



# 2012 FLCMAA Summer Conference Series Waldorf Astoria, Naples September 28 – 30, 2012

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# 2012 FLCMAA Summer Conference Series

## Waldorf Astoria, Naples • September 28 – 30, 2012



### Accommodation Details

#### Waldorf Astoria, Naples

475 Seagate Drive, Naples, FL 34103  
239-594-6328 • 888-772-1266

Standard Room	\$150
Gulf View Suite	\$194
Signature Gulf View Suite	\$254

10% discount at the Golden Door Spa, Recreational Activities, and golf at Naples Grande Golf Club

Please identify yourself as part of the Florida Club Managers Association Conference to ensure the group discount rates. The Waldorf Astoria Resort fee is \$5.00 per night plus 10% tax.



### Conference Sponsor

The Florida Chapter proudly recognizes Noller Design Group as our Diamond Partner Sponsor for this Summer Conference event.  
239-992-1606 [www.nollerdesign.com](http://www.nollerdesign.com)

### Meeting Notes

#### Weekend Attire

Business Meeting/Education: Resort Casual (no tee shirts, cargo shorts or jeans)

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

#### CMAA Credits

Full participation in all education programs will yield 12 education credits; Opening Business Meeting attendees will receive one additional association activity credit.

### Networking Events

#### Sunset Party – Friday, September 28, 2012

Join us for this special event hosted by fellow Club Manager, Tom Birmingham, at the Port Royal Club. This event is sure to be an evening of a lifetime. Transportation is included in the event fee.

#### Cocktail Reception – Saturday, September 29, 2012

Join us for a casual cocktail reception following the Education Session.



### Agenda

#### Friday, September 28, 2012

11:00am	Weekend Registration Opens
1:00pm	Pre-Conference Workshop – Gregg Patterson – Manager-Board-Member-Staff Communications
4:30pm	Opening Business Session
6:15pm	Busse depart for Port Royal - Sunset Mermaid Cove Party

#### Saturday, September 29, 2012

6:30am	Run with the President
8:15am	Continental Breakfast
9:00am	Education Session – Panel Forum with FLCMAA Past-President moderated by Kurt Kuebler
10:45am	Education Session – Allied Associations Panel – Moderated by Jim Butler
12:30pm	End of Morning Education Session
2:00pm	Education Session – WWW...Let's Bring What's Working Worldwide to Florida – Ron Garl
5:00pm	Cocktail Reception
7:00pm	Dinner on your own

#### Sunday, September 30, 2012

7:15am	Continental Breakfast
8:00am	Education Session – Club Trends and How Clubs are Adjustings – Bill McMahon, Sr.
10:15am	Education Session – Leadership & Life – Joan Wright, Life Coach
12:15pm	End of Conference



# Professional Development

## **Pre-Conference Workshop: Gregg Patterson Manager-Board-Member-Staff Communications**

Great clubs have great internal communications---from and to the General Manager, the Board of Directors, the General Membership and the Staff. Communications are critical to idea generation, brand development, the creation of a "trust culture", "buy in" to projects and proposals, nudging the club culture in the "right direction", the marketing effort and the alignment of club resources. This seminar will discuss communications strategies and **specific tactics** Managers and Directors can use to improve internal communications and create a more efficient, effective and successful club experience for members and staff.

Gregg has been the General Manager of The Beach Club in Santa Monica, California, for the last twenty-two years and Adjunct Professor at Cal Poly Pomona since 1987. He holds an M.P.S. degree from Cornell University and a B.A. in British Imperial History from Colgate University.

## **Past Presidents of the Florida, Seminole and Sunshine Chapters moderated by Kurt Kuebler, CCM**

The Florida Chapter has a wealth of history in our past leaders and we welcome the opportunity to share their experiences and words of wisdom for our Chapter's future success. In this panel presentation led by Past President Kurt Kuebler, CCM, leaders from the Florida, Seminole and Sunshine Chapters will share details about past conferences and events, discuss the merging of the Seminole and Sunshine Chapters to form the Florida Chapter and share ideas and goals for the future well being of the Chapter.


## **Allied Association Panel - moderated by Jim Butler, CCM, FLCMAA Allied Association Liaison Representatives from CMAA, GCSAA, and other Allied Associations**

Florida Allied Association leaders will meet to highlight growing trends and challenges facing our industry in 2012 and beyond. Club leaders are invited to join us for this interactive panel discussion.

## **WWW...Let's Bring What's Working Worldwide to Florida - Ron Garl**

Ron Garl specializes in redesigns so that golf courses can make money. He designs memorable golf courses that challenge players to excel and that everyone can enjoy. Having designed more than 250 golf courses worldwide, many of his designs have been selected as sites for 37 PGA, Canadian and European Tour events. He has been an innovator in designing state of the art practice facilities. He is currently working in China, Thailand, Africa, Bahamas, Colombia, Panama and U.S. Ron graduated from the University of Florida.

During this presentation, Mr. Garl will discuss the following topics:

- Don't Create What They Need – Create What They Love!
- Life Changing Ideas – It Is Your Future!
- Can't hit the TARGET  if you don't know where to aim.
- Mandatory Memberships – The Golden Rule for Future Development
- Don't Just Renovate – Create A Theme
- Value is King
- Own Your Own Course – There's Never Been A Better Time
- What Do Golfers Really Want?

## **Club Trends and How Clubs are Adjusting - Bill McMahon, Sr.**

William McMahon, Sr., of the McMahon Group is the chairman of the firm with 29 years of experience in serving private clubs with their strategic and facility improvement needs. He is a planning architect, strategic planning consultant and past club president with memberships in country, city and yacht clubs. His firm has served over 1500 clubs of every size and type all over the world.

*Club Trends and how Clubs are Adjusting* is a session on what is happening in society and how clubs must adjust to the ever-changing world we live in. In particular, the trends that affect attracting new members and providing real value in club memberships will be reviewed.

## **Advancing Your Leadership Summit:**

### **Are you getting stronger; how do you know? - Joan Wright**

We can't ignore VUCA (volatility, uncertainty, complexity and ambiguity) existing in our world today. Club managers face unprecedented leadership changes and challenges, and "business as usual" invites unwelcome peril. Yet we do have choices - choices to pick up the mantle of leadership, choices to advance our personal summit and choices to not just be the **best in** but the **best for** our teams, our clubs, our families and our communities.

Joan is President of O'Sullivan Wright, Inc., a firm specializing in executive coaching, leadership development and talent management strategies. Her global business helps companies achieve targeted business results by attracting, developing and retaining key leadership talent. Her recently published book **UP: Pursuing Significance in Leadership and Life** received a five-star rating from Midwest Book Review.







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## Waldorf Astoria, Naples, Florida

### September 28 – 30, 2012

## CONFERENCE REGISTRATION

Name \_\_\_\_\_ Designation \_\_\_\_\_ Membership ID \_\_\_\_\_

Club \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ Nickname \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Region \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

Spouse/Guest \_\_\_\_\_ Children (Age) \_\_\_\_\_

Is this your first time attending an FLCMAA Conference? ☐ Yes ☐ No

### EDUCATION PROGRAM

#### FULL REGISTRATION (includes all education programs)

- ☐ CMAA Member (postmarked by September 14, 2012) - \$275
- ☐ CMAA Non-Member (postmarked by September 14, 2012) - \$325 \*\*
- ☐ CMAA Member (postmarked after September 14, 2012) - \$340
- ☐ CMAA Non-Member (postmarked after September 14, 2012) - \$405 \*\*

\*\* Non-Member registration is open to club professionals who are eligible for CMAA membership.

#### SINGLE SEMINAR TICKET PROGRAM

- ☐ Friday, September 28, 2012 – \$100
- ☐ Saturday, September 29, 2012 – \$100
- ☐ Sunday, September 30, 2012 – \$100

### SOCIAL EVENTS

#### Friday, September 28, 2012 - Sunset Mermaid Cove Party

- ☐ Adults - \$90 per person \_\_\_\_\_
- ☐ Baby sitting service available for this evening by Florida Gulf Coast Hospitality Program students for a kind donation to their Chapter. (Suggested donation \$10 per child)

\_\_\_\_\_ Child Name and Age

\_\_\_\_\_ Child Name and Age

#### Saturday, September 29, 2012

##### Cocktail Reception

- ☐ Adults - \$30 per person \_\_\_\_\_
- ☐ Teens - \$15 per person \_\_\_\_\_
- ☐ Children (6-12) - \$10 per person \_\_\_\_\_  
(children under 5 complimentary)

\_\_\_\_\_ Spouse/Guest Name

\*\$10 meal charge per child will apply.

### REGISTRATION TOTAL

Please include totals for each option:

Education \$ \_\_\_\_\_

Social Events \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

### PAYMENT METHOD

- ☐ Check payable to FLCMAA. Mail to:

Florida Chapter CMAA

PMB # 297, 3941 Tamiami Trail #3157, Punta Gorda, FL 33950

### CANCELLATION POLICY

Late fees will be charged for all registrations postmarked after **September 14, 2012**. Should you need to cancel your education or social event tickets, please make your request via email to: [info@flcmaa.org](mailto:info@flcmaa.org) no less than 72 hours in advance of the start of the Conference.

### QUESTIONS

Please contact the Florida Chapter office at (561) 691-6849 or via email at [md@flcmaa.org](mailto:md@flcmaa.org).



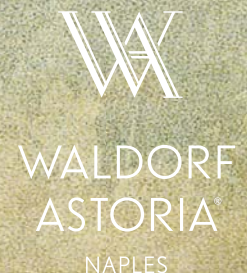


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