

Dear Fellow Members,

Happy April!

With Florida experiencing its annual Northerly migration of car-carriers, for most of us, we are starting to see a little less traffic, more local restaurant availability, and things at our Clubs beginning to ease up some. I trust this past season was a successful one for all!

In FLCMAA news, the Chapter is now gearing up for its busy season with the upcoming Summer Conference Series. We enter into this summer with a fantastic "feather in our cap" as the Florida Chapter was honored with CMAA's Chapter of the Year, in the large chapter category. As the February's President's Message indicated, receiving this award would have not been possible without the countless volunteers who have served over the past number of years on the Chapter's committees and Board. That being said, it takes both the Captain and the crew to sail a ship, with our Captain being our Managing Director, Beth Sargent. She is the one who did much of the "heavy lifting" in order for us to receive this award to which her contributions are to be recognized. Congratulations again to all on this fantastic accomplishment.

I'm pleased to report that the Chapter's Strategic Plan is in its final stages of being complete. As you may recall, early last year the Board determined that it was time to update this important document so that we continue charting our course into the future. With that notion, we approached Henry DeLozier, Principal, at Global Golf Advisors who graciously offered their time and services to partner with us on this task. After focus groups, a comprehensive member survey, and many discussions, we are at the point now of finalizing this project. There will be a full presentation of the Strategic Plan inclusive of the Chapter's Strategic Objectives for the next few years at our June conference at the Ocean Reef Club.

In speaking of Ocean Reef, from what Beth tells me and as you've seen in the many emails sent out on this topic, we are completely booked to capacity at the Ocean Reef Club! We currently have over 150 members signed up and we are very excited to be heading back to the Florida Keys for another great conference filled with great education sessions, networking events, and social activities. Special appreciation goes to Michael Leemhuis, CCM, CCE and his team for again hosting us at their wonderful facility. The Ocean Reef Club has always ranked as one of, if not, the most favorite summer conference site, for obvious reasons! :)

Just like our Clubs, the lifeblood of our Association is our membership. I would like to thank everyone for your continued support of FLCMAA by investing in your future by actively being involved in our Association. With your support, our membership continues to grow and thrive. As the largest Chapter in the Country, we currently have a total of over 700 members as compared to 625 at the same time in 2015, a 10% increase. Please remember mid year dues are being offered for FLCMAA and CMAA at \$250 each!

As we chart FLCMAA's course ahead, I strongly feel our future is bright. We are continuously seeking ways to enhance our sponsorship opportunities and partnering programs so that revenue may be used to grow our educational programs and networking events. The Board of Directors is committed to reinvesting in our Chapter so we can maximize the value to you by providing the best educational and networking opportunities available. Understanding the time requirements of our volunteer leaders around the state, we continue to investigate ways that we can provide better educational programs throughout the year. Your participation at our Regional and State meetings is crucial. Whether your mission is to earn credits towards your CCM designation, or to continue to find ways to develop yourself or programs at your Club, the energy that is created when we are at FLCMAA meetings is the foundation of our success and this Chapter. The value in the networking is often as important as the education session in how much we continue to learn from each other. I encourage you all to review your Region's and the State's schedule of meetings and mark your calendars!

I look forward to seeing you and your families over the summer months. Should you have any questions or comments, please do not hesitate to contact me directly at [jhartigan@theoaksclub.com](mailto:jhartigan@theoaksclub.com) or Beth Sargent in the Chapter Office.

In your service,



Jeff Hartigan, CCM  
President, FLCMAA  
General Manager/COO, The Oaks Club