

2017 REGIONAL EDUCATION SESSION PRESENTERS



John Formica

“If Disney Ran Your Club.... What would it look like?”

This CMI session is excellent for the entire management team as a team building activity. Post event Conference Calls will continue to facilitate the determined goals and implementation after

the event.

It is not just about service. It's all about creating an Experience. Learn secret success strategies to transform your Clubs into a **Disney-like culture** and successful empire. A must program if you are serious in having a successful organization and team to survive in your challenging industry! If Disney can do it why can't you?

7 Step Blue Print System to Create Your Own Disney-like Empire!

1. How to Emotionally Engage Your Customers/Clients/Members to Love You!
2. Understand the Mind Set of Your Clients to Give Them What They Really Want and Create Customer Loyalty For Life!
3. The Magic Experience Begins With People!
 - Making Relationships and Connections More Memorable, Likable and Magical!
 - How to Find, Interview and Hire Great People. 8-Steps to Never Have a Bad Hire Again!
4. “It’s Show Time”- The Magic is in the Details- How to Develop a Disney “On-Stage” Five Star Experience & Presence.
5. Secrets to Create Disney-like Raving Fans- How to Be Different than Your Competition and Be the “Top of Mind” Awareness in Your Community.
6. Develop a Remarkable Team Culture to Gain Loyal and Committed Employees All Working Together.
7. Learn **Disney Leadership Strategies** to Create a “Whistle While You Work” Team Environment, Be More Productive, Build Team Morale and Have Fun Every Day!
8. And Much More...



Walter Bond – Walter Bond, Inc.

“When Good Ain’t Good Enough”

How Top Performers become Epic Achievers

Good for: The entire club service team.

You are at the top of your game. Your wall is covered with plaques, and your trophy case is filled... except for that one spot.

Even the best of the best need a little extra motivation to keep reaching goals, and Walter Bond is here to deliver exactly what you need.

In this powerful program Power Speaker Walter Bond delivers the extra spark your top players need to stay at the top of their game.

You will discover:

- How Power Players tap into intrinsic motivation to move forward faster
- How to transform your great into amazing
- The five ways top performers become top achievers



Shanna Bright – Private Clubs Online

“How to Tackle Member Communication Challenges”

Good for: General Manager, Marketing/Communication Director, Member Relations

Every club faces certain challenges when it comes to effective and engaging Member Communication. In this session we will find answers to the most common issues and address your specific concerns. We'll also discuss a variety of solutions so that you can implement ideas in your club right away.

Participants should submit the 3 top challenges they are facing at their club in relation to member communication and/or member relations. Shanna will sort through all of the information provided and tailor the presentation to cover specifically those challenges. Given that a lot of clubs face some of the same similar challenges, the session will also include communication topics by department and an overview on communication planning.



Noel Wixsom – Country Club Technology Planning

“Cyber Security Technology and Adopting New Technology Platforms”

This education session is a two-part program. The first part of the session will focus on how private clubs are dealing with cyber security concerns. The second part of the session will look at how private clubs are adopting new technology platforms into their club operations.