



Dear Beth,

In serving the Florida chapter of CMAA ("FL CMAA"), Global Golf Advisors ("GGA") has completed an updated member survey which indicates substantial statistical improvement in key performance metrics for FL CMAA.

Specifically, the chapter's scores concerning improvements in the educational content of benefit to FL CMAA members; the on-going improvements in member engagement; and, overall member satisfaction are evidence of real success in member services. The attached report of findings and recommendations reveals across-the-board growth in members' ratings for (a) delivering high quality education 4.36 up from 4.00 in 2016; (b) networking opportunities for networking at 4.02 up from 3.90 in 2017; and (c) developing staff at 3.81 up from 3.40. These rankings on a scale of 5.0 as "perfect" reflect genuine growth for the Chapter and its members.

Further, members' satisfaction with their Board of Directors increased with 66% providing a rating of "Excellent" (5/5), up from 33% in 2016, again, substantial improvement.

Based on the results of the survey, GGA recommends the following goals for the coming strategic plan for FL CMAA:

- Expand educational platform across a wider array of job descriptions.
- Increase membership growth.
- Explore educational incentive program.
- Introduce "masters-level" educational programs for CCM / CCE managers.
- Explore home-and-away educational formats with northern chapters.

You and the Florida CMAA chapter Board of Directors deserve real compliments around the substantial improvements made in member satisfaction and engagement since the 2016. Chapter members will note additional findings within the entire report that is available for all to review.

Sincerely,

A handwritten signature in black ink, appearing to read "Henry B. DeLozier", written in a cursive style.

Henry B. DeLozier
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