



Join us in California for

**CMAA 2015**



# MID-MANAGEMENT CONFERENCE

**“LIFE IS YOURS TO WIN(E)”  
NORTHERN CALIFORNIA**

*San Francisco, Sonoma County and Napa Valley*  
Hyatt Vineyard Creek Hotel and Spa, Santa Rosa  
September 27 - 30, 2015



**2015mmc.org**

The 2015 Mid-Management Conference is Proudly Supported by the Following CMAA CAP Partners



**CHAMBERS**  
CLUB PLANNING | ARCHITECTURE | DESIGN



**Count on it.**



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# CMAA 2015 MID-MANAGEMENT CONFERENCE

Please join CMAA members from throughout the country for the 2015 CMAA Mid-Management Conference. Over the course of the four-day program, managers will have the opportunity to experience some of the most prestigious clubs in the Northern California area, enjoy wine education in Napa as well as leadership education and networking. You won't want to miss the surprises and events TGSC has in store for all of you in the beautiful Sonoma County.

## CONFERENCE HOTEL

Hyatt Vineyard Creek Hotel and Spa  
170 Railroad Street,  
Santa Rosa, California 95401  
707.636.7200  
[www.vineyardcreek.hyatt.com](http://www.vineyardcreek.hyatt.com)

Attendees are responsible for making their own room reservations.

### Run of House Room Rate

\$225.00 plus taxes per night

### Group Cut-off Date

Friday, August 28, 2015

### Online Reservations

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=13770014](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=13770014)

### Phone Reservations

(888) 421-1442 - Refer to "CMAA Mid Management Conference"

### Hotel Policies and Information

- Check-in time is 3:00 pm
- Check-out time is 12:00 pm
- Complimentary Wi-Fi in the guest rooms
- Complimentary Parking
- The hotel cancellation policy is 48 hours in advance of arrival to avoid a cancellation fee and charges

## CREDITS

CMAA Members will be eligible to earn up to 16.5 CMAA CMI Credits and 4 Activity Credits

## TRANSPORTATION

Please note the preferred transportation instructions for this conference.

### Nearest Airport (Preferred Choice)

San Francisco Airport (SFO)

### Arrival Transportation

Please fly into SFO Airport Sunday morning and taxi via Uber, Shuttle or Yellow Cab to Lake Merced Golf Club to arrive at 2:00 PM for the Opening Reception. If you are not able to participate in Sunday activities, please plan to go directly to the Hyatt Vineyard Hotel in Santa Rosa and contact the TGSC office.

### Departure Transportation

Coach buses will depart for SFO Wednesday September 30 at 1:15 PM after The Olympic Club Lakeside Education concludes for your afternoon departure flights.

### Transportation from SFO Airport to Lake Merced Golf Club September 27

SuperShuttle  
[www.supershuttle.com](http://www.supershuttle.com)  
Estimated Fare: \$20.00

Uber - San Francisco  
X: \$22 - \$29  
BLACK: \$61 - \$80  
SUV: \$74 - \$95

San Francisco Yellow Cab  
[www.yellowcabsf.com](http://www.yellowcabsf.com)  
(415) 333-3333  
Estimated Fare: \$20

# SCHEDULE OF EVENTS

## Sunday, September 27, 2015

Early Afternoon: Attendees and Guests arrive to SFO Airport and taxi to Lake Merced Golf Club to arrive at 2 PM

2:00 - 3:30 PM: Welcome Meet & Greet  
Lake Merced Golf Club

3:30 PM: Depart to downtown San Francisco

5:00 - 6:30 PM: Beach Blanket Babylon Show

7:00 - 9:00 PM: "Taste of San Francisco Dinner"  
St. Francis Yacht Club

9:00 PM: Depart to Hyatt Vineyard Creek Hotel

10:00 PM: Check In Hyatt Vineyard Creek Hotel

## Monday, September 28, 2015

8:00 - 8:30 AM: Continental Breakfast

8:30 - 9:00 AM: CMAA Welcome

9:00 - 10:30 AM: EDUCATION  
Paul Butler, Newleaf California

### "LEADING OTHERS"

10:45 AM - 12:15 PM: EDUCATION  
Christian Thon, CCM, CCE, Menlo Circus Club

### "MANAGEMENT LESSONS FROM A DANISH CLUB MANAGER'S LIFE"

12:15 PM: Depart to Santa Rosa Golf and Country Club

12:30 - 1:45 PM: Tour and Lunch at Santa Rosa Golf and Country Club

1:45 PM: Depart to Afternoon Location

2:15 - 3:45 PM: Club Tour - Private Location TBA

3:45 PM: Depart to IronHorse Vineyards

4:15 - 5:45 PM: EDUCATION  
IronHorse Vineyards Wine Education Event

### "ARIEL DRONE TOUR AND THE RUSSIAN RIVER VALLEY"

6:15 - 8:15 PM: Tour and Dinner  
Mayacama Golf Club

8:15 PM: Depart to Hyatt Vineyard Creek Hotel

## Tuesday, September 29, 2015

6:45 - 7:15 AM: Continental Breakfast

7:15 - 8:45 AM: Bus and Tour to Napa Valley

9:00 AM - 5:00 PM: EDUCATION | Wine Education and Lunch

### "NAPA VALLEY VINTNERS ASSOCIATION"

5:15 - 8:00 PM: Tour and Wine Dinner  
Napa Valley Country Club

8:00 PM: Depart to Hyatt Vineyard Creek Hotel

## Wednesday, September 30, 2015

7:30 - 8:00 AM: Check out / Continental Breakfast

8:00 - 9:30 AM: Depart to The Olympic Club - Lakeside in San Francisco

9:30 - 11:00 AM: EDUCATION | CAP Panel

### "SUSTAINABILITY THROUGHOUT YOUR FACILITY"

11:00 - 11:45 AM: Lunch Buffet

11:45 AM - 1:15 PM: EDUCATION | Gregory Patterson

### "BREAKING THROUGH THE 'CLUTTER OF COMPETENTS'"

1:15 PM: Conference Concludes Travel Home

1:30 PM: Buses depart to San Francisco Airport\*

\*Attendees may make other arrangements from The Olympic Club if they are departing out of a separate airport than SFO or a later date.

## REGISTRATION

Please visit [www.2015mmc.org/registration](http://www.2015mmc.org/registration) for Registration Instructions.

### Check Registrations

No Fees Apply

### Credit Card Registrations

2.5% Fee Applies through PlastiQ

**Attendance Limited to first 100 attendees**



# 2015 CMAA MID MANAGEMENT CONFERENCE REGISTRATION FORM



## September 27 - 30, 2015

Registration Deadline: August 28, 2015

### Check Registrations

Step 1: Book your hotel room at Hyatt Vineyard Creek Santa Rosa

Step 2: Complete and email this form to md@thegsc.org

Step 3: Make the check payable to TGSC and mail it with this form to:

The Golden State Chapter  
19360 Rinaldi Street, Suite 668,  
Porter Ranch, CA 91326

### Credit Card Registrations

Go to [www.2015mmc.org/registration](http://www.2015mmc.org/registration)

Please enter your name (including designations) and club name exactly as you would like them to appear on your name badge. Each conference attendee registering for an education package should complete their own registration sheet. However, if you are registering your Significant Other, please include them on the same registration sheet as yourself.

Registrant Name: .....

Club Name: .....

CMAA # ..... Club City: .....

Cell #: .....

E-mail: .....

Significant Other/Guest: .....

S/O or Guest E-mail: .....

S/O or Guest Cell #: .....

## Conference Pricing

### \$ TOTAL

\$ ..... CMAA Member Full Registration - \$995  
Includes Events and Transportation Sunday - Wednesday and Conference Materials

\$ ..... Guest (Non-CMAA Manager) Full Registration - \$1,095  
Includes Events and Transportation Sunday - Wednesday and Conference Materials

\$ ..... Spouse / Significant Other Registration - \$895  
Includes All Events, except education sessions and breaks at Hyatt Vineyard Creek Hotel

\$ ..... **GRAND TOTAL ENCLOSED**

## Cancellation Policy

All cancellations must be in writing via email to md@thegsc.org and will be paid to the person or club name that appears on the check. No refunds will be made after August 28, 2015. Cancellations will ONLY be accepted from the attendee and no other party.

Questions? Please contact The Golden State Chapter at md@thegsc.org or (310) 741-6031.