

# 2013 IDEA FAIR

The 2013 Idea Fair competition will be held during the 86<sup>th</sup> World Conference and Club Business Expo in San Diego, CA. Entries will be on display in the Member Services Pavilion during its hours of operation, with the exception of when the entries are being judged, at which time the Idea Fair will be sectioned off. Entries will be accepted on site until 12:00 noon on Thursday, February 7, in the Member Services Pavilion.

Since its inception, sharing knowledge has been a hallmark of CMAA. Every member is encouraged to enter and exchange innovative ideas with fellow club managers. Appropriate recognition and two Association Activity Credits will be awarded to the winner in each of the 22 categories. Association Activity Credits are also awarded to members who enter the Idea Fair.



## 2013 Idea Fair Categories and Examples:

- 1. Club Events**  
Successful parties, celebrations, announcements, publicity, etc.
- 2. Special Holiday Programs**  
Mother's Day, Memorial Day, Fourth of July, Christmas or others.
- 3. Club Dining Room Promotions**  
Promotions for increasing dining room traffic.
- 4. Decoration Ideas and Lighting Techniques**  
Temporarily transforming the room or club into a different setting.
- 5. Youth Programs or Events**  
Sporting events, concepts, promotions, parties or organized field trips for youths.
- 6. Staff Management**  
Training manuals, coaching, continuing education, professional development, staff recruitment and internships, etc.
- 7. Employee Incentives**  
Unique programs to enhance morale, pride, teamwork, loyalty and longevity; benefit programs, etc.
- 8. Safety Programs and Risk Management**  
Need-to-know programs and/or emergency procedures or crisis communications/disaster plans, workers compensation, property and health insurance and risk management programs.
- 9. Member Communication/Information Programs**  
Handbooks, guides, directories/yearbooks, history books, special calendars, etc.
- 10. Club Newsletters/Magazines**  
Weekly, monthly, quarterly, club communications, etc.
- 11. Membership Development**  
New member orientation, recruitment/retention techniques, plans, programs, etc.
- 12. Creative Use of Technology**  
Innovative and creative use of equipment/procedures within a club and its departments.
- 13. Leadership Philosophies and Development**  
Ideas that enhance the COO Concept within the club; successful board or committee relations; meeting tactics, orientation programs, effective use of an agenda, surveys and "political" techniques.
- 14. Renovation Programs**  
How-to manuals, checklists, tracking systems used to monitor facility improvements that strengthen club operations.
- 15. Environmental Impact**  
Effective use of energy reduction techniques, "green" efforts, recycling programs, sustainability, chemical reduction, etc., to reinforce the club's community image.
- 16. Golf Operations**  
Tournaments, promotions, amenities, incentives, member instruction and training for staff or caddies.
- 17. Golf Course Maintenance**  
Techniques, equipment, procedures, training, facility designs, safety programs, chemical/pest control, etc.
- 18. Sports Operations and Programs**  
Boating, fitness concepts, swimming, racquet sport ideas, wellness, family, senior and others.
- 19. Successful Food and Beverage Concepts**  
Menu items, presentation, non-alcoholic concepts, wine marketing programs and special theme beverages.
- 20. Cost-Saving Concepts**  
Any method, procedure, equipment, etc., used to reduce expenses and/or improve member satisfaction.
- 21. Breakthrough Ideas**  
Responding to today's club issues and trends – The "Club of the Future."
- 22. Menus**  
All club menus — club functions, formal dining, casual dining, banquets, children's, spa, fitness center, etc.

Please note that the Wine List category is encompassed within the Wine Society Wine Program Awards. For information on how to enter this award program, please contact CMAA at (703) 739-9500 or [wine\\_soc@member.cmaa.org](mailto:wine_soc@member.cmaa.org).

# 2013 Idea Fair Entry Form



Category Number: \_\_\_\_\_ Category Name: \_\_\_\_\_

CMAA Member's Name: \_\_\_\_\_ Membership ID: \_\_\_\_\_

Club Name: \_\_\_\_\_

Description of Idea – How has this idea enhanced your club's operation, etc.? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How was this idea implemented and what have been the club members' reactions? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Entries will be judged on creativity/clarity/content; transferability of idea or method to other clubs; uniqueness of idea; and qualifications criteria listed below. Failure to meet all qualifications criteria will disqualify the entry from the judging process.

## Qualifications Criteria

- Recommended size for entries is 20" wide x 22" high x 6" deep, not to exceed 30" wide x 40" high x 6" deep.
- Entry may not include glass (inclusive of frames) nor any electronic devices, batteries or perishable items.
- Project must be clearly identified by both category and number on the front of the entry.
- A brief description of the idea must be on the front of the entry.
- Entry form must be completed and three copies must be attached to the back of the entry (as noted on this form).
- Business card of the CMAA member must be attached to the front of the entry.
- *Total number of Idea Fair submissions is limited to 10 entries per CMAA member, across all categories.*

Please have three copies of your completed entry form available. They should be securely attached to the back of each corresponding entry in a plastic document protector or similar presentation. You may use additional pages if necessary. Information received will be utilized by the National Headquarters as resource material.

If you choose not to hand-carry your entries, please ship them to arrive between **January 7 – 30, 2013.**

**CMAA — Idea Fair  
c/o Freeman  
6060 Nancy Ridge Drive, Suite C  
San Diego, CA 92121**

**Mark Entries: Hold for CMAA Idea Fair**

***All shipped entries must be received at the above address by Wednesday, January 30, 2013, to be eligible for judging.***

***No exceptions!***

*Participation in the 2013 Idea Fair does not necessarily merit an award ribbon. Entries are the responsibility of the CMAA member. CMAA will not be responsible for the shipment or return of entries. Should you elect to keep your entry, it must be picked up by 4:00 p.m. on Monday, February 11, 2013. After this time, unclaimed entries will be discarded.*

For further information, please contact  
Erica Buschner at (703) 739-9500  
or [erica.buschner@cmaa.org](mailto:erica.buschner@cmaa.org).