2017 FLORIDA CHAPTER EDUCATION & SUMMER CONFERENCE SERIES

THE RITZ - CARLTON
JULY 30 - AUGUST 2, 2017
FLORIDA CLUB SUMMIT
THE RITZ - CARLTON, NAPLES

LOEWS
DON CESAR HOTEL
ST PETE BEACH, FL
SEPTEMBER 22 - 24, 2017
Saturday, July 30, 2017
11:00am  Registration Opens
11:00am-5:00pm  USPTA Education
6:00pm  Welcome Reception

Monday, July 31, 2017
7:30am  Continental Breakfast
8:00am  Chapter Business Meeting
9:00am  USPTA - The State of Tennis
9:30am  Keynote Presentation
Life on the Wire – Nik Walenda
11:30am  Sponsored Lunch
12:45pm  Social Media/Video Concepts
Dominic Giarratano, Private Club Films
2:45pm  10-80-10 – Sunjay Nath

Tuesday, August 1, 2017
7:30am  Continental Breakfast
8:00am  “Don’t be afraid to dream BIG”
Jeffrey P. McFadden, CCM, CCE, ECM,
General Manager/COO –
The Union League of Philadelphia
9:45am  A Focus on Retail Operations
Tracy Moffat, K&K Consulting
11:00am  Strategic Planning - A Plan or A Process
Jack Sullivan, CCM, Kopplin, Kuebler & Wallace,
Phillip Newman, RSM
12:30pm  Lunch on your own
2:00pm  Smart Club Technology Strategies
George Stavros, Pacesetter Technology
3:30pm  The Shift, Coffee & Tea
Jeff Bishop, Royal Cup Coffee
7:00pm  Chapter Dinner – Royal Poinciana Golf Club

Wednesday, August 2, 2017
9:00am-12:00pm  F&B Boot Camp – Quail West Golf & Country Club

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)

CMAA CREDITS
Full participation in all education programs will yield a total of
13 education and activity credits.
Life on the Wire
Nik Wallenda
The King Of The Highwire, will be speaking on the many contributing factors in his life that have made his life truly unique. Nik will share exactly what his process is to prepare for his events that have played out on live television all around the world. How does he prepare? How does he deal with the huge risks involved? In a lively presentation, including amazing videos from his career and a lively Q and A, please join Nik as he talks about his amazing career that is always based on the way he has lived his life best explained in his credo- Never Give Up!

Video 101: A Crash Course on How to Effectively Tell Your Club’s Story in Today’s World
Dominic Giaratano, Private Club Films
300 hours of video are uploaded to YouTube every minute! And 80% of people age 18-56 watch online video every day. Are your members seeing anything from you? And if they are, is it as good as it could possibly be? Through industry trends and by sharing trade secrets, this educational, informational & technical workshop will focus on the easiest ways to augment your recruitment efforts and ensure membership retention rates by delivering on the authentic experiences your members crave.

10-80-10
Sunjay Nath
This is a don’t miss session with tons of tips on how to A.C.T. and be your best self. The Key to implementing the 10-80-10 Principle is to A.C.T. It is through Awareness, Conscious Choice and Time that we are able to shift our behaviors that allow us to achieve our desired results.

Don’t Be Scared to Dream BIG!
Jeffrey P. McFadden, CCM, CCE, ECM,
General Manager/COO – The Union League of Philadelphia
Often as hospitality managers or supervisors we are reminded to watch our Ps&Q’s, mind our manners, and are told to keep our head down and work hard but quietly. Often our own club culture mistakenly rewards those that understand the “good old days”, “the old guard in the card room”, or “the way it always was”. It is NOW time to risk more than others think is safe, it’s NOW time to care more than others think is wise, it’s NOW time to expect more from yourself and your team than others think is possible, and it always the RIGHT TIME to Dream BIG when others think it is impractical. If your dreams don’t scare you, they certainly are not BIG enough. Jeff will share a remarkable story of how The Union League of Philadelphia has changed its’ culture to think and dream BIG and has prospered beyond expectations. The Union League of Philadelphia started on the road to being the #1 ranked City Club in America by dreaming BIG, taking chances and realizing that even though it is one of the oldest clubs in the country tomorrow it will be the youngest it will ever be… ever again!

A Focus on Retail Operations:
Key Industry Metrics for Analysis and Growth
Tracy Moffat – K&K Consulting
This session will focus on analyzing current business and growing future business using the Key Retail Metrics: Sales, Cost of Sales, Gross Profit, Inventory Turnover, and Dollar-per-Round. Each metric will be discussed and compared to Industry Benchmarks as compiled annually by the Association of Golf Merchandisers. Practical information will be shared on tracking, analyzing, and improving each metric - where to get the information and how to use it. Attendees are invited to come with questions on these key retail metrics and leave with information to grow a more profitable retail operation. Simple Excel spreadsheets discussed in the session will be available for attendees to use at their own facilities.

Strategic Planning – a Plan or a Process
This workshop will be an interactive presentation designed to give the participants a better understanding of the critical components of a strategic plan, its purpose and how to ensure that it remains a living process. We will discuss how to ensure that your club’s process becomes one that is constantly reviewed, evaluated and updated as necessary, rather than one that finds a dorman place on a shelf or in a computer file. We will also focus on making the plan the entire Club’s plan, rather than the Board’s or Management’s. The presenters and panel of club general managers will focus on the key tactics, aligning the process with the annual business plan and traditional measurement tools and metrics, and sharing actual successful experiences in developing an action plan at a private club. Interaction with the attendees, discussing the challenges and success at their clubs will be encouraged.

Smart Clubs of the World
George Stavros – Pacesetter Technology
In 2017, we’re operating in the expectation economy. The technology fueling innovation across industries, now influences your member’s expectations around everything from personalized fitness and nutrition to how they spend their family time. In an effort to help club managers thrive amid relentlessly rising expectations, this presentation illuminates the trends feeding into the expectation economy and offers a compelling look at the innovative technology and proactive service offerings employed by The World’s Smartest Clubs. Attendees will gain concrete ideas on leveraging technology to improve the member experience, including actionable tips that don’t require additional budget and resources.

The Shift - Coffee & Tea
Griffin McNeil, Marketing Manager
and Jeff Bishop – Regional Executive, Royal Cup Coffee
As we all look to attract the current and next generation, it is important to note and react to the Shifts taking place in coffee and tea today. We will take a look at trends, taste what’s new and share practical application.

2017 Summer Conference Series
Available for 1 day Express Pass

Food & Beverage Boot Camp
Send your staff to a food & beverage specific session presented by one the club industry’s leading service training experts.

Participants in the Food and Beverage Boot Camp™ - RCS's Signature Program will participate in:
- RCS’s Signature Program will participate in:
  - Basics of Member Service
  - Using a Membership Profile System
  - Membership Service Recovery Role Playing
  - Proper Sequence of Service and Technical Skills
  - Suggestive Selling Techniques
  - Polish, Professionalism, and Positive Ways to Speak to Members

Wednesday, August 2, 2017
9:00am – 12:00pm
$60 per person* **

*Includes breakfast, breaks, and handout materials, ** Complimentary with full Club Summit Registrations
AGENDA

Friday, September 22, 2017
11:00am  Registration Opens
6:00pm   Welcome Reception

Saturday, September 23, 2017
7:30am   Continental Breakfast
8:00am   Chapter Business Meeting
9:30am   Keynote Presentation  
        Charting the Course through Demographic Change
        Ken Gronbach
11:00am  Spouses “Lunch and Learn”  
        The Power of YES in YOU! – Jeanne Stafford
12:00pm  Sponsored Lunch
2:00pm   It’s all about Bikes – or is it? – Duane Grischow
7:00pm   President’s Dinner – St. Petersburg Yacht Club

Sunday, September 24, 2017
7:30am   Continental Breakfast
8:00am   Improv YES Words Communication Training
        Jeanne Stafford

Accommodation Details
Superior Room           $219.00*
*plus applicable taxes

Notes:
Reservation deadline August 31, 2017.
Resort Fee - $15.00 per day.
10% off all Spa Services.

Meeting Notes:

ATTIRE
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Resort Casual (no Tee shirts, cargo shorts or jeans)
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Charting the Course through Demographic Change  
Kenneth W. Gronbach

Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let Ken Gronbach bring you into his world of counting people. Ken is a marketer who has immersed himself in nineteen years of proprietary demographic research. His understanding of worldwide demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy. What nations are demographically doomed? How will the workforces change? What is the future of communications? How will our children’s children get their education? Will big data change marketing and branding forever? What is the fate of mass media? What countries and continents are demographically positioned to excel. Learn this and more from Ken Gronbach’s presentation. Don’t miss it!

It’s all about Bikes - or is it?  
Duane Grischow

This session is a hands-on, highly interactive team building exercise. With discussions on leadership, you will gain trust, build morale and work through dynamics of a team when obstacles are put in your way. You will discover things about your role on teams, as well as those of your co-workers, which can be enlightening.

Improv YES Words Communication Training  
Jeanne Stafford

Members will make greater sense of their communication and transfer the skills examined in this session to their communication at work and at home. They will learn to initiate change and to produce the results they seek. Jeanne Stafford trains her audiences to use YES Words and think like an improver to communicate without a script in EVERY space they enter.

This session includes improv games where the group will work together to identify conflict and learn to support each other as they reconstruct actual conversations and negotiations and recognize where they can solve problems with progress and understanding.

As a result of attending this program participants will be able to:
1. Be aware the unique needs of new club members.
2. Be a bridge for the traditional club members to evolving hospitality environments.
3. Be able to take their talents and build relationships with the teams you lead and leadership you report to.

The Power of YES in YOU – Spouses Lunch & Learn

Jeanne will lead lunch guests in an interactive discussion where they will learn to communicate with brevity and clarity. Jeanne trains her audiences to use YES Words and think like an improver to communicate without a script in EVERY space they enter. This smaller group will learn how developing an awareness of their inner YES will enable them to be a greater support to their families and most importantly to themselves.

PRESIDENT’S DINNER  
Saturday, September 23, 2017

Join us at the beautiful St. Petersburg Yacht Club for our Annual President’s Dinner. This event is always a treat and a don’t miss event. Come celebrate and toast our President Mitch Krach, CCM, CCE and the entire Chapter Board.
### Everglades

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 26</td>
<td>Wildcat Run Golf &amp; Country Club</td>
<td>Social Media Strategies - Shanna Bright</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services</td>
</tr>
<tr>
<td>May 24</td>
<td>Quail West Golf &amp; Country Club</td>
<td>Trends and Ideas Round Table</td>
</tr>
<tr>
<td>August 17</td>
<td>Audubon Country Club</td>
<td>If Disney Ran Your Club What Would it Look Like? - John Formica</td>
</tr>
<tr>
<td>August 31</td>
<td>Conference Call</td>
<td>John Formica - Session Tune Up</td>
</tr>
<tr>
<td>October 4</td>
<td>Kensington Country Club</td>
<td>When Good Ain't Good Enough - Walter Bond</td>
</tr>
<tr>
<td>October 22-23</td>
<td>Everglades Region Charity Event</td>
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### Gator Region

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<tr>
<th>Date</th>
<th>Location</th>
<th>Event Title</th>
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<tbody>
<tr>
<td>April 13</td>
<td>Tara Golf &amp; Country Club</td>
<td>When Good Ain't Good Enough - Walter Bond</td>
</tr>
<tr>
<td>May 10</td>
<td>Venice Golf and Country Club</td>
<td>Trends and Ideas Round Table</td>
</tr>
<tr>
<td>July 13</td>
<td>Laurel Oak Country Club</td>
<td>If Disney Ran Your Club What Would it Look Like? - John Formica</td>
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<tr>
<td>July 26</td>
<td>Conference Call</td>
<td>John Formica - Session Tune Up</td>
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<tr>
<td>October 16</td>
<td>Heritage Oaks Golf &amp; Country Club</td>
<td>Social Media Strategies - Shanna Bright</td>
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<tr>
<td></td>
<td></td>
<td>Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services</td>
</tr>
<tr>
<td>November 2017</td>
<td>Gator Region Charity Event</td>
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### North/Sunshine

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event Title</th>
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<tbody>
<tr>
<td>March 8</td>
<td>TPC Sawgrass</td>
<td>If Disney Ran Your Club What Would it Look Like? - John Formica</td>
</tr>
<tr>
<td>March 29</td>
<td>Conference Call</td>
<td>John Formica - Session Tune Up</td>
</tr>
<tr>
<td>April 4</td>
<td>Serenata Beach Club</td>
<td>Trends and Ideas Round Table</td>
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<tr>
<td>May 2</td>
<td>Oceanside Country Club</td>
<td>Social Media Strategies - Shanna Bright</td>
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<tr>
<td></td>
<td></td>
<td>Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services</td>
</tr>
<tr>
<td>July 6</td>
<td>Deerwood Country Club</td>
<td>When Good Ain't Good Enough - Walter Bond</td>
</tr>
<tr>
<td>September 18</td>
<td>Sunshine Region Charity</td>
<td>Interlachen Country Club</td>
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<tr>
<td>November 2017</td>
<td>North Region Charity Event</td>
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### Seminole Region

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<tr>
<th>Date</th>
<th>Location</th>
<th>Event Title</th>
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<tbody>
<tr>
<td>February 28</td>
<td>Jonathan’s Landing Golf Club</td>
<td>Act Now!!! Why starting the H-2B visa process now can turn your H-2B visa process into a stress-free staffing solution! - Keith Pabian, Pabian Law</td>
</tr>
<tr>
<td>April 24</td>
<td>Old Marsh Golf Club</td>
<td>Social Media Strategies - Shanna Bright</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services</td>
</tr>
<tr>
<td>May 22</td>
<td>Royal Palm Yacht &amp; Country Club</td>
<td>When Good Ain't Good Enough - Walter Bond</td>
</tr>
<tr>
<td>June 11-12</td>
<td>Boca West Country Club</td>
<td>Seminole Region Charity Event</td>
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<tr>
<td>July 17</td>
<td>Woodfield Country Club</td>
<td>If Disney Ran Your Club What Would it Look Like? - John Formica</td>
</tr>
<tr>
<td>August 8</td>
<td>Conference Call</td>
<td>John Formica - Session Tune Up</td>
</tr>
<tr>
<td>October 9</td>
<td>Willoughby Golf Club</td>
<td>Trends and Ideas Round Table</td>
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## 2017 REGIONAL EDUCATION AND EVENTS

### CMA Complimentary FLCMAA Webinars

<table>
<thead>
<tr>
<th>Date</th>
<th>Organization</th>
<th>Topic</th>
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<tbody>
<tr>
<td>March 1</td>
<td>Club Benchmarking</td>
<td>Lost in Translation: Communicating with Your Board in the Language of Finance</td>
</tr>
<tr>
<td>March 22</td>
<td>Bryan K. Williams, Inc.</td>
<td>How to engage and lead the millennials on your team (target: leadership role)</td>
</tr>
<tr>
<td>April 5</td>
<td>Profitable Food Facilities</td>
<td>Maximizing Food and Beverage Sales &amp; Profits at Your Private Club</td>
</tr>
<tr>
<td>May 17</td>
<td>Bryan K. Williams, Inc.</td>
<td>7.5 Keys to sustain exceptional service on your team</td>
</tr>
<tr>
<td>August 23</td>
<td>Club Benchmarking</td>
<td>Value Creation: The Connection Between Culture, Value and Investment</td>
</tr>
<tr>
<td>September 6</td>
<td>Profitable Food Facilities</td>
<td>Advanced Methods for Managing a Profitable Private Club F&amp;B Operation</td>
</tr>
<tr>
<td>October 10</td>
<td>Bryan K. Williams, Inc.</td>
<td>5 Ways to Elevate Your Personal Brand</td>
</tr>
</tbody>
</table>

*Note: Speakers and dates are subject to change. Please visit the Chapter website at [www.flcmaa.org](http://www.flcmaa.org) for updated information and schedules.*

### 2017 GUEST PROGRAM

**FLCMAA is proud to announce the John Deere Golf Complimentary Guest Program is back!**

Education sessions are a great opportunity to expose your team members to excellent education and team building activities.

*Note: 2 guests maximum per event. The same guest only one time please. Member must be present.*

**Sponsored By:**

**John Deere Golf**

![John Deere Golf Logo]
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JULY 30 - AUGUST 2, 2017 • THE RITZ, NAPLES
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Conferences Sponsored by:

FLCMAA
Florida Chapter CMAA
P.O. Box 2561 • Palm City, FL 34991 • 561-691-6849