CELEBRATING 70 YEARS OF FLCMAA

CMAA MATTERS... All Things Education

2019

June 16-19
Ocean
Reef Club
Key Largo, FL

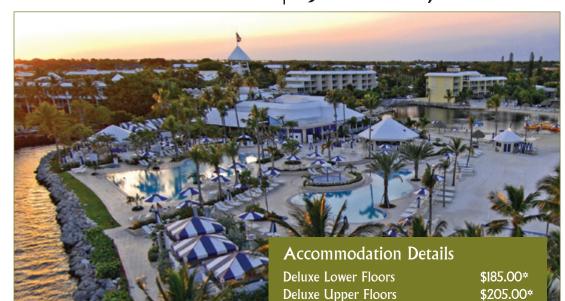


August 4-7
The
Westin
Sarasota, FL





Ocean Reef Club | June 16-19, 2019



Premium Tropical View

Premium Water View

Premium Ocean View

One Bedroom Condo

Two Bedroom Condo

*plus applicable taxes

Resort Fee: \$20

Three Bedroom Condo

Premium Three Bedroom Home

Premium Four Bedroom Home

Daily Service Charge: \$15 per room

Notes: Reservation deadline June 1, 2019.

Rates available three days pre and post event



OCEAN REEF CLUB®

UNIQUE WAY OF LIFE

KEY LARGO, FLORIDA

Ocean Reef Club 201 Ocean Reef Drive Key Largo, FL 33037 800-741-7333

Special Social Events and Activities

MONDAY, JUNE 17

Fishing Tournament 9-hole Golf Scramble

TUESDAY, JUNE 18

Cooking at the Reef Cooking Class and Luncheon Reef Club Kids



Chapter Dinner An Evening to Remember Tuesday, June 18

Conference Schedule

Sunday, June 16

12:00 pm - 4:00 pm Registration Open

5:00 pm - 7:00 pm Beach, Burgers & Beer − Buckeneer Island

Monday, June 17

7:30 am Continental Breakfast 8:30 am Chapter Business Meeting

9:45 am Keynote Presentation – Tommy Spaulding

Return to Relationships

Education ends for the day 11:45 am

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 18

\$215.00* \$235.00*

\$265.00*

\$269.00*

\$379.00*

\$579.00*

\$699.00*

\$999.00*

8:00 am Continental Breakfast

9:00 am Ken Okel − Even your dog thinks you're stressed 10:45 am Brett Morris & Ed Leonard – Bridging Generations as

Clubs Evolve: Innovations in Member Experience and

Food & Beverage

12:15 pm Participant's Lunch

1:30 pm Steve Tyink — What Happened to Rock Stars? 3:15 pm David Weber — Some Days You're the Pigeon,

Some Days the Statue

7:00 pm Chapter Dinner, An Evening to Remember

"Namaste to start your day." – 9:00 am yoga & meditation on the beach, topped of with mimosas after on the beach. Sponsored by Peacock + Lewis, AIA



Wednesday, June 19

7:30 am Continental Breakfast 8:30 am Scott Blanchard, EVP,

> The Ken Blanchard Companies Creating a Customer Service Culture

NOTE: Speakers and times are subject to change. Please visit the Chapter website for updated information.

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:

















OCEAN REEF

Conference Speakers



Tommy SpauldingThe Spaulding Companies

Return on Relationships

Tommy Spaulding inspires audiences and teaches them how to achieve unprecedent-

ed professional and personal success by forming deeper, more authentic relationships with customers, employees, clients, and other key stake-holders.

Economists talk about Return on Investments or ROI - Spaulding argues that profit and relationships are interdependent. Spaulding proves that building a culture of authentic and genuine relationships, or what he calls *Return on Relationships*, will not only increase the bottom line but also transform the culture of any organization.

As a leading entrepreneur, Spaulding has the keen ability to relate each of his experiences and teaching topics to meeting and event participants. Tommy teaches your audience how to break the transactional nature of business and build an organizational culture that's based on authentic relationships.



Ken Okel

Even your dog

thinks you're

stressed

It's not in your head. Growing and unexpected demands

on you time undermine your strengths as a leader. Your audience will gain new understanding of the importance of managing distractions and workplace stress. In this session, Ken Okel will draw upon his experiences in broadcast news, hurricane relief, and professional ballet (not a typo) and help you learn how to increase performance, strengthen organizational communication, and improve employee engagement. Whether your leadership style is like a poodle or a pit bull, you'll leave with strategic and actionable takeaways, designed to strengthen you and your organization. This session's interactive elements will see audience members learn how they react to an unexpected challenge, through the Paper Hat Exercise, and take part in game show style quizzes, designed to make sure they win.





Brett Morris and Ed Leonard
Bridging Generations as
Clubs Evolve: Innovations
in Member Experience and
Food & Beverage

Panelists Brett Morris (GM/COO) and Edward Leonard, CMC (Director Of Culinary Operations) will discuss the operational and culinary considerations as clubs transition from the original Baby Boomer membership base to one increasingly populated by Gen X. Their presentation will consider recent shifts in club lifestyle and some of the innovations they've developed to address changing tastes in dining options and menu choices, member participation in sports and fitness, and the array of social events.



Steve Tyink

What Happened

to the Rock Stars?

Today BMW benchmarks against Uber, Coca-Cola against Amazon, Nike against Southwest Airlines. The world is

changing...fast and the Rock Stars of yesterday have lost their way. Traditional business models are no longer relevant. Very few options are left. Increased competition and regulations, cost reductions and lack of talent. How can you re-imagine your club and thrive in today's ever changing and demanding marketplace? This high energy, interactive presentation focuses on the revolutionary, breakthrough methodology of Member Attachment.





Some Days
You're the
Pigeon, Some
Days the Statue

Boy, truer words were never spoken!! Come prepared to laugh and learn as one of our country's funniest and most sought-after speakers discusses what many Managers feel is the most challenging part of their day -- THE PEOPLE!! Managers and Members... Managers and Staff... (heck, even husbands and wives... parents and children) Relationships! It all boils down to relationships. Come discover the secret to making progress on purpose in all your relationships and the amazing impact that our communication has on the culture and climate of your organization or home.

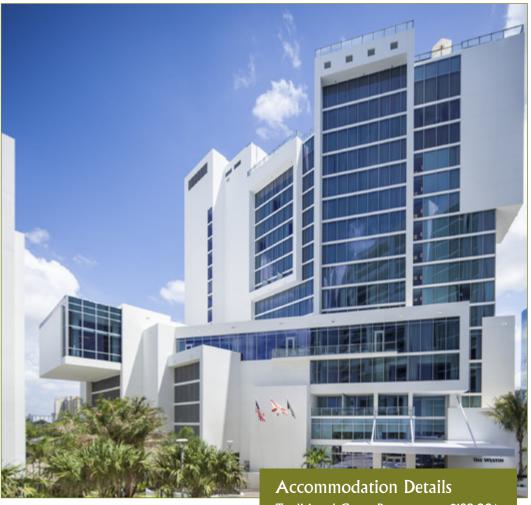


Scott Blanchard EVP, The Ken Blanchard Company

Creating a Customer Service Culture

Do you trust your employees to deliver exceptional service to your most valued members and guests? You can't afford to leave customer service to chance. Hear how the key to providing service that keeps your members coming back begins with leadership. Your leaders must be able to create an environment that allows employees to win and be passionate about what they do. By taking care of employees, leaders establish an environment that lets employees focus on taking care of the members at a level that ensures member satisfaction. The art and science of developing employee passion and developing a trusting work environment will help create an exceptional customer experience that sets your Club apart from any competition.

Florida Club Summit | August 4-7, 2019



THE WESTIN

SARASOTA

100 Marina View Drive Sarasota, Florida 34236 941-217-4777 Traditional Guest Room *plus applicable taxes

\$189.00*

Notes:

Reservation deadline July 13, 2019. Valet Fee: \$5.00 per day No Resort Fee. 7 day cancellation policy.

\$10.00 per night valet parking fee.

Sarasota Yacht Club
Club Management Institute

The Trust Edge with Captain Wes Huey Everything of Value is built on Trust

Fee: \$295* includes
education session & lunch
*Not included in Conference
Registration Fee

Conference Schedule

Sunday, August 4

11:00 am Registration Opens

10:00 am CMI - Club Management Institute*

Sarasota Yacht Club

The Trust Edge with Captain Wes Huey Everything of Value is Built on Trust

*Additional fees apply, 6 CMI credit awarded for successful completion.

6:00 pm Welcome Reception

Monday, August 5

7:30am Continental Breakfast 8:00 am Chapter Business Meeting

9:30 am Keynote Presentation – Dan Thurmon

Off Balance On Purpose

11:30 am Lunch & Learn 12:45 pm Bill Acheson

Nonverbal Communication - The Hidden Message

2:30 pm Moore eSSentials

165 Hour Interview

7:00 pm Chapter Dinner – The Oaks Club

Tuesday, August 6

8:00 am Continental Breakfast

8:30 am **GM Mentoring Panel** – *The Best and Brightest*

Moderated by Kurt Kuebler

11:45 am Club Showcase

12:30 pm Dan Quiggle – The Quiggle Group

Create the Best Version of You!

Afternoon to explore Sarasota

Wednesday, August 7

9:00 am - 12:00 pm - Andy Stangenberg

The Q-Principle

NOTE: Speakers and times are subject to change. Please visit the Chapter website for updated information.

Meeting Notes:

ATTIRE

Business Meeting/Education

Resort Casual (no tee shirts, cargo shorts or jeans)

Welcome Opening Reception and Chapter Dinner Resort Casual (no tee shirts, cargo shorts or jeans)

CHAPTER DINNER

Monday, August 5th

The Oaks Club



















FLORIDA CLUB SUMMIT

Conference Speakers



Off Balance on Purpose

How do you succeed in today's challenging, changing business climate? How do you sustain the commitment to

grow personally and professionally?

Transitions of all kinds can be demanding and difficult. But these moments are also gigantic opportunities to redesign your approach to life and business. As we expand our global reach, this session will give you the encouragement and tools to take action!

In this energizing and "must see" session, Dan Thurmon, author of *Off Balance On Purpose*, will show you how to take charge of your circumstances, stretch your abilities, and create your blueprint for professional success!

In signature fashion, Thurmon punctuates his message with dynamic demonstrations, incorporating acrobatics, breathtaking stunts, and audience interaction to create a one-of-a-kind experience your audience will never forget.



Nonverbal
Communication The Hidden Message

In face-to-face communication, body language accounts

for more than two thirds of the impact of your message. Learn how your appearance, posture, gestures, facial expression, eye contact, and voice quality impact your message. Special attention is given to gender differences and how they may account for misunderstanding.

GM Mentoring Panel

Moderated by Kurt Kuebler

Join Kurt Kuebler, of Kopplin Kuebler and Wallace as he explores the traits, expectations and realities of today's club world and the traits and attributes needed to succeed. The panel will include some of the brightest minds in the club management world who will share their views, experiences and tales of their journey and how you too can become a "Rising Star".





Tricia Tamkin and Jason ThibeaultMoore eSSentials

165 Hour Interview

ALL Managers make hiring mistakes. It's harder to get hired into Google than to be accepted into Harvard. But even Google admits almost half of their hires are mistakes. When an interviewee walks into the room, the interviewer has already reviewed their resume and determined a technical fit. The next ten seconds seals it. The first impression slants the remainder of the initial interview with confirmation bias. But work merit can't be determined in ten seconds or even a fully unbiased hour. And the cost of those mistakes adds up quickly. A truly bad hire may be fired, but a mediocre hire just keeps costing you money.

We resolved the 10-second problem by adding 165 hours to it. The process is based on every other mistake you've ever made. Spill milk? You can either leave it or clean it up. The 165-hour process teaches you to clean up after your mistakes and move on.



Dan Quiggle The Quiggle Group

Create the Best Version of You!

Dan Quiggle inspires thousands to be the CEO of SELF—the CEO of your life, your lead-

ership journey, and your own success story.

In a dynamic leadership development experience, Dan will equip you with new and unique tools to:

- Envision and live your personal success story
- Pursue a path of emotional intelligence
- Lead a life with purpose, direction, and optimism
- Incorporate an element of fun along your leadership journey

Unleash your full leadership potential.

Maximize your positive impact.

Leave with real life, practical ways to pursue the



next best version of you.

Be empowered in your practical pursuit of extraordinary leadership.



Andy Stangenberg Q-Principle

Design Thinking - Challenge the Status Quo

Q-Principle focuses on industry specific research and

creates programs to deliver most innovative, relevant and pressing lesson plan topics. And one of the currently most sought after subject-matters is - "How do I change my organization to become a bigger player, be more relevant, drive higher service results and become more successful. What can I do to make a difference in my industry?" Some of these answers can be found in - "Design Thinking"

Captain David Huey Trust Edge Experience

6 hour CMI - Leadership Sunday, August 4 \$295



Trust can be our biggest expense or greatest asset. For the trusted brand, people pay more, come back and tell others. The trusted leader is followed and the trusted salesper-

son is bought from.

We know how difficult it can be to develop and build high trust relationships and increase member satisfaction and engagement.

This session will build on the 7 Pillars of Trust introduced at Conference in 2018 and is packed with actionable tools you can apply to increase performance, build trust and grow in your leadership skills.

2019 REGIONAL EDUCATION

FLORIDA CMAA

Regional Education Speakers



David Rich
Contagious Service:
How to Turn Your
Members into Your
Best Sales Force!

Business in the 21st century is as competitive as ever. Members

have more choices than ever before, are less loyal, more knowledgeable and way more demanding than ever before. There was a day where excellent service and going above and beyond would create a grateful, loyal member. Those days are gone. Excellent service is no longer good enough. Today's member EXPECTS excellent service, so when it's delivered, it is not appreciated and rewarded. It is merely what they expected. Excellent service is critical but it's a starting point not an ending point. That's where "contagious service" comes in. Contagious Service is more than just a set of things to do; it is a way of being and interacting that leaves a member feeling energized and like they've got a new friend. When that happens, they will reward you with passionate loyalty and become your best sales force in the market-place. In this highly inspirational and thought provoking 90 minutes to half day session, you will learn the dynamics that will transform any staff into a "contagious" profit center!

Attendees will learn:

- $\sqrt{}$ How today's member is different from any in history
- $\sqrt{}$ How being excellent is no longer good enough
- √ How to be "contagious"
- $\sqrt{}$ How to diffuse an angry member
- √ Why rapport is critical and how to create it instantly and subconsciously

David Rich is a nationally known professional speaker and best-selling author of 5 books including How to Stay Motivated on a Daily Basis and How to Click with Everyone Every Time. He has earned the speaking industry's highest designation and has presented to over one million people in 49 states and 4 countries. David has been speaking to clubs and the hospitality industry for over 25 years.

The Best Ideas are Rich Ideas!



Brian Holloway
For Those Leaders
& Teams That
Must Make The
Impossible Happen

A Stanford, All-American, launched from Silicon Valley

to the NFL as the New England Patriots first-round draft pick. Holloway achieved All-Rookie honors All-Pro honors and led the Patriots to their very first Superbowl. Holloway's honors continue as a future candidate for induction to Pro Football's Hall of Fame.

The GAME has changed. Stress & Pressure to execute is unrelenting. Once again, you must find a way, invent a way, discover a way to -- make the impossible happen. Each person is extremely vital to massively expanding "THE EXPERIENCE" - that offers more, that makes things bigger, that makes things more unique, special and valued. You generate the WOW! for your guests, members - to lift the simple, normal and plain to the extraordinary. You give in new and bigger ways. You listen like you've never listened before. You greet your members and teammates with an excitement that you generate - that changes the game. It's YOUR - "SURPRISE & DELIGHT" that lifts your CLUB up; to become "the talk of the town"; "the BUZZ on social media"; the "WOW that is trumpeted across the country". And YOU have been given the privilege and honor & responsibility to WOW! the unique, interesting, powerful, diverse world of your very special guest and their company. They have chosen to embrace YOUR EXPERIENCE! WOW! Them!! You were "trusted" with THE GIFT - unleash it! Share it! Be it!

You will alter their future, the future of your Teammates and the future of your family and loved ones forever.



<u>Derek Deprey</u> SHIFT: Move from Frustrated to Fulfilled

Every day, we move in one direction or another. We're free to choose from endless possibilities. Only you can

choose the direction for the rest of your life. Whether you are a seasoned executive, emerging leader, stayat-home parent, or college student, frustration is inevitable. Now is the time for you to SHIFT from, "I'm

so busy and stressed," to, "I'm living my ideal life right now." In this presentation, Derek will teach you a 5-gear process that you can apply in your personal and professional lives. Each gear will uniquely move you from frustrated to fulfilled. Through powerful questions and compelling exercises, you'll discover how to make today the day you are inspired to change. It's your next move!

Learning Objectives:

- Learn how to confront your fears.
- Learn how to form your core values.
- Learn how to pursue personal growth.
- Learn how to visualize your preferred future.
- Learn how to adopt a positive mindset.
- Learn how to personalize your ambitions.
- Learn how to exercise meaningful action.
- Learn how to fulfill your ideal life.
- Learn how to inspire fellow travelers.



Dr. Vicki Halsey V.P. The Ken Blanchard CO. Legendary Service: The Key is to Care

Why do members return again and again to a favorite store or business? It's not

just about products and price, it's about the way people feel as they interact with your people. Do your members and guests feel cared for, like rock stars and appreciated for their business? Do you know how to leverage neuroscience and research to ensure the customer experience is memorable?

Legendary Service sounds simple but if customer service were so simple why don't we get great customer service everywhere we go? The Key is to CARE. Commit to Legendary Service: Create an environment that focuses on serving the customer through a clear mission, vision and values. Attentiveness: Listen to and assess your customers and their preferences. Responsiveness: Demonstrate a genuine willingness to serve to fulfill individual wants and needs. **Empowerment** - Constantly taking the initiative to empower all and share innovative practices. Since members and quests Fuel Business, your focus on this imperative will unleash Legendary Internal and External Customer Service.

2019 REGIONAL EDUCATION

2019 Regional Education Schedule

Everglades Region	Host Club	Speaker
Thursday, May 23, 2019	Bonita Bay Club	Brian Holloway
Thursday, July 25, 2019	Palmira Golf Club	Cork & Fork
Thursday, August 22, 2019	Fiddlesticks Country Club	David Rich
Thursday, September 19, 2019	Naples Sailing and Yacht Club	Dr. Vicki Halsey
Thursday, October 24, 2019*	Wyndemere Country Club	Derek Deprey
Monday, November 4, 2019	Shadow Wood Country Club	Board Dynamics Summit
Gator Region	Host Club	Speaker
Thursday, March 28, 2019	Lone Palm Golf Club	Brian Holloway
Thursday, April 25, 2019	The Oaks Club	Derek Deprey
Thursday, May 23, 2019	Sarasota National Golf Club	Dr. Vicki Halsey
Thursday, August 29, 2019	Palma Ceia Golf & Country Club	David Rich
Thursday, September 12, 2019	Tampa Yacht & Country Club	Cork & Fork
North /Sunshine Region	Host Club	Speaker
North /Sunshine Region Wednesday, March 13, 2019	Host Club Sawgrass Country Club	Speaker Brian Holloway
Wednesday, March 13, 2019	Sawgrass Country Club	Brian Holloway
Wednesday, March 13, 2019 Wednesday, April 10, 2019	Sawgrass Country Club Country Club of Orlando	Brian Holloway Derek Deprey
Wednesday, March 13, 2019 Wednesday, April 10, 2019 Wednesday, June 5, 2019	Sawgrass Country Club Country Club of Orlando The Plantation at Ponte Vedra	Brian Holloway Derek Deprey David Rich
Wednesday, March 13, 2019 Wednesday, April 10, 2019 Wednesday, June 5, 2019 Wednesday, August 14, 2019	Sawgrass Country Club Country Club of Orlando The Plantation at Ponte Vedra Serenata Beach Club	Brian Holloway Derek Deprey David Rich Dr. Vicki Halsey
Wednesday, March 13, 2019 Wednesday, April 10, 2019 Wednesday, June 5, 2019 Wednesday, August 14, 2019 Wednesday, September 25, 2019	Sawgrass Country Club Country Club of Orlando The Plantation at Ponte Vedra Serenata Beach Club Hammock Dunes Club	Brian Holloway Derek Deprey David Rich Dr. Vicki Halsey Cork & Fork
Wednesday, March 13, 2019 Wednesday, April 10, 2019 Wednesday, June 5, 2019 Wednesday, August 14, 2019 Wednesday, September 25, 2019 Seminole Region	Sawgrass Country Club Country Club of Orlando The Plantation at Ponte Vedra Serenata Beach Club Hammock Dunes Club Host Club	Brian Holloway Derek Deprey David Rich Dr. Vicki Halsey Cork & Fork Speaker
Wednesday, March 13, 2019 Wednesday, April 10, 2019 Wednesday, June 5, 2019 Wednesday, August 14, 2019 Wednesday, September 25, 2019 Seminole Region Monday, April 29, 2019	Sawgrass Country Club Country Club of Orlando The Plantation at Ponte Vedra Serenata Beach Club Hammock Dunes Club Host Club Bear Lakes Country Club	Brian Holloway Derek Deprey David Rich Dr. Vicki Halsey Cork & Fork Speaker Dr. Vicki Halsey
Wednesday, March 13, 2019 Wednesday, April 10, 2019 Wednesday, June 5, 2019 Wednesday, August 14, 2019 Wednesday, September 25, 2019 Seminole Region Monday, April 29, 2019 Monday, May 20, 2019	Sawgrass Country Club Country Club of Orlando The Plantation at Ponte Vedra Serenata Beach Club Hammock Dunes Club Host Club Bear Lakes Country Club Jupiter Island Club	Brian Holloway Derek Deprey David Rich Dr. Vicki Halsey Cork & Fork Speaker Dr. Vicki Halsey Brian Holloway
Wednesday, March 13, 2019 Wednesday, April 10, 2019 Wednesday, June 5, 2019 Wednesday, August 14, 2019 Wednesday, September 25, 2019 Seminole Region Monday, April 29, 2019 Monday, May 20, 2019 Monday, July 15, 2019*	Sawgrass Country Club Country Club of Orlando The Plantation at Ponte Vedra Serenata Beach Club Hammock Dunes Club Host Club Bear Lakes Country Club Jupiter Island Club Royal Palm Yacht & Country Club	Brian Holloway Derek Deprey David Rich Dr. Vicki Halsey Cork & Fork Speaker Dr. Vicki Halsey Brian Holloway David Rich

^{*} See page 9 for more information on the John Deere Ride & Learn

Note: Speakers and dates are subject to change. * Please visit the Chapter website at www.flcmaa.org for updated information and schedules.

IMPORTANT DATES TO REMEMBER

CMAA World Conference

Nashville, TN February 24-28, 2019

Leadership/Legislative Conference

Charlotte, NC September 4, 2018

Mid-Management Conference

Date - TDB

Joe Perdue Certification Review Course & CCM Exam

Georgia State University – Atlanta, GA April 7-12, 2019 November 17-22, 2019

BMI Golf Management

Georgia State University – Atlanta, GA March 11-15, 2019 September 23-27, 2019 October 28-November 1, 2019

BMI Food & Beverage Management

University of Houston – Houston, TX November 4-8, 2019

BMI General Manager/ Chief Operating Officer

Michigan State University – East Lansing, MI April 1-5, 2019 September 16-20, 2019 October 7-11, 2019

BMI Golf Management

The Club at Admirals Cove – Jupiter, FL April 29-May 3, 2019

BMI Leadership Principles

Cal Poly Pomona – Pomona, CA January 28-February 1, 2019 April 8-12, 2019 October 14-18, 2019

BMI Sports Management

Scottsdale, AZ January 7-11, 2019

BMI Strategic Leadership

Boston, MA November 4-8, 2019

BMI Tactical Leadership

Cornell University – Ithaca, NY February 18-22, 2019 March 18-22, 2019 October 28-November 1, 2019

2019 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.

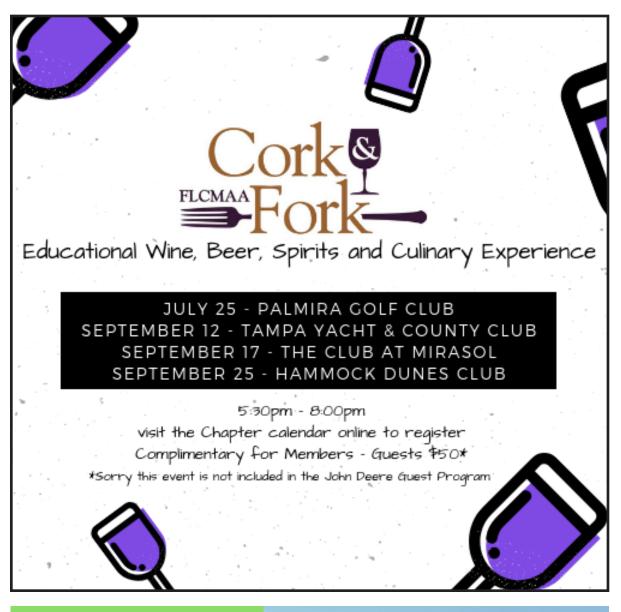


2019 Complimentary FLCMAA Webinars

Wednesday, January 23, 2019	How to Update Guest Pages on Your Club's Website	Private Clubs Online
Wednesday, March 20, 2019	From Member to Club Promoter	Jonas/MembersFirst
Wednesday, April 17, 2019	Preparing for the unexpected, FLCMAA Disaster Preparedness	CBIZ/Weekes & Callaway
Wednesday, May 15, 2019	Becoming a Leader Worth Following	Giant Worldwide
Wednesday, June 12, 2019	The Legal Pros and Cons of being a private club or a property owners association	Larry Corman - GreenspoonMarder
Wednesday, July 17, 2019	Beacon Technology: The Future of Member Interactions	Robin Michael - Northstar
Wednesday, August 21, 2019	Regional Benchmark Analysis of the Florida Club Market	Club Benchmarking
Wednesday, September 18, 2019	Renovation Communication Planning	Private Clubs Online
Wednesday, October 16, 2019	The 10 best Food and Beverage ideas I have learned from the last 10 projects	Mike Holzman - Profitable Foods

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

2019 MEMBER EXPERIENCES



JOIN US FOR THE JOHN DEERE RIDE & LEARN

This hands-on education session will focus on the control and integration of course equipment to maximize and control costs and environmental impact.

Monday, July 15 - Royal Palm Yacht & CC

Thursday, October 24 - Wyndemere CC

1:00pm following Regional Education and



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

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.

FLCMAA Members Statistics

MCM designation: 4 members
CCE designation: 64 (8%)
CCM designation: 211 (29%)
Honor Society Members: 108 (15%)

WORLD CONFERENCE/SCHOLARSHIP



CMAA WORLD CONFERENCE

The World Conference on Club Management is the Association's most comprehensive education event of the year with participation by over 3000 international club professionals. The 2019 World Conference will be held in Nashville, TN, February 24-28, 2019. Further details on this event are available at www.cmaa.org.



Florida Chapter **Gathering**

The Florida Chapter Dinner will be held on Monday, February 25, 2019 at the famous music venue The Listening Room with a live concert by Nashville Recording artist Colby Dee Look for more details online.

FLCMAA SCHOLARSHIP DEADLINE May 1, 2019

See website for more details.

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, 2019.

2018-2019 Scholarship Recipients

Rico Alcala - Laurel Oak Country Club Trev Bayliss - Gulf Stream Golf Club Keith Bode - Quail West Foundation Karen Gray - The Club at Barefoot Beach John Lampe - Wilderness Country Club Bobby Langlois - The Country Club at Mirasol Alexandria LaRocca - The Country Club of Orlando Milissa Martorano - Tara Golf and Country Club Liam McAuley - Lost Tree Club Peter McFaden - Lauderdale Yacht Club Timothy Parker - Lauderdale Yacht Club Sean Redding - Royal Poinciana Golf Club Codey Robinson - Banyon Golf Club Patrick Shean - Quail West Foundation Matthew Torff - The Country Club at Mirasol Michael White - Quail West Golf & Country Club Charles Wolf - The Sanctuary Golf Club Scott Manard - Bonita Bay Club

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.

2019 GUESTS/CARING/COMPETENCIES



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 to 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.

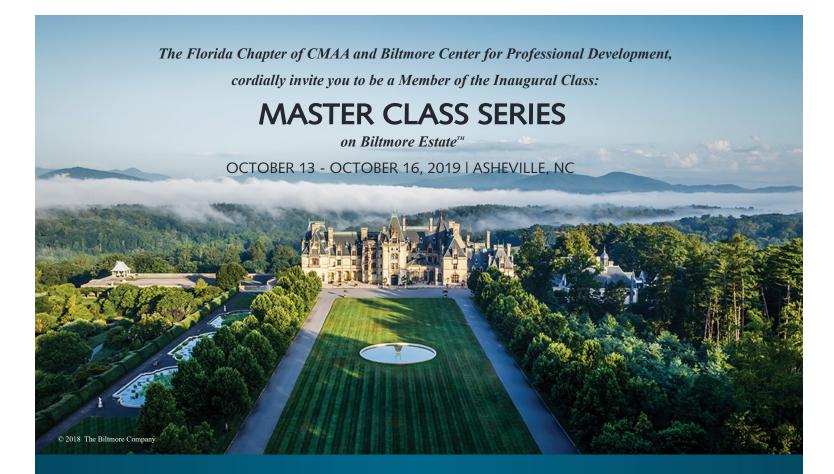
9. FACILITIES MANAGEMENT

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.

2019 MASTER CLASS SERIES



Join fellow CMAA members in their quest for continued learning with Biltmore Center for Professional Development®. With highly interactive workshops, this three-day immersion into Biltmore's culture will be instructed by Biltmore executives and is open to all managers with a minimum of a CCM and ten years of club experience.

The Biltmore Brand is synonymous with customer experiences that exceed expectations.

Acclaimed as America's Largest Home® with the nation's most-visited winery, Biltmore continues to distinguish itself in the marketplace as the recipient of countless awards and accolades. Now you have the opportunity to integrate Biltmore practices with your club's strategy.

MORE INFORMATION & REGISTRATION: BETH SARGENT, EXECUTIVE DIRECTOR PHONE: 561-373-0919 | EMAIL: md@flcmaa.org | WEBSITE: www.flcmaa.org

\$3,600* includes three nights stay at The Inn on Biltmore Estate[™], two full days of education, breakfast and lunch each day, welcome reception, length of stay admission to Biltmore House & Gardens, and wine dinner. Does not include transportation. *Based on single occupancy. Spouse/guest pricing: \$625. Space is limited to 30 participants. Series reservation requires a deposit of \$1,500.





2019 MASTER CLASS SERIES





MASTER CLASS SERIES

on Biltmore EstateTM
OCTOBER 13 - OCTOBER 16, 2019 | ASHEVILLE, NC

Overview

A classroom setting can only take you so far. In this three-day, intimate professional development experience, you will get out into the field and see firsthand the results of smart decisions and innovative leadership. You'll spend three days at Biltmore learning cutting-edge leadership practices that have sustained Biltmore as a successful family-owned, privately-held company for five generations. Throughout the immersive experience, you will join fellow leaders in dissecting **club case studies** pertaining to current opportunities and challenges in the club industry, learning from the collective wisdom and experience of the managers in attendance. This exclusive retreat is intended for managers with a minimum of a CCM and ten years of club experience.

Tentative Agenda

Sunday, October 13, 2019 Afternoon Check-in & Registration at The Inn on Biltmore Estate

Self-guided exploration of Biltmore House & Gardens

Evening Welcome Reception

Monday, October 14, 2019 Workshop Session One

Becoming an Employer of Choice: The Art of Storybranding

Tuesday, October 15, 2019 Workshop Session Two

Cultivating Change: Agility, Innovation, Leadership

Farewell Dinner

Wednesday, October 16, 2019 Farewell Breakfast and self-guided visit to Biltmore House & Gardens

REGISTRATION: BETH SARGENT, EXECUTIVE DIRECTOR PHONE: 561-373-0919 | EMAIL: md@flcmaa.org | WEBSITE: www.flcmaa.org

2019 BOARD DYNAMICS SUMMIT

2019 BOARD DYNAMICS SUMMIT STRATEGIC PLANNING





Spend time with one of the country's best strategic planners and industry leaders - Henry DeLozier, Global Golf Advisors for this important and crucial planning session. Bring together your Board and Team Members for a day that can change your club's future.

Learning current best practices for strategic planning is important for today's private clubs. Most club leaders and managers believe that they understand strategic planning. This session sets a baseline understanding of strategic planning for private clubs. Learn how to assemble strategy; develop comprehensive market understanding; and, organize your strategic plan for clarity and simplicity.

What to expect:

Example of a winning strategic plan.

Hands-on guidance for applying the best practices to your own club. Strategic planning toolkit/checklist

Monday, November 4 - Shadow Wood Country Club

Tuesday, November 5 - Hunters Run Country Club

9:00AM - 1:00PM \$75 per person (includes lunch) Register online at www.flcmaa.org

Note: This event is not included in the John Deere Guest Program and is an additional fee for all participants.

2019 PARTNERS & EDUCATION CREDITS



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- Register for Education Credits
- Easy access to the Chapter member directory.
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To download the App visit the Apple App Store (iPhone) or Google Play Store (Android) and search for FLCMAA.

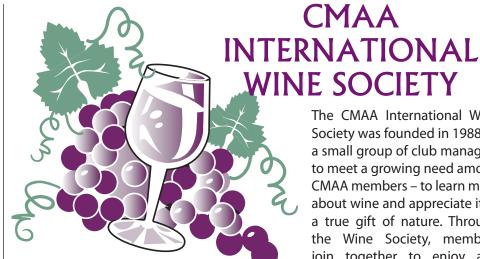
FLORIDA CMAA



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



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.



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Linked in - Florida Chapter - Club Managers Association