



**FLORIDA
CHAPTER**

CLUB MANAGEMENT
ASSOCIATION OF AMERICA

FLCMAA

NEWS

Jan. 2025

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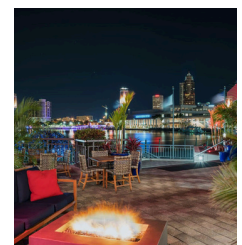
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From the Director

Happy New Year! I hope your holidays are filled with joy and meaning. As we look ahead to 2025, I'm thrilled to introduce the inaugural edition of 'FLCMAA News.' This publication will serve as a valuable resource, providing timely information, updates, and connections through live links to our website and CMAA national, ensuring greater efficiency and accessibility for our members.

January marks my fourth month as the new Managing Director of the association, and it has been a pleasure collaborating with Beth Sargent, our retiring Executive Director. Together, we are ensuring a smooth transition so that we can continue serving the FLCMAA members effectively.

Exciting developments are underway, including a vibrant presence on LinkedIn and our Monthly Member Meet-Ups, which have proven to be an excellent opportunity for members to connect and engage with one another.

We are also delighted to announce that our corporate partner program is expanding, with 16 new partners joining us for 2025.

I have had the privilege of visiting various clubs across the state, and I aim to travel to all regions more often to connect with as many clubs and members as I can. This outreach is essential for understanding the challenges our club managers are experiencing, allowing us to provide relevant and engaging programming content for you.

Our membership continues to grow, with 180 new members welcomed to FLCMAA as of November '24.

For 2025, our themes are 'Our Future is So Bright' and 'Give Back | Back to Basics.' With many emerging leaders in our association alongside highly skilled, long-tenured leaders, we aim to harness that energy through mentorship and more member-led panels focused on our 11 core competencies of Club Management.

We have distributed a satisfaction survey, and I encourage everyone to take 20 minutes to complete it. Your feedback is crucial for us to continue offering the most relevant programming. It is a pleasure to be here with you, and I look forward to serving the wonderful members of FLCMAA.

A handwritten signature in black ink that reads "Kelly Grabowsky". The signature is fluid and cursive.

Kelly Grabowsky, CCM
Managing Director

January

SUN	MON	TUE	WED	THU	FRI	SAT
<div> <div>● REG. ED</div> <div>● SPECIAL EVENT</div> <div>● CMAA</div> <div>● WEBINAR SERIES</div> <div>● WICM</div> </div>			1 Happy New Year	2	3	4
5	6	7 <u>DEADLINE for Idea Fair Entries for World Conference</u>	8 <u>Larry Gulko - Brand New Day Webinar 10am</u>	9 <u>Women in Club Management Webinar 3pm</u>	10	11
12	13 <u>Monthly Member Meet-up 10am</u>	14	15	16	17	18
19	20	21 Club Benchmarking Webinar 2pm	22	23	24 <u>DEADLINE to sign up for FLCMAA World Conference Chapter Social</u>	25
26	27	28	29	30	31	

Mark Your Calendars

REGIONAL EDUCATION

APRIL *(rescheduled from October)*

Monday, 4/28 - Chris Clews - North Sunshine

Tuesday, 4/29 - Chris Clews - Gator

Wednesday, 4/30 - Robb Holmann - Seminole

Thursday, 5/1 - Robb Holmann - Everglades

MAY

James Cronk

"Keeping Your Sanity While Managing Humanity"

Monday, 5/19 - Seminole

Tuesday, 5/20 - Everglades

Wednesday, 5/21 - Gator

Thursday, 5/22 - North Sunshine

SEPTEMBER

Joyce Halama

"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 22-24 - Ocean Reef Club - Key Largo

August 25-27 - JW Marriott - Clearwater

EXECUTIVE LEADERSHIP SUMMITS

Monday, 10/6 - East Coast

Wednesday, 10/8 - West Coast



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CONGRATULATES

our FLCMAA Member recipients of the
2025 James B. Singerling Scholarship



Katie Griffin

Director of Food and Beverage
Deerwood Country Club
Jacksonville, FL



Velecia Luckenbill

Food and Beverage Director
Colonial Country Club
Fort Myers, FL

This scholarship was created to honor CMAA's long-time CEO, Jim Singerling, CCM, and his 25 years of organizational leadership. Recipients are afforded the ability to attend the annual CMAA World Conference & Club Business Expo for the first time as club management professionals.

Congratulations to our newest Certified Club Managers.

Congratulations on being awarded the 2025 James B. Singerling Scholarship.

Congratulations!

Please join us in celebrating the following FLCMAA members who were awarded the Certified Club Manager (CCM) designation by the Club Management Association of America (CMAA) on November 27, 2024.

Ms. Angel M. Blanco, CCM

Mr. Eduard M. Cristal, CCM

Mrs. Mihaela Macrina Hillhouse, CCM

Mr. Michael T. Mueller, CCM

Mrs. Brooke Radcliffe, CCM

Mr. Josiah L. Smith, III, CCM

The CCM designation stands as a symbol of professionalism within the club management field. It is a highly regarded, internationally recognized credential that reflects an individual's enduring dedication to professional growth and the club industry.



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Congratulations to our FLCMAA members who participated in The Club Foundation Giving Tuesday Chapter Challenge!

We successfully raised over \$6,000, which is an impressive 241% of our goal and represents an incredible 832% increase compared to last year!

We are proud to announce that we secured second place, with a special shoutout to the Georgia Chapter for taking first place.

Additionally, congratulations to Mircea Pop, CS, who won a complimentary ticket to the World Conference FLCMAA Chapter Social!



Congratulations to those completing [The Club Management Certificate Program](#) in 2024.

Ari Ajoy
Chenee Ajoy
Sadie Benson
Andrew Coleman
Laura Corbett
Rabie Elmtiou
Mandy Fescina
Samantha Gibson
Justin Hornyak

Michael Huminski
Courtney Johnson
Grigor Lako
Raquel Moraga
Robert Morris
Dan Newman
Joseph Pavone
Jodi Ryan
Peter Vargas

NATIONAL NEWS



Matt Lambert, CCM, CAM, ECM, Named 2024 Club Executive of the Year

Alexandria, VA—Club Management magazine has named Matt Lambert, Certified Club Manager (CCM), Community Association Manager (CAM), ECM, the 2024 Club Executive of the Year. He currently serves as the General Manager/Chief Operating Officer of The Country Club at Mirasol in Palm Beach Gardens, FL.

Lambert is active with the Florida Chapter of CMAA, where he has served as its 2014-2015 President and Board Member. Florida Chapter Past President Stephen LoGiudice, CCM, explains, "He has demonstrated unwavering commitment and exemplary leadership. Additionally, during his tenure as vice chair of the Florida Chapter Golf Tournament committee, he played a pivotal role in helping to raise more than \$10 million for various causes since the tournament's inception. This remarkable achievement underscores his dedication to making a positive impact."

Lambert will be honored in person at the 2025 CMAA World Conference and Club Business Expo in Tampa, FL.

[Click Here to read the full article.](#)





World Conference is coming to FL

Mark your calendars and chart your course for success at
[CMAA World Conference](#) in Tampa, February 5-9

We're buzzing with excitement to roll out the red carpet as the host chapter for the World Conference! With over 150 members already on board, the FLCMAA membership is set to show up in style! There will be many opportunities to help support the Chapter in our efforts to provide a warm and friendly FLCMAA welcome to our fellow CMAA members coming in from around the country.

CAST YOUR VOTE

Robert Oosterhuis, CCM, CCE, PGA
Royal Palm Yacht & Country Club
Boca Raton, FL
Florida Chapter

"I hope to help foster a unified national approach, ensuring we meet the diverse needs of our members across the country. I am committed to leading with integrity, transparency, and a positive, collaborative spirit, ensuring that our industry remains resilient and forward-thinking."

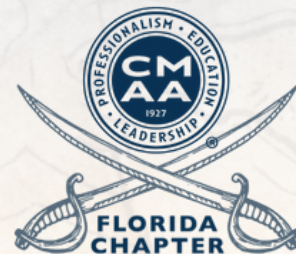
[Read Rob's Statement here.](#)



Remember to pick up a sticker to show your support when you check in at conference.



**WORLD CONFERENCE
& CLUB BUSINESS EXPO**
FEBRUARY 5-9 • TAMPA, FL

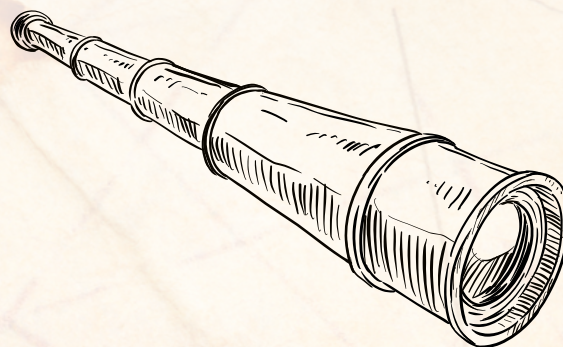


FLCMAA Welcome Committee

Wednesday, February 5th | 8:00-4:00pm

FLCMAA Member Volunteers Needed

Join us in welcoming and assisting club professionals from around the globe.



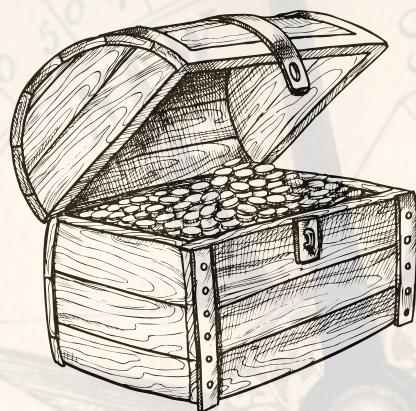
Idea Fair

Submission Deadline: Tuesday, January 7th

Discover New Treasures at the Idea Fair

- Share and explore innovative concepts that make your clubs shine!
- Submit your entries electronically and CMAA will print them for you!

[Click Here to Learn More](#)

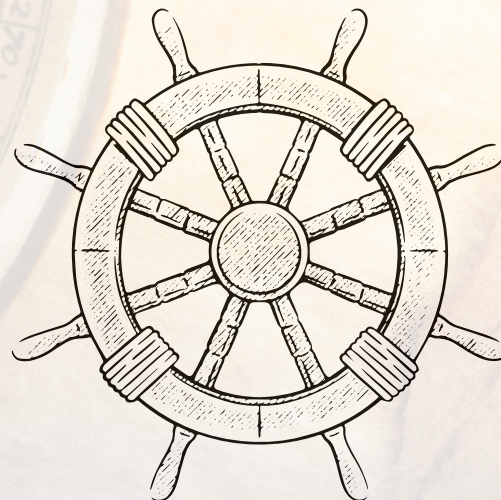


Student Showcase

Friday, February 7th | 1:00-3:00

Support the Future at the Student Showcase

- Meet the bright minds shaping the future of our industry at the FLCMAA table.
- Mentor a Student at the Conference.



SPACE IS LIMITED - RESERVE TODAY



WORLD CONFERENCE CHAPTER SOCIAL!

**THURSDAY, FEBRUARY 6
6:30-9:30**

Join us for a night of plentiful bites, beverages, live music, and, best of all, fabulous FLCMAA friends and colleagues!

Let's make some unforgettable memories!

\$110 PER PERSON

AMERICAN SOCIAL
601 S HARBOUR ISLAND BLVD
TAMPA, FL



**REGISTRATION IS REQUIRED
ALONG WITH TICKET FOR
ENTRY**

SEPERATE TICEKETED EVENT - RESERVE TODAY



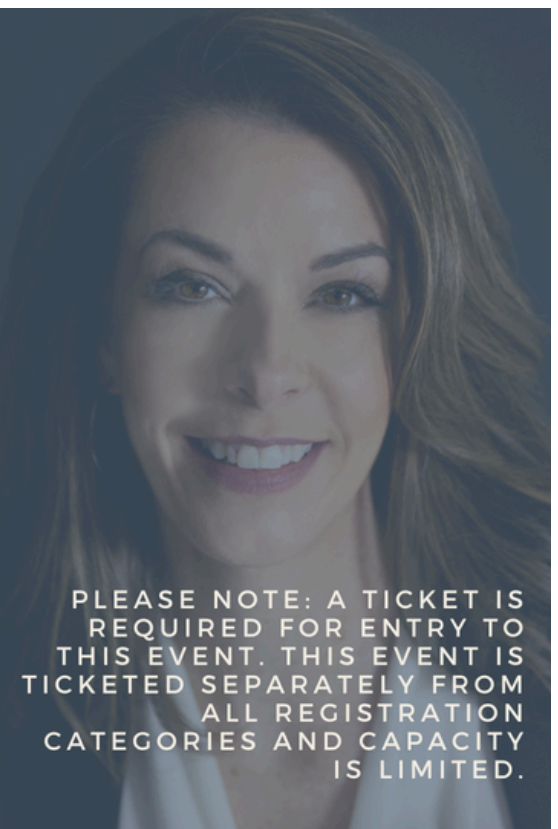
CMAA MEMBER & CHAPTER AWARDS BREAKFAST

**FRIDAY, FEBRUARY 7
8:00-9:30AM**

Celebrate the achievements of our CMAA Members and Chapters at the Awards Breakfast, which honors and recognizes the individuals and Chapters who strive for excellence in the CMAA community.

Featured award presentations include:

2024 Club Executive of the Year
Top Chapter earners in New Member Recruitment
Special recognition for our very own Beth Sargent



**PLEASE NOTE: A TICKET IS
REQUIRED FOR ENTRY TO
THIS EVENT. THIS EVENT IS
TICKETED SEPARATELY FROM
ALL REGISTRATION
CATEGORIES AND CAPACITY
IS LIMITED.**

Map Your Path to Career Confidence

Access Career Services including Coaching and Job Boards

Housed in the Member Services Pavilion, the Career Services Center can help you take the next step in your career and recruit and expand your club team.

- **Benefit from on-site Coaching Sessions.** Coaching is a highly effective way to learn to make significant changes in attitudes, beliefs, and behaviors to help achieve personal and professional goals. Experience a complimentary, one-on-one session with CMAA Coaches Kevin MacDonald or Shelley MacDougall. Spaces are limited and registration will open in January.
- **Seize New Opportunities with Complimentary Job Boards.** Explore multiple boards offer exciting new opportunities across departments and career stages, from internships to executive-level positions.



Sign Up to Be a Mentor through the Mentorship Program

Are you a student or new manager looking to have more one-on-one time with an experienced club management professional? Or are you a professional who has a passion for helping the next generation learn more about club management? If you answered yes to either of these questions, this program is for you. Mentors and mentees will be paired a few weeks prior to heading to Tampa to get to know one another and create a game plan for your time together at Conference. Schedule a coffee break at the Royal Cup Coffee House, a lunch or two, a "field trip" to the Club Business Expo, and/or make suggestions for which education sessions to attend based on interests and learning opportunities... the possibilities are endless! The Mentorship Program helps students, new managers, and seasoned managers connect and make the most of this time together.



Choose Your Own Adventure with Open Space

Organized by participants, tailored for participants, within a casual and inclusive atmosphere, Open Space allows you to secure time to crowdsource your topic, issue, or challenge during the World Conference. Propose a topic, create the discussion question, and welcome fellow professionals and new contacts to engage in the dialogue. Secure a 30-minute slot to maintain a vibrant exchange of ideas!

Prefer to join a discussion? Check out the Conference App and add these curated conversations to your Conference schedule.

Attend the First-Timer's Newbee Orientation and Social

Presented in Partnership with Jonas, a CMAA Strategic Partner
Wednesday, February 5, 9:00 a.m. and 5:15 p.m.

Is this your first World Conference? We've got you covered! Gain insights into maximizing your Conference experience with two events specially designed for and limited to first-time Conference attendees.

- In advance, listen to the January edition of the *Let's Talk Club Management* podcast for insider tips.
- On site, arrive in time to attend the First Timers Newbee Orientation on Wednesday, February 5, at 9:00 a.m. where you will hear directly from CMAA's Board and Conference team and engage in facilitated networking to make new connection
- At the Newbee Social beginning at 5:15 p.m., network with other first-time CMAA adventurers.



CHAPTER LEADERSHIP

BOARD OF DIRECTORS

Michael Feil, CCM, CCE
President - Jupiter Island Club

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

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

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

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
Women in Club Management

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