



The Membership Directors' Association of Southwest Florida
invite CMAA members to join us for a lunch meeting!

Thursday, February 12, 2015
11 am registration

Location: Audubon Country Club
625 Audubon Blvd, Naples, FL 34110
Come check out Audubon's new \$6 million Clubhouse renovation!

Featuring Guest Speaker: Beth Sargent

Presenting: Take this job and love it!

*Proven strategies to increase sales leads, managing prospects, closing the deal,
member referrals, and more!*



Beth is the president of Club Marketing & Communications. She has been in the Club business for over 20 years holding positions in sales, marketing, senior management, and most recently as a consultant helping over 250 clubs nationwide implement successful marketing programs. Beth is a frequent speaker at CMAA regional and national conferences and is currently the managing director of the Florida Chapter of the CMAA.

Cost: \$35/person

Registration is now open!

Reserve your spot today by emailing membershipdirectorsswfl@gmail.com

Reservations must be made by noon, Monday, February 9th.
Any cancellations made after this time or no-shows will be charged the full amount.