



**Seminole Region Business Meeting
Tuesday, March 20, 2011
Quail Ridge Country Club**

1. Call to Order
2. Pledge of Allegiance
3. Welcome to Quail Ridge – Chip Misch
4. New Members/Introductions
 - a. Welcome New Members in attendance
 - i. Scott Bester, Food & Beverage Director at Bear Lakes Country Club (Feb)
 - ii. Geoff Gilliland, Director of Membership at Parkland Golf & Country Club (Nov)
 - iii. Pamela Miller, Vero Beach (Jan)
 - iv. Marco Schlenz, Director of Operations at St. Andrews Country Club (Feb)
 - v. Bryan Stone, General Manager at TPC Eagle Trace (Feb)
 - vi. Greg Schroeder, General Manager at Binks Forest Golf Club (Mar)
 - b. Welcome Transfers in attendance
 - i. Transferred in from Central PA Chapter; Richard Chase, Clubhouse Manager at Turtle Creek Club (Dec)
 - ii. Transferred in from Georgia Chapter; Chris Conner, General Manager at Floridian (Nov)
 - iii. Transferred in from Carolinas Chapter; Lloyd Gillespie, III, Clubhouse Manager at Lost Tree Club (Jan)
5. Directors Report –Matt Lambert and John Newman
 - a. Upcoming Events
 - i. Bath & Tennis Club, Palm Beach will host the next Seminole Region meeting on May 14th with internationally recognized leadership expert John Maxwell. Meeting will take place during the afternoon with Cook-out to follow. More details to come.
 - ii. Allied Meeting with ACF at Boca Woods Country Club on Monday, May 7th

6. Student Development Report – Submitted by Michael Chase, CCM, Loxahatchee Club (*Not in attendance*)

The Student Development Committee continues to work with both Johnson & Wales University (Miami) and Northwood University (West Palm Beach). Attempts to reach out to Lynn University, FAU and FIU last year did not produce any connections for this school year.

The Johnson & Wales Fall of 2011 Club Management Class toured three Clubs and had Guest Speakers on seven dates. Speaking topics included Culinary, Golf, Management, F&B and Marketing, with speakers ranging from a Chef to a Golf Pro to a General Manager, and many positions in-between. New Faculty Advisor Oren Hertz (a former Club Corp Manager) is making a strong push to increase interest/ participation in Club Management and better organize the Student Colony. The Spring 2012 Class will tour 7 Clubs between the Miami and Palm Beach areas with the first tour having occurred March 16th.

Northwood University's Spring Class is a small group of students and has, or will have speakers on Club Operations, F&B, Club Technology and Golf. The group visited Jonathan's Landing earlier in February to tour a Club first hand. The Student Colony has grown in numbers the last two years as all students in the Club Management Class are automatically signed up with CMAA; a future goal is to ensure these Students renew their memberships and have the group become better organized and more active.

No activities with either university are currently planned for the summer months, with all spring activities concluding in May.

7. Professional Development Committee – Submitted by Atilla Kardas, Jupiter Hills Club, and co-chair Michael Nadeau, Palm Beach Yacht Club

Have meet several times with Directors Matt Lambert and John Newman to discuss trends, outlook, best windows of opportunity to maximize the full reach of the CMAA membership interest and fun social networking events.

To kick off the 2012 year, we have organized a new member breakfast at Quail Ridge Golf and Country Club, on Tuesday, March 20th, proceeded by a business meeting. We have arranged that a vendor come and present some of the new food and beverage items from the company Impulse, they are a local South Florida Company we meet at the Chicago Restaurant Show, to allow top club management to see what is new on the market. At Quail Ridge we will feature two speakers for that afternoon.

Our May meeting, beachside at Bath & Tennis on Monday, May 14th, features the top successful General Managers in the Seminole area to discuss their lives, past, future and what they have learned over their years at the helm. Followed by a dynamic opportunity to hear World known business speaker John Maxwell, (A very close friend of Atilla Kardas) the afternoon will end beachside with a Cookout at Bath and Tennis, spouses welcome.

Our July meeting, at Jupiter Hills in Tequesta, a business meeting, a educational session, a Golf Course Equipment Demonstration.

In September, We have a fun filled day at a South Florida Shooting Range, starting with a business meeting, and educational session, a skeet shooting, followed by a wine

educational meeting with Gordon Sullivan of SWS, and a Meat “Butcher” Demonstration from Bush Meats.

Then we are back into the holiday party at Addison.

Great honor and a pleasure to be part of the educational committee under Matt Lambert and John Newman, we look forward to more days of educational fun.

8. Membership Committee Report – Submitted by William Smith and Michael Eustace

Introduction

Introduce Mike and congratulate on his CCM attainment over the summer

Welcome New Members in Attendance

11 New Members in Seminole Region for 2012

4 Transfers in the Seminole Region for 2012

CMAA Vision

Education

Networking

FLCMAA & Seminole region Goals

Items from Leadership Forum

- Increased Chapter support for regional meeting education and participation
- Improvement in the overall summer conference value for the time and money spent.
- Include at least one CMI at a Summer Conference per year.
- Offer at least 12 education credits per Summer Conference.
- Increase satisfaction with the overall summer conference experience by 10% within three years.
- Develop a mechanism to connect members who want to mentor with those wanting mentoring.
- Reinforce the Chapter’s culture and values in all communications and promotions to encourage volunteerism among Chapter members.

Attain and retain Membership

- Update the members of the region all the benefits of membership in the FLCMAA Chapter.

Encourage Membership

- Identify who is and who is not attending and reach out to those who may not be attending.
- Create an email listing of all guests so on going communication may be established.

9. Chapter Information – Craig Waskow, Managing Director

- a. Mid-Management Tour
- b. Summer Conference
- c. NCA – 2012 National Club Conference held at the University Club of New York on April 29-30, 2012

10. National CMAA – Michael McCarthy

11. Housekeeping

- a. Cell phones
- b. All members and Guest please sign-in (non-members will receive credit for program if they join in the future)

12. Adjourn