Boomer membership base to one increasingly populated by Gen X. Their presentation will consider recent shifts in club lifestyle and some of the innovations they've developed to address changing tastes in dining options and menu choices, member participation in sports and fitness, and the array of social events.



Steve Tyink What Happened to the Rock Stars?

Today BMW benchmarks against Uber, Coca-Cola against Amazon, Nike against Southwest Airlines. The world is changing...fast and the Rock Stars of yesterday have lost their way. Traditional business models are no longer relevant. Very few options are left. Increased competition and regulations, cost reductions and lack of talent. How can you re-imagine your club and thrive in today's ever changing and demanding marketplace? This high energy, interactive presentation focuses on the revolutionary, breakthrough methodology of Member Attachment.



David Weber Some Days You're the Pigeon, Some Days the Statue

Boy, truer words were never spoken!! Come prepared to laugh and learn as one of our country's funniest and most sought-after speakers discusses what many Managers feel is the most challenging part of their day -- THE PEOPLE!! Managers and Members... Managers and Staff... Staff and Members... Staff and Staff... (heck, even husbands and wives... parents and children) Relationships! It all boils down to relationships. Come discover the secret to making progress on purpose in all your relationships and the amazing impact that our communication has on the culture and climate of your organization or home.



Scott Blanchard
EVP, The Ken Blanchard Company

Creating a Customer Service Culture

Do you trust your employees to deliver exceptional service to your most valued members and guests? You can't afford to leave customer service to chance. Hear how the key to providing service that keeps your members coming back begins with leadership. Your leaders must be able to create an environment that allows employees to win and be passionate about what they do. By taking care of employees, leaders establish an environment that lets employees focus on taking care of the members at a level that ensures member satisfaction. The art and science of developing employee passion and developing a trusting work environment will help create an exceptional customer experience that sets your Club apart from any competition.



Ken Okel Even your dog thinks you're stressed

It's not in your head. Growing and unexpected demands on your time undermine your strengths as a leader. Your audience will gain new understanding of the importance of managing distractions and workplace stress. In this session, Ken Okel will draw upon his experiences in broadcast news, hurricane relief, and professional ballet (not a typo) and help you learn how to increase performance, strengthen organizational communication, and improve employee engagement. Whether your leadership style is like a poodle or a pit bull, you'll leave with strategic and actionable takeaways, designed to strengthen you and your organization. This session's interactive elements will see audience members learn how they react to an unexpected challenge, through the Paper Hat Exercise, and take part in game show style quizzes, designed to make sure they win.