



**FLORIDA
CHAPTER**

CLUB MANAGEMENT
ASSOCIATION OF AMERICA

FLCMAA

NEWS

April 2025

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LET'S GET SOCIAL!

Facebook



LinkedIn



Instagram





From the Director

Happy Spring FLCMAA Members,

As we embrace the energy of a new season, I'm inspired by the momentum building across our Chapter. April is gearing up to be a powerful month of connection and learning, marked by the launch of our 2025 Regional Education Series. I look forward to being with all of you in our regions as Chris Clews and Robb Holman delivered dynamic sessions on pop-culture-inspired leadership and authentic growth.

Looking ahead, May promises even more to look forward to. We're excited to welcome James Cronk and his high-energy session, "Keeping Your Sanity While Managing Humanity," along with a unique wine education event presented by Jackson Family Wines, Global Foods International, and ClubProcure. These offerings reflect our commitment to delivering timely, relevant experiences that help you thrive both personally and professionally.

Our monthly webinars continue to be one of the most accessible ways to stay sharp, earn education credits, and engage with thought leaders from across the industry—all from the comfort of your office or home. These hour-long sessions bring timely, relevant topics straight to you, offering insight you can apply immediately in your club and leadership journey.

We're proud to collaborate with leading experts and partners who generously share their knowledge, helping us elevate the experience for our members across the Chapter.

Behind the scenes, we're working on new initiatives to deepen member value and connection—stay tuned for more details in our May edition. We're also continuing to enhance our communications and digital presence, including a redesign of the FLCMAA website, which we look forward to unveiling later this summer.

A warm welcome to our new partners who joined this month—we're grateful for your support and thrilled to have you as part of our community. Your partnership makes a real impact in bringing meaningful programming to life.

Thank you for the work you do every day to strengthen our industry and our Chapter. I look forward to seeing many more of you in your regions as we continue this exciting journey together.

Kelly Grabowsky, CCM
Managing Director

April

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3 WICM Webinar Dr. Helen Messier Ageless Vitality 3pm	4	5
<div> <div>REG. ED</div> <div>WICM</div> <div>EMERGING LEADERS</div> <div>SPECIAL EVENT</div> <div>CMAA</div> <div>WEBINAR SERIES</div> </div>						
6	7	8	9 Webinar Series Club Design Pro Portfolio & Branding 10am	10	11	12
13	14 Monthly Member Meet-up 10am	15	16	17	18	19
20	21	22 Webinar Series Rinnovabli Enhancing Leadership through Sustainability 2pm	23	24	25	26
27	28 Regional Ed Chris Clews 80s Pop Culture Lessons N/S Sawgrass CC 8am	29 Regional Ed Chris Clews 80s Pop Culture Lessons Gator Sarasota YC 8am	30 Regional Ed Robb Holmann Inside Out Approach Seminole Coral Ridge YC 8am	May 1 Regional Ed Robb Holmann Inside Out Approach Everglades Hideaway Beach Club 8am		

WEBINAR SERIES

Wednesday, April 9
10:00 AM



ELEVATE YOUR PROFESSIONAL PRESENCE

PROFESSIONAL PORTFOLIO WORKSHOP

In today's competitive job market, a strong resume and cover letter just aren't enough. Whether you're moving up, branching out, or just getting started, a professional portfolio can be your secret weapon.

Join us for a hands-on workshop designed to help you craft a powerful portfolio that showcases your talents, leadership, and training experience in a sleek, modern format that hiring managers won't forget.

YOU'LL LEARN HOW TO:

- ★ Craft your professional narrative
- 📁 Select the right materials to feature
- 🌱 Fill in the gaps when content is scarce
- 🎨 Use layout and design tricks that wow

BONUS RESOURCE TOOLKIT

- 💡 Includes a customizable **Canva portfolio template**, plus a curated list of tools and websites to support your journey.

Whether you're applying for leadership roles or building a personal brand, this workshop will give you the strategy, confidence, and resources to make your professional story shine.

Lauren Roeder
Owner/Designer
Club Design Pro



**CLICK HERE
TO REGISTER**

1 Association Credit is Available

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Our Partners

MONTHLY WEBINAR SERIES

Our bi-weekly webinars are a fantastic opportunity to expand your knowledge, earn credits, and connect with your peers—all in a convenient, one-hour virtual session.

This year, we are proud to collaborate with our valued corporate partners to bring you these sessions, allowing them to share their wisdom and expertise while further strengthening our partnerships within FLCMAA.

We look forward to seeing you there!

WEBINAR SERIES

Tuesday, April 22
2:00 PM

Rinnovabili

Inform · Act · Share

UNLOCK THE POWER OF SUSTAINABILITY

DISCOVER HOW SMART STRATEGIES DRIVE REAL IMPACT

Join us for an eye-opening session that explores sustainability not just as a trend, but as a powerful lever for growth, resilience, and innovation in today's market. Whether you're a business leader, community changemaker, or just curious about creating a more efficient future, this session is packed with actionable insights and inspiring examples.

WHAT YOU'LL LEARN:

- 🌱 Why sustainability is a smart investment — with economic, environmental, and social returns
- 🏢 How the Country Club ecosystem is reshaping operations with scalable, sustainable solutions
- ⚡ The untapped value of Energy, Water, and the Circular Economy — and how to optimize them
- 🏡 What it means to design energy-self-sufficient buildings for a greener tomorrow
- 📚 Why education and local initiatives are key to lasting change

Ready to make sustainability your advantage?

Be part of the movement. Learn. Connect. Act.

Matteo Spagnolo
General Manager
Rinnovabili



**CLICK HERE
TO REGISTER**

1 Association Credit is Available

WICM WEBINAR



AGELESS VITALITY


DR. HELEN MESSIER, PHD, MD
CHIEF MARKETING AND SCIENCE OFFICER

Ageless Vitality: Women's Health is an empowering presentation focused on tailored approaches to help women thrive at every stage of life. Backed by the world's leading science-based longevity membership, this event will offer essential insights into aging gracefully while breaking persistent myths surrounding women's health and aging.

Thursday, April 3 | 3:00pm

THANK YOU TO OUR REGIONAL EDUCATION PARTNER

WESCOTURF
INC.



Empowering growth and
skill-building through
our extended **'Be Our
Guest'** Program! Invite
your team members to
participate!

*Up to 2 guests per event,
one-time attendance per guest.*



Click here for a special message from Chris.



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Chris Clews

Speaker|Author| -80's Pop Culture Guy

EVERYTHING I NEED TO KNOW, I LEARNED FROM 80'S POP CULTURE

Yes, it's true! The pop culture of the 80s, especially the iconic films that shaped the decade, can offer valuable lessons for our workplaces, businesses, careers, and personal lives.

Chris merges over 20 years of marketing expertise across diverse industries with global brands and advertising agencies, all while channeling his incredible enthusiasm for everything 80s. This combination results in a presentation that is engaging, informative, relatable, interactive, and genuinely one-of-a-kind.

MONDAY, APRIL 28
SAWGRASS
COUNTRY CLUB

TUESDAY, APRIL 29
SARASOTA YACHT
CLUB

8:00 AM: Registration & Continental Breakfast
9:00 AM: Keynote Session
Lunch to Follow



**FLORIDA
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Click here for a
special message
from Robb

Robb Holman

UNLEASHING YOUR LEADERSHIP POTENTIAL: **THE INSIDE OUT APPROACH**

Robb Holman, a highly regarded global leadership expert, speaker, and four-time author, advocates for Inside Out Leadership, a philosophy focused on self-discovery and personal growth. This framework leads leaders through a four-step journey: beginning with personal leadership, progressing to team leadership, creating a solid organizational foundation, and ultimately fostering community-driven transformation. By highlighting the importance of trust and authenticity, Inside Out Leadership enables leaders to realize their full potential.

WEDNESDAY, APRIL 30
CORAL RIDGE YACHT
CLUB

THURSDAY, MAY 1
HIDEAWAY BEACH
CLUB

8:00 AM: Registration & Continental Breakfast
9:00 AM: Keynote Session
Lunch to Follow

REGIONAL EDUCATION



**FLORIDA
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AGENDA

8:00 AM
Registration Opens

8:00–9:00 AM
Breakfast & Networking

9:00 AM
Keynote Session: “Keeping
Your Sanity While
Managing Humanity!”
with **James Cronk**

12:00 PM
Curves & Angles Wine
Tasting Experience
Followed by Lunch

2:30 PM
Event Concludes



Keeping Your Sanity While Managing Humanity!

JAMES CRONK

Today’s workforce is more complex, diverse, and challenging than ever. Whether you’re dealing with Gen X, Y, Z... or all of the above, this high-energy session will help you decode what makes your team tick.

Join us to explore creative, actionable strategies to recruit, retain, and reignite staff motivation across generations. You’ll learn how to adapt to shifting employee values, build genuine engagement, and foster a workplace culture where everyone feels “Powered ON” – not just their phones.

If you’re tired of losing sleep over labor issues and ready to bring your leadership into 2025 with sanity (and humor!) intact, this is the session for you!

CURVES AND ANGLES

an exploratory tasting experience



Generously brought to us by:



ClubProcure
A Foodbuy Company



MONDAY, MAY 19 | BOCA WOODS COUNTRY CLUB
TUESDAY, MAY 20 | ROYAL POINCIANA GOLF CLUB
WEDNESDAY, MAY 21 | LAKEWOOD NATIONAL GOLF CLUB
THURSDAY, MAY 22 | ATLANTIC BEACH COUNTRY CLUB

**EACH ATTENDEE MAY BRING 2 NON-FLCMAA MEMBERS
COMPLIMENTARY!**

FLCMAA





SEPTEMBER

**Joyce Halama, CCM - Principal Trainer and Consultant
Strategic Club Solutions**

"You've Been Served"

Monday, 9/22 - Gator

Tuesday, 9/23 - North Sunshine

Wednesday, 9/24 - Everglades

Thursday, 9/25 - Seminole

OCTOBER

**Corey Saban and FLCMAA Members
Facts Tell, but Stories Sell**

Monday, 10/20 - Everglades

Tuesday, 10/21 - Seminole

Wednesday, 10/22 - North Sunshine

Thursday, 10/23 - Gator

SUMMER CONFERENCE SERIES

June 22-25 - Ocean Club - Key Largo

SOLD OUT

August 24-27 - JW Marriott - Clearwater Beach

EXECUTIVE LEADERSHIP SUMMITS

Monday, 10/6 - St. Petersburg Yacht Club

Tuesday, 10/7 - West Coast

Showcase
YOUR CLUB

Want to host an exciting educational event at
your club?

This is your chance to shine!

Reach out to Kelly today and let's make it happen!

Mark Your Calendars - Webinar

UPCOMING FLCMAA WEBINARS

Wed. 5/14, 10:00am

Designing the Ultimate Member Experiences: Bold Trends in Private Club Master Planning, Architecture, and Interior Design with Brian Idle & Kevin Carroll

Tues. 5/27, 2:00pm

Take Charge of Your Health as a CEO with Dr. Bill Kapp, MD

Wed. 6/4, 10:00am

The Importance of Board Orientation with Kevin Starks

Tues. 6/17, 2:00pm

Preconstruction and Contracting Considerations with Matthew Blondell and David Luker

Wed. 7/9, 10:00am

Club 360 - Unified Data & Actionable Dashboards to Elevate Your Club with Robin Michael

Tues. 7/22, 2:00pm

Financial Fraud Awareness and Prevention with Milly Gonzalez

Wed. 8/6, 10:00am

Travel Rewards - An Exciting and Revenue-Enhancing Member Benefit for your Club with Andrew Bonichi

Wed. 9/10, 10:00am

Navigating Sales Tax Audits with David J. Brennan, Jr., Esq

Tues. 9/30, 2:00pm

Club Safe - A Roadmap to Safety at your Club with Susan Anderson

Wed. 10/8, 10:00am

ProGolf Africa Safaris- Unique Travel Experiences Explored with Carl Reinders

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CAUSE *for applause*

NATIONAL COMMITTEE MEMBER VOLUNTEERS


COMMITTEE



Advocacy Committee
Budget & Finance Committee
Bylaw & Policy Committee
Chapter of the Year Judging
Chapter of the Year Judging
Communications/Magazine Committee
Conference Committee
Corporate Relations Committee
Corporate Relations Committee
Credentials
Credentials
Elections
Elections
Idea Fair Judging
Idea Fair Judging
Membership Committee
Professional Development Committee
Professional Development Committee
Research Committee
Sergeant-At-Arms
Strategic Planning Committee
Strategic Planning Committee
Strategic Planning Committee
Student Idea Fair Judging

FLCMAA MEMBER

Ms. Lori LeBard, CCM
Mrs. Melanie Miller
Mr. Robert Podley, CCM
Mr. Brendan P. Clark, CCM
Ms. Susan Schultz
Mrs. Mihaela Macrina Hillhouse, CCM
Mr. Scott B. Fairbairn, CCM, CCE
Mr. Rafael Curbelo
Mrs. Kelly Grabowsky, CCM
Mr. Dennis W. Haddix
Ms. Hannah M. Greenland
Mrs. Nadine D. Rockwell, CCM
Ms. Lori LeBard, CCM
Mr. Timothy F. Timlin, CCM, CCE, CAM
Ms. Loraine Ellis-Vienne, CCM, CCE, CAM
Mr. Kyle Hillhouse
Mr. Joseph F. Basso, MCM, CCE, CAM, CSW
Mr. Edwin Latalladi, CCM, CAM
Mr. Robert Oosterhuis, CCM, CCE, PGA
Mr. Michael Fay, CCM, CCE, CAM
Mr. William E. Langley, CCM, CCE
Ms. LuAnn G. Giovannelli, CCM, CAM
Ms. Samantha Sheffield
Mr. Donald P. Emery, CCM, CCE





NEW MEMBERS - FEBRUARY

Jeff Andrews

Morgan Arnold

Joey Cope

Carrie Davis

Chris Eswine

Ashley Everett

Leon Gloade

Erin Landherr

Perry Leffler, Jr.

Michael Melucci

Kris Reinert

Viviana Romeo

Christina Shannon

Chantel Torres

Andrew Travieso

Augusta Veres

Lily Williamson

Ardea Country Club

Gulf Stream Golf Club

Vanderbilt Country Club

Cedar Hammock Golf & CC

Mizner Country Club

The Amelia Island Club

Lexington Country Club

The Colony Golf & CC

Naples Lakes Country Club

Wyndemere Country Club

St. Johns Golf & Country Club

Bear's Paw Country Club

The Amelia Island Club

Bear's Paw Country Club

Apogee Club

High Ridge Country Club

Quail Creek Country Club

Gator Region

Seminole Region

Everglades Region

Everglades Region

Seminole Region

North Region

Everglades Region

Everglades Region

Everglades Region

Everglades Region

North Region

Everglades Region

North Region

Everglades Region

Seminole Region

Seminole Region

Everglades Region

We encourage you to reach out and connect with our new members! While we're a large organization, one of our greatest strengths is our sense of community. Let's ensure our new members feel the warm FLCMAA hospitality from the beginning.



GET THE CREDIT YOU DESERVE!

Attending an education session? Make sure to register and log in using your full name—that's how we track attendance and award credit.

- Only those present for the full session will receive credit.
- Watching in a group? Let your chapter office know before the session so we can confirm attendance and issue proper credit.

Help us help you—stay logged in, stay engaged, and make sure your name is visible!



KEEP YOUR PROFILE FRESH!

Help us stay connected by making sure your member profile is complete and current. Use your professional email as your primary and add a personal email as backup. Don't forget to include both a work and personal cell number, upload a recent photo, and fill in any additional info that helps us know you better.

- Updated info = better connections, smoother communication, and more tailored support.

Take a minute now—it's quick and worth it!

WELCOME

NEW PARTNERS

DIAMOND

GGA **Partners**

GGA Partners is an international consulting firm recognized as a trusted advisor to many of the world's most successful golf courses, private clubs, resorts, and residential communities. The firm is committed to supporting owners, asset managers, club and community leaders, investors, and real estate developers in overcoming challenges, achieving strategic goals, and maximizing asset performance.

Originally established in 1992 as the KPMG Golf Industry Practice, GGA Partners brings together a global team of experienced professionals who utilize deep business intelligence and proprietary global data to deliver impactful, strategic solutions that drive long-term success.

GGA Partners is known for its ability to help clients anticipate the outcomes—both intended and unintended—of any recommended course of action. The firm remains actively involved throughout the implementation process to ensure sustained success across all areas of the golf, private club, real estate, resort, and leisure industries.

GOLD

**CONDON
O'MEARA
MCGINTY &
DONNELLY LLP**

Certified Public Accountants

Condon O'Meara McGinty & Donnelly is a firm dedicated exclusively to serving the accounting and auditing needs of nonprofit organizations. With decades of specialized experience, the firm works with prominent foundations, public charities, private clubs, schools, and membership organizations, offering exceptional service and deep industry expertise.

WELCOME

NEW PARTNERS

SILVER

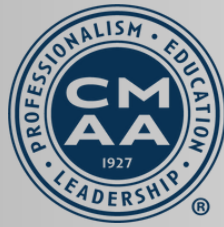


For decades, Heritage Creations, USA has proudly created custom engraved trophies, awards and plaques for the most prestigious golf courses, clubs, tournaments, and golf events in the United States. Whether a beautifully framed three dimensional carving of a logo, a deep etched piece of glass or crystal, or a stunning wood and brass perpetual panel, we strive to make our pieces unique, special, and memorable. Heritage Creations, is the market and world leader in fine golf awards. Our product lines include hand carved and painted club logos, framed awards, crystal, barware/stemware, pewter, perpetual panels and an extensive line of tee gifts to enhance your golf club and tournaments.

MEMBER UPGRADE



Northstar Technologies Inc. is a leading provider of integrated software solutions designed specifically for clubs and associations. With a client base exceeding 1,000 organizations, Northstar's award-winning platform streamlines operations, enhances member experiences, and empowers staff across various departments.



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WESCOTURF
INC.



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SOLUTIONS

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WORKERS' COMPENSATION SPECIALISTS




Everglades
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CLUB SOLUTIONS

*Your invaluable support enables us to provide top-notch
programming and resources to our FLCMAA members.*



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We Value and Appreciate our Gold and Silver Level Corporate Partners

GOLD

AM Design Group
Anderson - Moore Construction
Buckeye Micro Inc
Chambers
Club Benchmarking
Clubessential
Club Procure
Club Specialists Intl.
Condon O'Meara McGinty &
Donnelly LLP
Corporate Housing Pros
Greenspoon Marder LLP
Jonas Club Software
Marsh & McLennan Agency
MembersFirst
McMahon Group
MTL International Work and Travel
Northstar
RNDC
RSM US LLP
Pipeline Agency
ProGolf Africa Safaris
Advanced Exercise

SILVER

BSA Construction
ClubSafe, Inc
Cobalt Software
ConnectOne Bank
Cruise & Vacation Desk
Eustis Chair
Heritage Creations USA
The Clear 360
Pabian Law
Seasonal Connect
Royal Cup Coffee and Tea
Risk Strategies
The Weitz Company
Tri-Vin Wine and Spirits
Insperity

***Your invaluable support enables us
to provide top-notch programming
and resources to our FLCMAA
members.***

CHAPTER LEADERSHIP

BOARD OF DIRECTORS

Michael Feil, CCM, CCE
President - Jupiter Island Club

Ken Kouril, CCM, CCE, CAM, ECM
Vice President - West Bay Club

Brett Morris, ECM
Secretary / Treasurer - The Club at Admirals Cove

Carmen Mauceri, CCM, ECM
Immediate Past President - Club at Mediterra

Dave Mangan
Everglades Director - Royal Poinciana Golf Club

Brian Bartolec
Everglades Director - Shadow Wood CC

Karen Harmon
Gator Director - Sarasota Yacht Club

Bruce Furman, CCM
Gator Director - St. Petersburg Yacht Club

David Main, CCM, CCE
North Sunshine Director - Oceanside CC

Hans Grover, CCM
North Sunshine Director - Jacksonville Golf & CC

Robert Martin, CCM, CCE, CAM
Seminole Director - Wycliffe Country Club

Ed Latalladi, CCM, CAM
Seminole Director - Frenchman's Reserve POA

COMMITTEE CHAIRS

LuAnn Giovannelli, CCM, CAM, CMAA Fellow
The Club Foundation

Ed Latalladi, CCM, CAM
Partner Program

David Main, CCM, CCE
Bylaws & Ethics

Rob Martin, CCM, CCE, CAM
Professional Development

Brian Bartolec
Ambassador Program

Ken Kouril, CCM, CCE, CAM, ECM
Strategic Planning

Dave Mangan
Membership

Bruce Furman, CCM
Student Development

Carmen Mauceri, CCM, ECM
Nominating

Hans Grover, CCM
Scholarship Committee

Mihaela Hillhouse, CCM
Women in Club Management

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