

CELEBRATING 70+ YEARS OF FLCMAA

CMAA MATTERS... All Things Education

2020

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June 21-24
Ocean
Reef Club
Key Largo, FL



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August 2-5
Wyndham
Grand
Clearwater, FL



2020



**FLORIDA
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

Education, Connections and Community

CHAPTER EDUCATION

2020 | FLCMAA BOARD OF DIRECTORS

2019/2020 FLCMAA BOARD OF DIRECTORS



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Wilderness Country Club



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Everglades Region Director

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Gator Region Director

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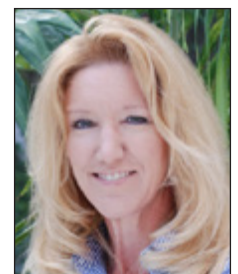
National CMAA Board

Eric Dietz, CCM, CLE, PGA
Mountain Lake



FLCMAA Executive Director

Beth Sargent



FLCMAA Chapter Coordinator

Cherie Kennen

2020 | SUMMER CONFERENCE SERIES

Ocean Reef Club | June 21-24, 2020



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	\$190.00*
Deluxe Upper Floors	\$210.00*
Premium Tropical View	\$220.00*
Premium Water View	\$240.00*
Premium Ocean View	\$270.00*
One Bedroom Condo	\$275.00*
Two Bedroom Condo	\$385.00*
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, 2020.	
Rates available three days pre and post event based on availability.	

Special Social Events and Activities

MONDAY, JUNE 22

Fishing Tournament

9-hole Golf Scramble

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TUESDAY, JUNE 23

Reef Club Kids

Sponsored By:

Conference Schedule

Sunday, June 21

12:00 pm - 4:00 pm Registration Open

5:00 pm Welcome Reception — Beach Bash

Monday, June 22

7:30 am Continental Breakfast

8:30 am Chapter Business Meeting

9:45 am **Keynote Presentation – Mike Rayburn**
The what if...? Experience

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 23

7:30 am Continental Breakfast

9:00 am **John O’Leary**
The Power of One – How One Attitude, One Action and One Person Can Change the World

12:00 noon Participant’s Lunch

1:00 pm **Luke Williams**
Disruptive Leadership: Thriving in an Era of Constant Change

7:00 pm Chapter Dinner

Yoga on the Beach - 9:30 am
Sponsored by Peacock + Lewis, AIA

Wednesday, June 24

7:30 am Continental Breakfast

8:30 am Dale Carnegie Training
Executive Presence

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)

2020 | SUMMER CONFERENCE SERIES

OCEAN REEF

Conference Speakers



FLORIDA CHAPTER
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



Mike Rayburn

The “What If...?” Experience

Within 30 seconds your group will know that the impossible is possible. Within two minutes they'll be laughing and totally engaged.

By the end they'll be on their feet, energized and equipped with solid business tools and wisdom.

Mike Rayburn's "What IF? Keynote Experience" is about:

- Innovation...finding and creating the opportunities, products and processes that others miss.
- Change...moving from managing change to creating change.
- High Performance...making those opportunities happen.

Your teams will leave with the tools to do just that. Oh, and they'll laugh so hard it hurts! More than anything...“The What IF? Keynote Experience” is just that: An EXPERIENCE. As an opening or closing keynote, or mid-conference energizer, “What IF?” will make your event successful and unforgettable. There is no one who does what Mike Rayburn does.



John O'Leary

The Power of One – How One Attitude, One Action and One Person Can Change the World.

John was a curious nine-year-old boy. Playing with fire and gasoline, he created a massive explosion in his garage and was burned on 100% of his body. Given less than 1% chance of survival, John is proof of the power of the human spirit.

His unlikely recovery meant a journey of pain and loss that could have easily been insurmountable. However, far from being an example of someone who simply endured tragedy, John is a luminous example of thriving through adversity.

Surprisingly, this “survivor” story isn't focused on John – rather, it is a celebration of heroes who intimately served him and his family. From a dedicated Hall of Fame sports announcer to a visionary burn nurse (and countless others), every individual involved in this 1987 fire teaches us this truth: one person can make a profound difference in the lives of others.

With emotional storytelling and unexpected humor, John reminds audiences of the significance of daily attitudes, the power of gratitude, and the im-

pact of serving others with courage. He reawakens audiences to realize the gift of today and the possibility of tomorrow.



Luke Williams

Disruptive Leadership: Thriving in an Era of Constant Change

What does it take to be a disruptive leader? Do you need to be a brilliant agitator like Steve Jobs? A driven workaholic with a passion to change the world like Tesla's Elon Musk? Sure, CEOs like that get a lot of press, but there's more to success than being loud and charismatic. Truly disruptive leaders are like Master Chefs on a cooking show, always looking for ways to take existing ingredients—the same ones everyone else has access to—and combine them in unique ways.

Those new recipes are a type of investment capital: the more you have, the better. Of course, not all of them will succeed. But disruptive thinking and leadership is less about the success of any one idea and more about putting your business in a position where you have more new ideas to spend than your competition does. Most importantly, being a

disruptive leader is about creating a culture where everyone values new recipes. Because if you want to build a disruptive organization, you first have to build more disruptive leaders.



DALE CARNEGIE® TRAINING

Executive Presence

Based on the time-tested Dale Carnegie Principles of Winning Friends and Influencing People, this dynamic, practical, and highly interactive session prepares CMAA Members with the mindset and skills required to stand out as a top Executive and Club. Members will walk away refreshed and refocused with practical techniques they can utilize right away.

- Take total ownership of how we are perceived by our internal teams and membership
- Incorporate best practices to approach our day-to-day tasks with an Executive mindset
- Focus on Dale Carnegie's Principles to elevate our influence and team engagement
- Gain insight into current research on Leadership Blind spots so we can remove them
- Enhance our influence through the art of storytelling

**Make your
reservations early.
This is sure to be
another sell out.**

2020 | SUMMER CONFERENCE SERIES

Florida Club Summit | August 2-5, 2020



Accommodation Details	
Gulf View Room	\$189.00*
Grand Delux Gulf Front Double Queens	\$264.00*
Grand Delux Gulf Front King	\$249.00*
One Bedroom Parlor Suite	\$439.00*
*plus applicable taxes	
Notes:	
Reservation deadline July 13, 2020.	
Valet Fee: \$15 per day	
No Resort Fee.	
7 day cancellation policy.	

WYNDHAM GRAND
Clearwater Beach

100 Coronado Drive
Clearwater, Florida 33767
727-281-9536



Conference Schedule
Sunday, August 2

- 11:00 am Registration Opens
- 6:00 pm Welcome Reception

Monday, August 3

- 7:30 am Continental Breakfast
- 8:00 am Chapter Business Meeting
- 9:30 am Keynote Presentation – Steve Farber
Extreme Leadership: Your Radical Leap Forward at Work and Beyond
- 11:30 am Lunch & Learn - Club Showcase
- 12:45 pm Andy Bernstein
The Most Important Thing – Part 1
- 2:30 pm Andy Bernstein
The Most Important Thing – Part 2
- 7:00 pm Chapter Dinner – Pelican Golf Club

Tuesday, August 4

- 8:00 am Continental Breakfast
- 8:30 am Darren LaCroix
Better Stories, Better Business
- 10:00 am Club Showcase
- 10:30 am Network Test Labs
The Impact of a Cyber Security Breach
- 12:30 pm Dr. Jeffrey Jeff Magee
Your Trajectory Code

Afternoon to explore Clearwater

Wednesday, August 5

- 9:00 am – 11:00 pm Admiral William H. McRaven
Leadership and Risk Management; Taking Command

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)

Sponsored By:



2020 | SUMMER CONFERENCE SERIES

FLORIDA CLUB SUMMIT

Conference Speakers



Admiral William H. McRaven

Leadership and Risk Management: Taking Command

Admiral William H. McRaven captivates audiences with his exceptional leadership experiences, exploring today's geopolitical environment and a look forward to America's place in an ever-changing global community. His principles of leadership and risk management are applicable to any organization and he firmly believes in the necessity of preparation, order and discipline, knowing that they are naught without a distinct and meaningful purpose or goal. He shares impactful narratives, lessons and insights on authority amidst turmoil and instability, the force of teamwork and personal initiative, resilience in the face of opposition, and the unconditional importance of never giving up. He challenges his audience and encourages them to accept responsibility, be creative within the rules, take control of their circumstances, and maintain focus during times of conflict. Audience members are inspired to apply McRaven's diligence, courage and risk management strategies to their own lives and put in place the tools that will help them not only succeed within their organization but also reach new levels of achievement.



Andy Bernstein
Resilience Academy

The Most Important Thing

What is the most important thing for living a happy life? What about for developing a

high-performing team?

Drawing on fascinating studies from Harvard and Google, this program appeals even to skeptics because it answers these questions using data. Attendees learn:

- What the key differentiator is between those who live happy lives and those who don't, according to the world's longest study of human development?
- What separates the highest-performing teams from the rest according to data?
- Where stress really comes from, and why stressors don't exist
- How to transform challenges faster and live with greater peace of mind without therapy, stigma, or "touchy-feeliness".



Steve Farber
The Extreme Leadership Institute

Extreme Leadership: Your Radical Leap Forward at Work and Beyond

In this chaotic and extreme age, business leaders must demonstrate an unprecedented level of passion, determination, foresight, dedication, and fearlessness. Steve Farber shows you how to use the LEAP framework – Love, Energy, Audacity and Proof to radically improve your organization and your life.

When LEAP is part of an organization's framework and operationalized in its culture, employees and customers feel genuinely valued. Employees who are passionate about the work that they do are more loyal, innovative, creative, and inspired, and that translates to great customer experience. They don't serve others out of obligation, but because of a genuine desire to improve people's lives. And when customers reciprocate by loving your products, your services, and your people, that's when something great happens. That's when you get loyalty. That's when you get raving fans, and that's where the money comes from.



Darren LaCroix

BETTER STORIES, BETTER BUSINESS

Everyone wants an advantage over competitors. Once you learn to properly construct and consistently convey powerful stories, you've built trust, one of the most universally coveted assets among business leaders. So, be the authority in your industry, be the driver of change through your business presentations.

Darren will share his proven techniques to help executives from Wells Fargo to European giant, Luxoft. Powerful storytelling can be a key differentiator in the marketplace. Wow the crowd and advance your professional reputation.

These little known, world-class insights, delivered in an unforgettable way, will enable you to connect quickly and deeply. Mere facts and figures on slides will never influence like the power of consistently well-told stories.



Dr. Jeffrey Magee

Your Trajectory Code

In this powerful and engaging 90-minute session you will be introduced to the Trajectory Code Model from the best-selling book, *YOUR TRAJECTORY CODE: How to Change Your decision, Actions, and Directions, to Become Part of the Top 1% High Achievers*.

You will leave this session in a better position to strategically and tactically implement needed action plans in your business. The Model itself serves as a powerful tool in decision making and daily implementation; Once presented, the Model will then be used as the architecture for discussion on two critical need areas in your Club today - (1) Recruiting & Retaining talent today in your business, and, (2) Selling & Marketing for new members today.

National Test Labs

The Impact of a Cyber Security Breach

Gain valuable insights on advanced Cyber Security Threats, Hackers, Ransomware and Social Engineering and Bitcoins. Learn the best ways you can protect your business from these sophisticated security threats.

2020 | REGIONAL EDUCATION

FLORIDA CMAA

Regional Education Speakers



Bill Acheson
Nonverbal Communication – Point of Contact

When communicating face-to-face, nonverbal communication accounts for as much as two-thirds of the impact of your message. It is more emotionally revealing and more emotionally accurate than what you say. So, whether you're dealing with your daily responsibilities, leading a staff meeting, conducting a job interview, or delivering a presentation, the skill to project yourself more effectively and read the unspoken messages sent by others is critical to your success.



Andy Stangenberg
Management vs Leadership

Bringing a group together as a team takes the basic understanding that becoming a team has little to do with working together. This workshop embraces learning and innovative leadership principles to unearth challenges and obstacles and establish concepts and solution systems to overcome current roadblocks.



Dr. Will Sparks, Ph.D.
Actualized Leadership – Meeting Your Shadow & Maximizing Your Potential

In this highly interactive 3-hour session participants will have an opportunity to learn about their leadership style and corresponding "Leadership Shadow." Dr. Will Sparks, author of "Actualized Leadership: Meeting Your Shadow & Maximizing Your Potential," cautions those of us who live in a "StrengthsFinder Culture" where the sole focus is on natural strengths. His applied research and consulting efforts clearly link performance to individual "shadows" – how we act under stress – and offers a framework for meeting and managing our Leadership Shadows.



Dan Quiggle
Strategies to Motivate, Communicate & Inspire

Dan will help you visualize and verbalize your personal action plan, evaluating where you are as a leader and setting a positive and practical direction for the future. He will help you build your "kitchen cabinet," apply strategies for handling crises and provide you with the tools you need to lead with renewed purpose, direction and optimism.

Along with increasing your day-to-day effectiveness and excellence, Dan will help you achieve your lasting legacy and positively impact those around you in meaningful and memorable ways.



FLORIDA CHAPTER
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

2020 EDUCATION SCHEDULE

EVERGLADES REGION

May 14 - Naples Yacht Club- Dan Quiggle

Aug13 - The Club at Mediterra - Andy Stangenberg

Sept 10 - Bonita Bay Club - Bill Acheson

Oct 8 - TPC Treviso Bay - Dr. Will Sparks

GATOR REGION

May 28 - Pelican Golf Club - Dan Quiggle

Aug 13 - Lone Palm Golf Club - Bill Acheson

Sept 24- Bradenton Country Club - Dr. Will Sparks

Oct 8 - Carlouel Beach & Yacht Club - Andy Stangenberg

NORTH/SUNSHINE REGION

Mar 11 - University Club of Orlando - Andy Stangenberg

Apr 8 - Atlantic Beach Country Club - Bill Acheson

June 3 - Hammock Dunes Club - Dan Quiggle

Aug 26 - The Amelia Island Country Club - Dr. Will Sparks

SEMINOLE REGION

May 11 - High Ridge Country Club - Dr. Will Sparks

Aug 10 - Wycliffte Golf & Country Club - Dan Quiggle

Sept 14 - Frenchman's Reserve C.C. - Bill Acheson

Oct 5 - Polo Club of Boca Raton - Andy Stangenberg

LEARN MORE AT WWW.FLCMAA.ORG

2020

REGIONAL EDUCATION



MEMBERSHIP EXPERIENCES

Career Services

CMAA’s Career Services Department provides assistance to Members in need of new positions and for clubs in need of professional management. www.cmaa.org/careers provides online access to career counseling, job opportunity listings, and employment services available to club professionals. FLCMAA posts open positions and opportunities on our website: www.flcmaa.org.

Certification Programs

CMAA takes great pride in its voluntary certification programs. Since its inception in 1965, it has become recognized as the hospitality industry’s most respected certification program.

Certified Club Manager (CCM)

The Certified Club Manager (CCM) designation is the cornerstone of CMAA’s Member recognition program. It is a valuable and widely respected mark of a manager’s commitment to professional development and the club industry.

Certified Chief Executive (CCE)

The CCE designation was developed to recognize managers that have shown the ability to successfully serve as the most senior manager in a club. While the CCM designation is still the “hallmark of professionalism” within the club industry, the CCE designation is meant to augment the CCM designation.

Master Club Manager (MCM)

The MCM designation is a certification and recognition program for a special group of professionals who have made extraordinary and long-lasting contributions to the club industry.

Honor Society

This achievement is open to club managers who have achieved 400 additional credits beyond certification (minimum 150 CMAA/CMI), 10 years of membership and successful completion of BMI IV or BMI V.

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FLCMAA Members Statistics

MCM designation: 4 members

CCE designation: 68 (9%)

CCM designation: 216 (29%)

Honor Society Members: 108 (15%)

2020 IMPORTANT DATES TO REMEMBER

BMI Sports Management

Scottsdale, AZ
January 6-10, 2020

BMI Leadership Principles

Cal Poly Pomona - Pomona, CA
January 6-10, 2020
April 20-24, 2020
October 19-23, 2020

Leadership/Legislative Conference

TBD
September 2020

CMAA World Conference

Dallas, TX
February 8-12, 2020

BMI Club Management

Georgia State University - Atlanta, GA
March 23-27, 2020
September 14-18, 2020
October 26-30, 2020

BMI General Manager/ Chief Operating Officer

Michigan State University - East Lansing, MI
March 30-April 3, 2020
September 14-18, 2020
October 5-9, 2020

BMI Strategic Leadership

Boston, MA
March 30-April 3, 2020
November 2-6, 2020

BMI Golf Management

The Club at Admirals Cove – Jupiter, FL
May 4-8, 2020

BMI Food & Beverage Management

University of Houston – Houston, TX
October 26-30, 2020

BMI Tactical Leadership

Cornell University - Ithaca, NY
October 26-30, 2020

Mid-Management Conference

New York City, NY
October 18-21, 2020

2020 | ONLINE/WEBINAR LEARNING

CMAA ONLINE LEARNING

As technology evolves, CMAA is committed to offering our members educational opportunities online.

CMAA University

CMAA’s online learning center for members to earn credits as an additional educational resource. Credits can count toward the requirements for the Certified Club Manager (CCM) designation, the Certification Maintenance Requirement, Honor Society and Master Club Manager (MCM) eligibility. The program is webbased and available 24/7, so members can learn at their pace and on their schedule. Members can sign in to CMAA University through the Club Resource Center, CMAA’s resource for club staff and boards.

Manager in Development Program

A mentor/mentee program offered online through CMAA University. The program is designed to educate entry- and mid-level managers through exposure to diverse departments within a club operation. The program is broken into 12 modules based on the CMAA Competency Areas. Each module includes a textbook, portfolio builders and a PowerPoint presentation to supplement the education from the mentor.

Webinars

CMAA hosts biweekly webinars during the academic year for members. Each webinar is available for 1 Association Activity credit when a member attends the entire session live. Past webinars are archived on CMAA University.



2020 Complimentary FLCMAA Webinars

Wednesday, January 15, 2020	Data Privacy – How to Protect your Members from your Vendors!	CSR
Wednesday, January 29, 2020	A new solution to an Old Problem - New Member and resident onboarding	Pipeline
Wednesday, March 11, 2020	Staffing Troubles? A discussion of utilizing Foreign Nationals to ease Staffing Hurdles and the Ever-Changing Landscape of H-2B visas	Pabian Law
Wednesday, March 25, 2020	Foundation for Exceptional Services	Forbes
Wednesday, April 1, 2020	Communicate F & B Beyond Daily Lunch Specials	Private Clubs Online
Wednesday, April 15, 2020	Cannabis and Comp	Zenith Insurance
Wednesday, May 6, 2020	Data Privacy – Mandatory Regulations and how to protect your club.	CSR
Wednesday, May 27, 2020	Leading in the Digital Age	Giant Worldwide
Wednesday, July 8, 2020	Cannabis and Comp	Zenith Insurance
Wednesday, July 22, 2020	Graciousness, Thoughtfulness, Personalized Service	Forbes
Wednesday, October 7, 2020	How to Find Inspiration for New Events & Programs	Private Clubs Online
Wednesday, October 21, 2020	The Differnece EQ Makes in the Service Industry	Giant Worldwide
Wednesday, November 18, 2020	Keeping Your Year-Round Workforce Global: Green Cards and Long-Term Staffing Options for your Organization.	Pabian Law

Members must complete the entire webinar to receive education credits. Registration required.

2020 | SCHOLARSHIP



Education, Connections and Community

FLCMAA SCHOLARSHIP PROGRAM

The Florida Chapter is pleased to support member education through our Scholarship Program. This distinguished program is an opportunity for the Florida Chapter to re-invest in our members’ professional development, and provide financial assistance to those Members who are working towards the attainment of their CCM designation; a highly recognized achievement and commitment within the club industry. **Submission deadline - May 1, 2020.**

2019 SCHOLARSHIP RECIPIENTS

<i>Chris Evans</i>	<i>Vasari Country Club</i>
<i>Barb Svenson</i>	<i>Jupiter Island Club</i>
<i>Robert Baldwin</i>	<i>Grand Harbor Golf & Beach Club</i>
<i>Terry Breden</i>	<i>Atlantic Beach Country Club</i>
<i>Ryan Foster</i>	<i>Carlouel Beach & Yacht Club</i>
<i>Ivo Nedelchev</i>	<i>Hamilton Harbor Yacht Club</i>
<i>Carmine Sprio</i>	<i>Pelicans Nest Golf Club</i>
<i>Jorge Rivera</i>	<i>Deering Bay Yacht & Country Club</i>
<i>Michelle McGee</i>	<i>The Amelia Island Club</i>
<i>Bret Borshell</i>	<i>The Sanctuary Golf Club</i>
<i>Shain Rodrigues</i>	<i>Frenchman’s Reserve Country Club</i>
<i>Daniela Jacob</i>	<i>The Commons Club at The Brooks</i>
<i>Todd Blanton</i>	<i>Glades Golf & Country Club</i>
<i>William MacPherson</i>	<i>Bonita Bay Club</i>
<i>Alexander Delcamp</i>	<i>Coral Creek Club</i>
<i>David Ahbol</i>	<i>Eastpointe Country Club</i>
<i>Daniel Low</i>	<i>Wycliffe Golf & Country Club</i>
<i>Brian Becotte</i>	<i>Naples Yacht Club</i>

The Club Foundation



Each year the Club Foundation awards several Scholarships. Don’t miss these educational grant opportunities.

James B. Singerling Scholarship
Sally Burns Rambo Scholarship
Willmoore H. Kendall Scholarship
LaRocca Family Executive Scholarship

STUDENT DEVELOPMENT

CMAA currently has more than 1,200 student members and maintains 42 Student Chapters and Colonies at colleges and universities throughout the United States. The Florida Chapter is proud to be associated with four (4) established CMAA Student Chapters - Florida State University (FSU), Florida Gulf Coast University (FGCU), Johnson & Wales University-Miami (J&W), and the University of Central Florida (UCF). The Florida Chapter funds a yearly scholarship program for student members to attend the CMAA World Conference.

FLCMAA SCHOLARSHIP DEADLINE
May 1, 2020

» See website for more details. «

2020 | WORLD CONFERENCE



CMAA WORLD CONFERENCE

The World Conference on Club Management is the Association’s most comprehensive education event of the year with participation by over 3,000 international club professionals. The 2020 World Conference will be held in Grapevine, TX, February 8-12, 2020. Further details on this event are available at www.cmaa.org.

FLORIDA CHAPTER GATHERING
CMAA WORLD CONFERENCE 2020

BEER, BBQ &
BAND!



Sunday, February 9, 2020
7:00pm - 9:00pm
\$75pp includes f&B, music and transportation

HOP & STING BREWERY
GRAPEVINE, TX

Register at FLCMAA.org

Sponsored by





Join CMAA and
Kopplin, Kuebler & Wallace
at the

2020 CLUB
LEADERSHIP
SUMMITS



April 15
Addison Reserve Country Club



April 16
The Club at Mediterra

This session will include club governance, developing your clubs goals, vision and strategy, Board of Directors vs the Role of the Club Executive, panel discussions on club trends and challenges facing the club industry.

More details and registration
will be announced soon.



Mark your calendars now!

REGISTER ONLINE OR DOWNLOAD REGISTRATION FORMS AT WWW.FLCMAA.ORG

2020 | GUESTS/CARING/COMPETENCIES

2020 GUEST PROGRAM

FLCMAA is proud to announce the Complimentary Guest Program is back!

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

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



Sponsored By:



Clubs that Care

Did you know that CMAA members and their clubs have raised and contributed over \$150 million in funds for charitable causes? FLCMAA members raise over \$1M dollars annually. Thank you all for your gracious participation in these worthy causes. Get involved today, contact your Regional Directors for more details.

CMAA 10 CORE COMPETENCIES

1. CLUB GOVERNANCE

History and types of club, membership types, bylaws, policy formation, board relations, chief operating officer concept, committees, committee relations, career development in clubs.

2. FOOD AND BEVERAGE MANAGEMENT

Food and beverage trends, food and beverage service, menu development, catering sales and operations, themed functions, nutrition and wellness programs, dining room design, equipment ordering, receiving, controls, inventory, wine and beverage operations and development, food and beverage training, personnel issues, sanitation, food and beverage technology.

3. ACCOUNTING AND FINANCIAL MANAGEMENT

Accounting and financial issues, capital projects, strategic planning, uniform systems of accounting, audits, financial analysis, Internal Revenue Service (IRS) issues, cash flow and forecasting, budgeting, technology issues, business office organization, compensation and benefits administration, long-range financial planning.

4. HUMAN AND PROFESSIONAL RESOURCES

Employee relations, employee communication, time management, recruiting strategies, hiring and selection, performance systems, training and development, progressive discipline and terminations, other legal issues, stress management, organizational development, labor issues, compensation and bonus programs, balancing job and family, pre-employment testing and performance evaluation issues.

5. LEADERSHIP

Motivation and team building, coaching and developing others, building relationships, diversity, conflict management, strategic planning, delegation, problem analysis and decision making, improving performance, providing performance feedback, conducting performance discussions, professional image and dress, negotiation, member contact skills.

6. MEMBERSHIP AND MARKETING

Membership strategies, membership planning, club manager's role in marketing and membership, membership satisfaction surveys, membership orientation programs, working with the membership committees, working with the media, newsletters, membership technology.

7. GOLF, SPORTS AND RECREATION MANAGEMENT

Golf operations and etiquette, rules of golf, golf course management, the role of the superintendent, grasses, turf, conditioning practices, budgets and forecasting, golf tournament operations, golf equipment, future trends in golf, environmental issues, junior programs, tennis operations, swimming pool management, yacht club facilities management, fitness center and spa management, locker room management.

8. EXTERNAL AND GOVERNMENTAL INFLUENCES

Legislative influences, privacy, regulatory issues, club law, liquor liability, labor laws, immigration laws, Internal Revenue Service (IRS), current legal issues affecting clubs, disaster preparedness.

9. FACILITIES MANAGEMENT

Preventative maintenance, housekeeping, security, insurance and risk management, clubhouse remodeling and renovation, lodging, energy and water management, laundry, sustainability and conservation.

10. INTERPERSONAL SKILLS

Active listening skills, effective writing skills, conducting oral and written presentations, promoting communication between departments, negotiation, actively seeking member and employee feedback, communicating ideas effectively with employees and members, expressing disagreements tactfully, seeking clarification, achieving positive working relationships, role modeling, communication skills.

2020 | MASTER CLASS SERIES



**FLORIDA
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

Master Class Series 2020

Join us for 2 full days and 3 nights in
wonderful Sonoma County.

August 16 - 19, 2020
Space is limited
\$2,900/pp*

*Includes accommodations (3 nights), (2) lunches,
welcome reception, farewell dinner, education, wine tours.
Additional nights hotel available.
CMI education credits awarded.

Current winery schedule includes: Freeman, Guy Davis and Martinelli.
Final schedule of wineries and events to be announced soon.

2020

NEW WEBSITE

COMING SOON


781-691-6243

info@flcmaa.org

Events CalendarSummer ConferenceContact CMAA National

ABOUT USMEMBERSHIPEDUCATIONCAREERSSTUDENTS

MEMBER LOGIN




Regions to create success

Welcome to
FLORIDA CMAA


The Florida Chapter is the largest of CMAA's Chapters. Our membership is made up of 700 members at 350 clubs throughout the state. While we recognize Florida as one large chapter, our members meet on a monthly basis for education and networking events in five geographic regions around the state: Everglades, Gator, North, Sunshine and Seminole.

LEARN MORE ABOUT US


Our mission is to promote and advance friendly relations between and among persons connected with the management of the clubs and other associations of similar character, encourage education and advancement, and assist members to secure the utmost in an efficient and successful operation.




EDUCATION




MEMBERSHIP



CAREERS



PARTNERSHIPS



What's Happening

1 Mar

Everglades Region 2019 Charity Gator Event
9:00 AM - 6:00 PM | 550K+UP

20 Mar

Spring Luncheon
1:00 PM - 2:00 PM | 550K+UP

5 APR

Charity Auction for Hurricane Relief
9:00 AM - 2:00 PM | 550K+UP


12 May


Country Music Night
5:00 PM - 7:30 PM | 550K+UP

SEE ALL EVENTS

Our Corporate Partners

2019 Partners





FLORIDA CHAPTER


2020 PRESIDENT OF ASSOCIATION OF AMERICA

PO Box 2001, Palm City, FL 34990

781-691-6243

info@flcmaa.org

CONNECT WITH US



Search Our Site

READY TO LEARN MORE?

REQUEST INFORMATION

VIEW CHAPTER EVENTS

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REGISTER ONLINE OR DOWNLOAD REGISTRATION FORMS AT WWW.FLCMAA.ORG - 2020 SUMMER CONFERENCE

2020 | CORPORATE PARTNERS



Support Our Partners

Platinum



Diamond



Emerald Partner



Ruby Partners



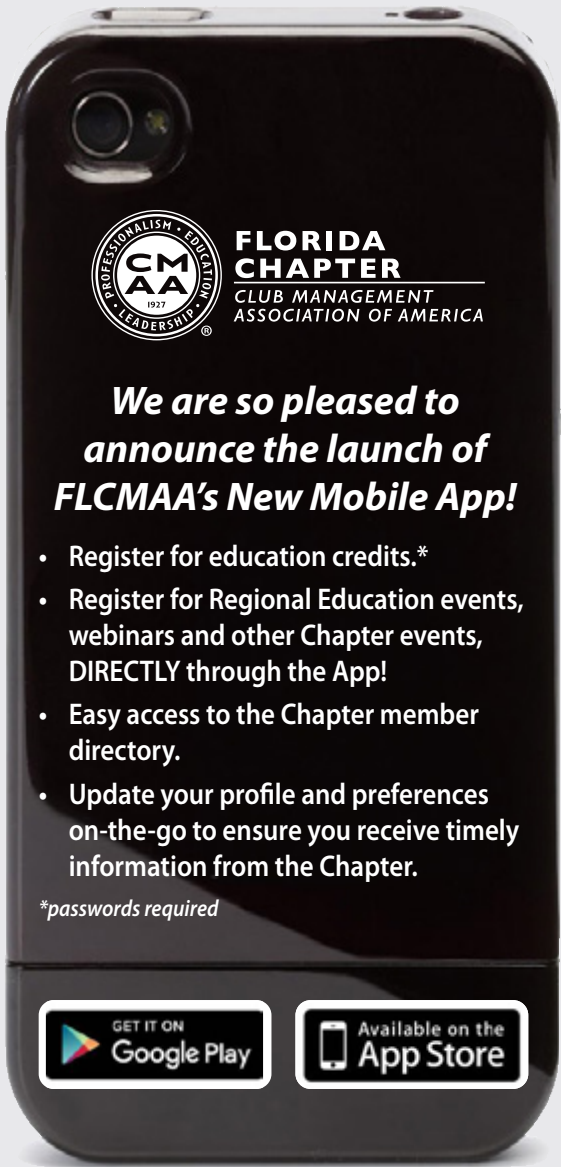
Gold Partners

- Avendra
- CedarCreek Systems
- Chambers
- Club Benchmarking
- Clubessential
- Club Support Inc.
- Country Club Technology Partners
- CSR Privacy Solutions, Inc.
- Dex Imaging
- ForeTees
- Gallagher
- Greenspoon Marder Law
- JANUS et Cie
- Jonas Club Software
- Marsh & McLennan Agency
- MTL International Work and Travel
- Pipeline Agency
- Republic National Distributing Co., LLC
- RSM US LLP
- Sedgwick Valuation Services Division
- Synovus
- WGI, Inc.

Silver Partners

- ClubSafe, Inc
- Mouw Associates, Inc.
- Pabian Law
- The Weitz Company
- Woolems Luxury Builders

FLCMAA MOBILE APP



- Register for education credits.*
- Register for Regional Education events, webinars and other Chapter events, DIRECTLY through the App!
- Easy access to the Chapter member directory.
- Update your profile and preferences on-the-go to ensure you receive timely information from the Chapter.

*passwords required

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To download the App visit the Apple App Store (iPhone) or Google Play Store (Android) and search for FLCMAA.

Visit the Chapter website for direct links to these important Chapter Partners.

2020 | FLORIDA CMAA



CAREER
OPORTUNITUES

Visit the FLCMAA Chapter Website Career Section for the latest career openings and opportunities in Florida and throughout the Country.

www.flcmaa.org/careers

CMAA INTERNATIONAL WINE SOCIETY

The CMAA International Wine Society was founded in 1988 by a small group of club managers to meet a growing need among CMAA members – to learn more about wine and appreciate it as a true gift of nature. Through the Wine Society, members join together to enjoy and appreciate the use of wine, as well as learn about the role wine plays in club culture. Annual events include the Annual Wine and Food Workshop as well as the Conference-centered events – the Annual Business Meeting and Education Session, the Silent and Live Wine Auctions to benefit The Club Foundation and the Annual Wine Dinner. Visit the CMAA website for more information and details on joining.

Two wine glasses filled with white wine, sitting on a wooden surface. The background is a blurred bokeh of warm lights.

The logo for the Florida Chapter of the CMAA, featuring a circular design with 'CMAA' in the center, 'PROFESSIONALISM' and 'EDUCATION' at the top, and 'LEADERSHIP' at the bottom. The year '1927' is also present.

FLORIDA CHAPTER

CLUB MANAGEMENT ASSOCIATION OF AMERICA

P.O. Box 2561
Palm City, FL 34991

Like us on Social Media – FLCMAA – FLCMAA – Florida Chapter – Club Managers Association