



SERIES

REGIONAL EDUCATION * SUMMER CONFERENCE SERIES

SUMMER CONFERENCE SERIES

OCEAN REEF CLUB • JUNE 17 - 20, 2018



OCEAN REEF CLUB®
A UNIQUE WAY OF LIFE

KEY LARGO, FLORIDA

Ocean Reef Club
201 Ocean Reef Drive
Key Largo, FL 33037
800-741-7333

SPECIAL SOCIAL EVENTS AND ACTIVITIES

Monday, June 18
Fishing Tournament
9-hole Golf scramble

Tuesday, June 19
Cooking at the Reef
Cooking Class and Luncheon
Reef Club Kids

Accommodation Details

Deluxe Lower Floors	\$179.00*
Deluxe Upper Floors	\$199.00 *
Premium Tropical View	\$215.00*
Premium Water View	\$235.00 *
Premium Ocean View	\$259.00 *
One Bedroom Condo	\$259.00 *
Two Bedroom Condo	\$369.00 *
Two Bedroom Condo Upgrade	\$319.00*
*plus applicable taxes	

Resort Fee: \$20

Daily Service Charge: \$15 per room

Notes: Reservation deadline June 1, 2018. Rates available three days pre and post event based on availability.

FLCMAA makes no guarantees that room tyoes will be available at the time of reservation.

Chapter Dinner

An Evening to Remember

Tuesday, June 19

Sunday, June 17

12:00 pm - 4:00 pm Registration Open
6:00 pm - 7:00 pm Opening Reception

Monday, June 18

7:30 am Continental Breakfast
8:30 am Chapter Business Meeting
9:45 am **Keynote Presentation –**
Kenneth Gronbach, KGC Direct, LLC
Charting the Course through Demographic Change
11:45 am Education ends for the day

Fishing Tournament – 1:00 pm - Orvis Docks in the Fishing Village

Golf Tournament - 3:00 pm – Dolphin Course

Sponsored by CBIZ, Weekes & Callaway



Tuesday, June 19

7:30 am Continental Breakfast
8:30 am **Jeffrey D. Morgan, FSAE, CAE – CEO,**
Club Managers Association of America
CMAA National – Today and Tomorrow
10:00 am **Hurricane Preparedness Panel** – Moderated
by Michael Leemhuis, CCM, CCE, PGA,
Ocean Reef Club
What happened and how to be prepared for the next storm.
12:00 noon **Participant's Lunch**
1:30 pm **Robyn N. Stowell, Sherman Howard and**
Michelle F. Tanzer, GreyRobinson
Behaving Badly
3:15 pm **Dr. Vicky Halsey, VP,**
The Ken Blanchard Company
Legendary Service: The Key is to Care
7:00 pm Chapter Dinner – An Evening to Remember –
Ocean Reef style

Tarpon Cooking School - 9:30 am

Sponsored by Peacock + Lewis, AIA



Wednesday, June 20

7:30 am Continental Breakfast
8:30 am **Jim James, CCM – Sr. Director, Club and**
Hospitality Operations,
Augusta National Golf Club
Building Your Brand by Driving Excellence

Thank you to Peacock + Lewis, AIA
on our 15 years of partnership!

Conference Speakers

Kenneth Gronbach
KGC Director, LLC

Charting the Course through Demographic Change



Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let Ken Gronbach bring you into his world of counting people. Ken is a marketer who has immersed himself in nineteen years of proprietary demographic research. His understanding of worldwide demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy. What nations are demographically doomed? How will the workforces change? What is the future of communications? How will our children's children get their education? Will big data change marketing and branding forever? What is the fate of mass media? What countries and continents are demographically positioned to excel. Learn this and more from Ken Gronbach's presentation. Don't miss it!

Kenneth W. Gronbach is president of KGC Direct, LLC and author of the current bestselling book "The Age Curve: How To Profit from the Coming Demographic Storm".

Ken is an internationally respected demographer who has been able to forecast societal, commercial, economic, cultural and political phenomena with uncanny accuracy. Ken's unusual blend of marketing savvy and common-sense demography, based on twenty years of proprietary demographic study, set him apart.

Jeffrey D. Morgan, FSAE, CAE CEO,
Club Managers Association of America

CMAA National – Today and Tomorrow



Hear from CMAA's CEO, Jeff Morgan, on what is the latest at CMAA... programs, research and more. Then hear on how CMAA National will continue to evolve in the next few years. Jeff will share where we are as we make progress on CMAA's Strategic Plan 2016-2020. Jeff will also share what might lie beyond 2020 as CMAA continues to evolve to best serve club professionals and clubs.

Hurricane Preparedness Panel

Moderated by Michael Leemhuis, CCM, CCE, PGA, Ocean Reef Club

What happened and how to prepare for the next storm.



Join fellow CMAA members as they discuss the 2017 hurricane season, the lessons learned (good and bad) and how to be better prepared in the future. Topics will include Hurricane Plans, Facilities and Grounds Insurance coverage, Business Interruption Insurance, Staff impact and review of the FLCMAA Hurricane Impact Study.

Robyn N. Stowell,
Sherman & Howard
Michelle F. Tanzer,
GrayRobinson

Behaving Badly



In today's world, sexual harassment is a "very hot" topic. This workshop will give you a better understanding of the best practices to help avoid becoming a target in a harassment lawsuit. Whether the situation involves a member and an employee, two employees, two members, individuals of the same or different genders, you will learn common sense tips to deal with those who are behaving badly. We will discuss not only issues arising from physical person to person contact, as well as electronic "contact" such as those resulting from Facebook or other electronic media. The presenters will give real world examples, with solutions to help make sure you don't wind up forced to defend your behavior.

Robyn Nordin Stowell is an attorney whose practice focuses on the private club industry. Robyn assists private clubs, developers, borrowers, lenders and member groups in the purchase, sale and financing of golf and private club assets, and turnovers of clubs from developers and owners to the members. She assists private clubs with a range of legal issues, including corporate governance and membership documents, member financed renovations, member discipline, contracts and other operational issues. Recently Robyn has assisted clubs with issues related to cyber risks, document retention, employment issues and other evolving best practice issues. Robyn represents clubs all over the country and serves as a resource for legal requirements, best practices, and solutions to club problems.

Attorney Michelle Tanzer has exclusively represented private clubs, private communities and resorts around the world for 30 years and chairs the Residential, Resort & Club section at GrayRobinson in Boca Raton, Florida. She is one of four lawyers serving on the National Golf

Industry Panel for the American Arbitration Association as a Florida Supreme Court qualified arbitrator and certified circuit civil mediator; and also serves on the board for the National Club Association. She is a featured columnist for The BoardRoom Magazine, a frequent contributor to The Private Club Advisor and the author of The Club Litigation Book – Keeping Clubs out of Court. Michelle has been listed in The Best Lawyers in America for hospitality law since 2015.

Dr. Vicky Halsey
VP, The Ken Blanchard Companies

Legendary Service: The Key is to Care



Why do customers return again and again to a favorite store or business? It's not just about products and price, it's about the way people feel as they interact with your people. Do your internal and external customers feel cared for, like rock stars and appreciated for their business? Legendary Service sounds simple but if customer service were so simple why don't we get great customer service everywhere we go? The Key is to CARE.

Cultural of Service: Create an environment that focuses on serving the customer through a clear mission, vision and values.

Attentiveness: Assess your customers and their preferences.

Responsiveness: Demonstrate a genuine willingness to serve to fulfill individual wants and needs.

Empowerment – Constantly taking the initiative to empower all and share innovative practices.

Dr. Victoria Halsey is an inspirational speaker, trainer, author, and instructional designer whose unique blend of energy, intellect, and passion engages people's hearts and minds and motivates them to unleash their greatness. With skill and finesse, she communicates deeply with her clients to identify and address their needs and visions. Her presentations feature anecdotes that enable people to relax and laugh while learning—a key factor in creating highly effective experiences. Participants leave with renewed conviction to use their own insights to tackle key issues.

As Vice President of Applied Learning for The Ken Blanchard Companies®, Vicki partners with organizations to design and deliver programs that meet their needs through interactive workshops, keynotes, Webinars, podcasts, and other classroom and elearning experiences.

Conference Speakers Continued on Page 4

Ocean Reef Conference Speakers cont.

Vicki is the coauthor of Blanchard's *Legendary Service*® program and the awardwinning *SLII Experience*. She also crafted and teaches in the Master of Science in Executive Leadership graduate program for the University of San Diego.

Vicki's latest book, *Legendary Service: The Key Is to Care*, coauthored with Ken Blanchard and Kathy Cuff, is a parable based on Blanchard's *Legendary Service* customer service training program. Vicki is also the author of *Brilliance by Design*, an instructional design strategy with a learner-focused model. She is coauthor of *The Hamster Revolution* and *The Hamster Revolution for Meetings*. In addition, she is a coauthor of Ken Blanchard's *Leading at a Higher Level*, an all-inclusive reference of Blanchard leadership philosophies and teachings.

Vicki received a bachelor's degree in American studies from the University of California, Davis; a master's degree in educational administration from San Diego State University; and a PhD in educational leadership from University of San Diego.

Jim James, CCM
Senior Director, Club and
Hospitality Operations
Augusta National Golf Club



Building Your Brand By Driving Excellence

When it comes to a reputation for excellence, exquisite hospitality, incredible service, a storied past and quality in sports management very few names in the private club industry stand out like the Augusta National Golf Club. With a tireless attention to detail, Augusta National and the Masters Tournament have set the bar for creating memorable experiences in a truly magical setting. Jim will show you how to focus your attention on just a few things, that when done properly will allow you to:

- Increase your club's relevance and stature by driving excellence
- Consistently give your member's the service and quality they desire and deserve
- Channel innovation and manage the competitive environment, so the competition is significantly reduced in your member's mind

Join all of your peers at this session for a truly remarkable and inspiring presentation.

2018 REGIONAL EDUCATION

BILTMORE®

Your Leadership Legacy

Every person holds a leadership role in some capacity of their life, and it is often in the most unexpected times that the need for leadership arises. However, no one can effectively lead others if they cannot first lead themselves. Your Leadership Legacy guides participants on an introspective, self-leadership journey during which they will develop their internal authority - their confidence, conviction, authenticity, and personal vision - because when leaders have internal authority rather than imposing their leadership through rank and title, others will naturally follow. Participants will walk away with a greater understanding of who they are, what they stand for, and why they do what they do, by working through the following questions:

- What is my leadership narrative?
- What are my leadership gifts?
- What do I stand for?
- Why am I doing what I am doing?
- What is my vision for the future?

Employees at any level in an organization have the ability to be strategic influencers, but they must master critical methodologies for talking when the stakes are high – oftentimes when opinions vary, emotions run strong, and/or significant risks are involved. As leaders, they can demonstrate the power of dialogue and build relationships to influence decision-making at these critical moments by first analyzing themselves; their motives, dreams, goals, and desires, so that when critical moments arise, they do not remain caught in the moment, but are enabled to rise “above the line” and be the leaders they aspire to be. Ultimately, self-leadership empowers each person to create an enduring legacy in both their professional and person lives each and every day, step-by-step.



PIPELINE

Shannon Herschbach and Mike Phelps

Experiencing the Member Experience Outside the Gates

In order to attract and engage new membership prospects, private clubs must now think and act more like brands. In this 3-hour session, Pipeline Marketing will take participants through a branding framework that will teach clubs new ways to create “marketing experiences” that build a healthy pipeline of prospective members for tomorrow and beyond.

**Thank you to Peacock + Lewis, AIA
 on our 15 years of partnership!**



SESSION PRESENTERS

P5



Minimizing Food & Beverage Subsidy at your Private Club

70% of every clubhouse is dedicated to food and beverage. It includes casual dining, fine dining, catered events, bar operations, wine expertise, club parties, food at the turn, beverage carts, and your seasonal pool operations. There is always something going on that involves food and beverage.

This seminar will provide you with a different perspective and open you up to new ideas. We want to answer the hard questions such as: “What do we do when all the members sit down at 7pm on a Friday night? In the first hour, we will begin with the core concepts—you need wheels to ride a bike and this discussion can focus on F&B concepts such as:

- Writing staff ads that will keep a constant flow of great staff
- How to find staff...and how to keep them once you find them
- Discover how to negotiate better prices with your purveyors
- Applying the necessary systems and controls at a private club
- Discuss how to make the kitchen 50% more efficient for a Friday night

The 2nd half of the day is more of the advanced food and beverage topics including:

- How to re-engineer the menu to create a much larger ROI
- What trends and events are other clubs doing that we could offer?
- The 8 advanced steps that can make a 15% difference to your subsidy
- Understand how to properly market the food and beverage operation
- The last 1/2 hour we will cover 15 ideas that can be implemented at the club now!



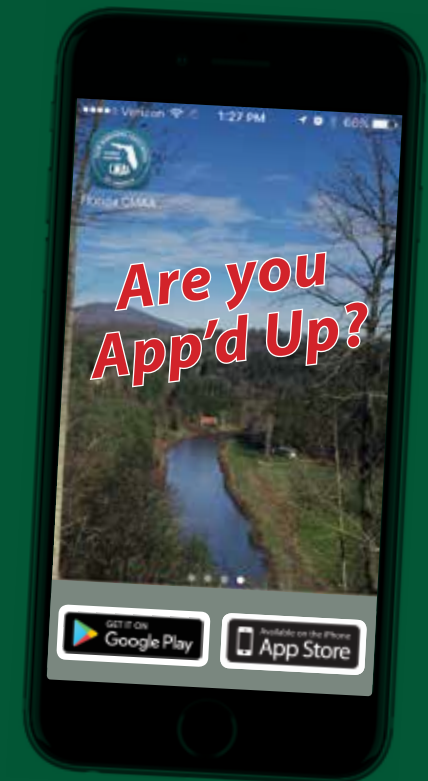
This half-day workshop will provide an experiential understanding of the power of mindset, and how by leveraging it both personally and professionally, increased individual, team, and organizational performance will result.

The event will provide attendees strategies and practical tools that can be used to:

- Identify how current mindset impacts results
- Increase leadership effectiveness by harnessing the power of concepts such as:
 - o ‘Scotomas’ or Blindspots
- Comfort Zones
- Lock On / Lock Out
- *Limiting vs. Liberating Beliefs*
- Goal Setting ‘Through’
- Address individual and group habits of thought which impact employee engagement and member satisfaction
- Identify where ineffective thinking exists, creating limits within teams
- Help build an organizational culture of co-accountability around performance
- Optimize the current work culture to ignite thinking, maximize performance and enrich lives



**We are so pleased to
announce the launch of
FLCMAA's New Mobile App!**



- Push Notifications allow for us to communicate in real-time.
- Easy access to the Chapter member directory.
- Register for Regional Education Events, webinars and other Chapter events, DIRECTLY through the App!
- Update your profile and preferences on-the-go to ensure you receive timely information from the Chapter.

To download the App visit the Apple App Store (iPhone) or Google Play Store (Android) and search for FLCMAA.

SUMMER CONFERENCE SERIES

FLORIDA CLUB SUMMIT • AUGUST 5 - 8, 2018



L A P L A Y A
BEACH & GOLF CLUB

9891 Gulf Shore Drive, Naples, FL 34108
239-254-5000
800-237-6885

www.layplayaresort.com
Group Code: FLCMAA

Accommodation Details

Traditional Guest Room \$189.00*
*plus applicable taxes

Notes:

Reservation deadline July 13, 2018.

Valet Fee: \$5.00 per day

No Resort Fee.

7 day cancellation policy.

FLCMAA makes no guarantees that room types will be available at the time of reservation.

Sponsored By:



Special One-Day USPTA Education

Sunday, August 5

Look for additional information soon

CMI – Club Management Institute
Strategic Planning and “How To” Training
Henry DeLozier, Partner –
Global Golf Advisors
Sunday, August 5

Fee: \$250 includes education session and lunch



Chapter Dinner

Monday, August 6

Shadow Wood Country Club

Sunday, August 5 – LaPlaya Resort

9:30 am - 2:30 pm Registration Opens

10:00 am - 4:30 pm **CMI – Club Management Institute**

Henry DeLozier, Global Golf Advisors,
*Strategic Planning and “How To” Training **

11:00 am – 5:00 pm **USPTA Education**

6:00 pm Welcome Reception – LaPlaya Resort

**Additional fees apply, 6 CMI credit awarded for successful completion.*

Monday, August 6 – Grey Oaks Country Club



7:30 am Continental Breakfast

8:00 am Chapter Business Meeting

9:30 am **Keynote Presentation – David Horsager**

The Trust Edge

11:30 am **Club Type Roundtable Discussions**

1:00 pm Sponsored Lunch

2:30 pm **Napa Valley Vintners**

*Napa Valley Rocks - Wine Education ***

7:00 pm **Chapter Dinner - Shadow Wood Country Club**

***Guests invited to this engaging session with guest fee charged, registration required*

Tuesday, August 7 – The Club Pelican Bay



7:30 am Continental Breakfast

8:30 am **Roger Crawford**

“Play to Win”

11:00 am **Donna Cutting, Red-Carpet Learning Systems**

*Engage Your People to Deliver a Red-Carpet
Member Experience*

12:30 pm Sponsored Lunch

2:00 pm **Pat Roselli, President – ClubSafe**

Safe & Secure Clubs

3:30 pm **Jeanne Stafford**

Improv YES Words Communication Training

Wednesday, August 8 – Quail West Golf & Country Club

9:00 am – 12:00 pm - F&B Boot Camp



Conference Speakers

CMI – Club Management Institute
Henry DeLozier

Partner – Global Golf Advisors

Strategic Planning and “How To” Training



Join industry expert Henry DeLozier, from Global Golf Advisors, for this 6-hour(CMI) Club Management Institute CCM (Certified Club Manager) required class. Henry will walk you through the strategic planning process, your role and becoming a “strategic thinker” allowing you to effectively balance the club’s future with the everyday needs and wants of your membership; all while staying on track with measurable goals and objectives.

Fee: \$250 includes education session and lunch.

David Horsager

The Trust Edge™:

How Top Leaders and Organizations Drive Business Results through Trust



Trust is a fundamental, bottom line issue. Without it, leaders lose teams, salespeople lose sales, and organizations lose reputation, retention of good people, relationships and revenue. But with trust, individuals and organizations enjoy greater creativity, productivity, freedom and results. Through David’s industry leading research The Trust Outlook™ and firsthand experience working with the world’s highest performing organizations, David reveals how top leaders and organizations drive business results to become the most trusted in their industry.

David Horsager, MA, CSP, CPAE is the CEO of Trust Edge Leadership Institute, national bestselling author of The Trust Edge, inventor of the Enterprise Trust Index™, and director of one of the nation’s foremost trust studies: The Trust Outlook™. His work has been featured in prominent publications such as Fast Company, Forbes, The Huffington Post and The Wall Street Journal. David has advised leaders and delivered life-changing presentations on six continents, with audiences ranging everywhere from FedEx, Toyota and global governments to the New York Yankees and the Department of Homeland Security.

Conference Speakers Continued on Page 8



2018 Summer Conference Series
presented by Reid Consulting
Available for 1 day Express Pass

FOOD & BEVERAGE BOOT CAMP

Send your staff to a food & beverage specific session presented by one the club industry’s leading service training experts.



www.consultingrscs.com

Participants in the Food and Beverage Boot Camp™
- RCS’s Signature Program will participate in:

This highly impactful session will include:

Basics of Member Service

Using a Membership Profile System

Membership Service Recovery Role Playing

Proper Sequence of Service and Technical Skills

Suggestive Selling Techniques

Polish, Professionalism, and Positive Ways to Speak to Members



Wednesday, August 8, 2018
Quail West Golf & Country Club

9:00am – 12:00pm

\$75 per person*, **

**Includes breakfast, breaks, and handout materials*

**** Complimentary with full Club Summit Registrations**

SUMMER CONFERENCE SERIES - CLUB SUMMIT

Conference Speakers cont.

Club Type Roundtable Discussions

Do you have questions/concerns/suggestions specific to your club type: gated, non-gated, membership required, yacht club? Do you have something to share; well we know you do! This session will allow for open discussions moderated by a peer professional in your club type. Bring your questions, ideas and suggestions for sharing best practices.

Napa Valley Vintners

Napa Valley Rocks – Wine Education

Napa Valley Rocks is an engaging appellation education program digging into what makes the Napa Valley America's premier winegrowing region. Spend time with some of the Region's top Vintners and taste and learn what makes Napa Valley a unique location to create wines that rack among the best in the world.

Roger Crawford

Play to Win - The Power of a Winning Mindset Change your mindset. Change your results.



What do all remarkable people and organizations have in common? They've discovered the Power of a Winning Mindset. Mindset is defined as a mental attitude that predetermines a person's response and interpretation of a situation. The foundation for constructing winning results is a winning mindset!

The beliefs we have about our talent, potential, and opportunities have a tremendous influence on how we perform. As a result, we rarely achieve more or become more than we believe we can. Here's why: Mindset directs behavior which dictates motivation which determines outcomes. A winning mindset produces results. A mediocre mindset produces excuses.

The most important capacity you have is the capacity to choose your mindset.

Sports Illustrated has acknowledged Roger Crawford as "one of the most accomplished physically challenged athletes in the world." In recognition of his extraordinary athletic achievements, he was the recipient of the prestigious ITA Achievement Award, presented by the International Tennis Hall of Fame.

After realizing tremendous success on Center Court, as a Division 1 athlete he took his talents to Center Stage and became a motivational speaker. Roger positively influences audiences worldwide, eloquently sharing the principles he has lived—adaptability, possibility thinking, and eliminating self-imposed obstacles. His remarkable life story is a powerful example that "Challenges are inevitable, defeat is optional!"

Roger has been inducted into the National Speakers Association Hall of Fame in recognition of his professional speaking success. As a member of the Hall of Fame for People with Disabilities, he shares this impressive distinction with fellow honorees such as Christopher Reeves, Helen Keller, and Franklin Delano Roosevelt.

Donna Cutting

Red-Carpet Learning Systems

Engage Your People to Deliver a Red Carpet Member Experience!



Your members expect the best, and it's on you and your staff to deliver. In this high-energy and interactive session bestselling author Donna Cutting, will provide actionable ideas that Managers can use immediately to engage their Staff to take their Member experience to the next great level.

Rolling out the red carpet is about making the person in front of you feel significant, important, and special. The members of your College or University Club expect a personalized experience, and it takes a skilled staff member, trained in exceptional service delivery to execute that experience. Donna will talk about building an intentional culture of service, a seamless and consistently excellent experience for their Members and provide ideas for adding the WOW Factor that keeps Club Members coming back, and referring new members.

Walk away with specific strategies for:

- Instilling a "Whatever It Takes" attitude in your front and back-of-the-house staff
- Teaching people to "Remember and Refer" and create a personalized experience
- Providing a model for handling uncomfortable situations and turning dissatisfied members into delighted advocates for your club.
- Utilizing 5 steps to creating a culture of exceptional service
- Generating new ideas to add the WOW Factor to your member's experience

Donna Cutting, CSP is the Founder & CEO of Red-Carpet Learning Systems, Inc., a firm which provides tools and training to help leaders engage their teams to deliver a seamless member experience. She's the author of the bestselling book 501 Ways to Roll Out the Red Carpet for Your Customers (Career Press, 2015) as well as The Celebrity Experience: Insider Secrets to Delivering Red Carpet Customer Service. (Wiley, 2008) An in-demand keynote speaker, Donna has presented in 46 of the 50 United States and is known for her high-energy, fun style combined with actionable ideas audience members can

use immediately. She's a Certified Speaking Professional, a designation earned through the National Speakers Association and held by less than 12% of professional speakers worldwide. Donna's been quoted or featured in a variety of media outlets including Investor's Business Daily, Forbes online, Weekend Entrepreneur, ABC's America This Morning, and Chicago News 7.

Pat Roselli

President, ClubSafe

Safe and Secure Clubs 2020



Every day, at Clubs all over the country, Managers dedicate themselves to ensuring positive member experiences. These efforts culminate in quality amenities, superior service, a clear demonstration of the Club's values, and a positive reputation within the Club's community. Despite best efforts though, very often bad things are happening at great Clubs everywhere.

What do members and staff expect when it comes to their own personal safety and security when they come to your Club? Do they assume that Club Management has invested in safe work and play environments for their benefit? The responsibility for safety and security begin and end with the Club Manager. How current, compliant and relevant are your systems and plans?

This education will seek to give Club Managers a "snap shot" of where things stand in the safety and security communities today. We will demonstrate what to look for at your own Club and share the direction for safe and secure environments tomorrow. The mission will be to help Managers determine how their individual Club measures up to the highest standards being exemplified in Club's today, as well as the positive, tangible and economic benefits of a commitment to safety and security

A former Paramedic, International Basic Trauma Life Support instructor and Regional Emergency Medical Services Director, Pat began ClubSafe in 1999. Initially begun to help large Golf & Country Clubs manage emergencies anywhere on their properties, Pat has been developing, implementing and training successful Emergency Preparedness plans to all types of private Clubs for over 18 years.

Conference Speakers Continued on Page 9

Conference Speakers cont.

Jeanne Stafford

Improv YES Words Communication Training



Members will make greater sense of their communication and transfer the skills examined in this session to their communication at work and at home. They will learn to initiate change and to produce the results they seek. Jeanne Stafford trains her audiences to use YES Words and think like an improviser to communicate without a script in EVERY space they enter.

This session includes improv games where the group will work together to identify conflict and learn to support each other as they reconstruct actual conversations and negotiations and recognize where they can solve problems with progress and understanding.

As a result of attending this program participants will be able to:

1. Be aware the unique needs of new club members.
2. Be a bridge for the traditional club members to evolving hospitality environments.
3. Be able to take their talents and build relationships with the teams you lead and leadership you report to.

Jeanne M. Stafford is a Professional Speaker and Communications Trainer. From 15 years as a political and non-profit fundraiser with local, national and international clients, Stafford learned "on the job" what works in communication and what doesn't.

Jeanne's clients learn to communicate what they want to say, when they want to say it. They learn to communicate succinctly and to make the impact they wish in every space they enter by thinking and saying YES. In addition, clients learn to be resilient in the face of conflict and establish strong, ongoing relationships at work and at home.

**FLCMAA
SCHOLARSHIP
DEADLINE
May 1, 2018
SEE WEBSITE FOR DETAILS**

2018 REGIONAL EDUCATION AND EVENTS

Everglades

March 19, 2018	Country Club of Naples	Pabian Law - Immigration Impact on Florida Clubs - Updates on H-2B, J-1 visas
April 04, 2018	Pelican's Nest Golf Club	Pipeline Marketing
May 03, 2018	Vanderbilt Country Club	Mike Holtzman - Profitable Foods
August 28, 2018	Shadow Wood Country Club	Biltmore Center for Professional Development
October 11, 2018	Worthington Country Club	Pacific Institute
November 13, 2018	Bonita Bay Club	Board Dynamics Summit, Kopplin, Kuebler & Wallace

Gator

April 26, 2018	Carlouel Yacht Club	Biltmore Center for Professional Development
May 17, 2018	Venice Golf and Country Club	Pipeline Marketing
August 23, 2018	Palma Ceia Golf & Country Club	Pacific Institute
October 11, 2018	Laurel Oak Country Club	Mike Holtzman - Profitable Foods

North/Sunshine

March 20, 2018	Timuquana Country Club	Mike Holtzman - Profitable Foods
April 24, 2018	Golden Ocala Golf & Equestrian Club	Pacific Institute
May 15, 2018	Lake Nona Golf & Country Club	Pipeline Marketing
July 18, 2018	Hammock Dunes Club	Biltmore Center for Professional Development

Seminole

March 22, 2018	Jonathan's Landing Golf Club	Pabian Law - Immigration Impact on Florida Clubs - Updates on H-2B, J-1 visas
April 30, 2018	Loblolly	Mike Holtzman - Profitable Foods
May 14, 2018	Lost Tree Club	Pipeline Marketing
August 30, 2018	Turtle Creek Club	Biltmore Center for Professional Development
October 01, 2018	Gleneagles Country Club	Pacific Institute
November 15, 2018	Quail Ridge Country Club	Board Dynamics Summit - Kopplin, Kuebler & Wallace

SUMMER CONFERENCE SERIES

SEPTEMBER 21 - 23, 2018 • WYNDHAM GRAND JUPITER



Friday, September 21

11:00 am Registration Opens

Saturday, September 22 – Lost Tree Club and The Country Club at Mirasol

7:30 am Continental Breakfast – Lost Tree Club

8:00 am Chapter Business Meeting

9:30 am **Keynote Presentation – Steve Donahue**
Tell an Epic Story

12:30 pm Sponsored Lunch –
The Country Club at Mirasol



2:00 pm **Duane Grischow**
It's all about Bikes – or is it?

7:00 pm **President's Dinner - The Club at Ibis**

Sunday, September 23

8:30 am Continental Breakfast

9:00 am **Walter Bond**

Team Chemistry Trumps Individual Talent



WYNDHAM GRAND®

Jupiter At Harbourside Place

122 Soundings Avenue
Jupiter, FL 33477
1-800-996-3426 or
561-273-6666

Sponsored By:



Accommodation Details

Deluxe Room \$159.00*

**plus applicable taxes*

Notes:

Reservation deadline September 6, 2018

Resort Fee - \$12.00 per day.

Overnight self parking \$8.00 + tax

Overnight valet parking \$15.00 + tax

FLCMAA makes no guarantees that room types will be available at the time of reservation.



Join us at The Club at Ibis for our Annual President's Dinner. This event is always a treat and a don't miss event. Come celebrate and toast our President Steve LoGiudice, CCM and the entire Chapter Board

Conference Speakers

Steve Donahue,
TELL AN EPIC STORY

*Using Narrative Intelligence to Lead
Change, Inspire Staff and Guide Boards*



The most ancient narrative structure in existence is the Epic Story. Organizations around the globe are using this 4,000 year old system to build teams, inspire change and increase their influence. In this exciting presentation Steve Donahue tells the gripping tale of his own epic journey across the Sahara Desert to illustrate the 5 Key Components of this powerful tool. He will show how humans are wired for stories and why we make decisions, commit to change and accept new ideas through narrative based systems. Club managers can benefit from developing their Narrative Intelligence to become better communicators, build collaboration and facilitate new initiatives.

After attending this presentation Club Managers will understand:

- How stories affect the human brain,
- Why your club's narrative either keeps you stuck in the past or moves you forward into the future,
- What is "Narrative Identity" and how to use it as a leader,
- The 5 Key Components of an Epic Story and how to leverage that narrative system to build a club culture that is open to change with engaged staff and adaptive members,
- Why leaders should never be the Hero of the story they tell,
- How to turn your club's mission/vision into a Noble Quest,
- How to transform "personalities" that resist anything new and turn them into "Champions of Change".

STEVE is a global speaker, bestselling author and documentary filmmaker. He has inspired 1,000 audiences on 4 continents to become heroes and heroines in their own epic stories. He is a world authority on Narrative Intelligence. Steve's presentations synergize brain science with a 4,000 year old story structure and his epic journey across the Sahara to radically transform leaders and organizations.

A spellbinding storyteller, Steve grabs your attention and never lets go. With stand-up comedy experience he delivers the perfect blend of humor, inspiration and ideas.

Steve's book, Shifting Sands: A Guidebook for Crossing the Deserts of Change, is an international bestseller. His newest release, Follow Your Compass, will be published in 2017.

Duane Grischow

It's all about Bikes - or is it?

This session is a hands-on, highly interactive team building exercise. With discussions on leadership, you will gain trust, build morale and work through dynamics of a team when obstacles are put in your way. You will discover things about your role on teams, as well as those of your co-workers, which can be enlightening.

Duane Grischow is a professional trainer and facilitator with more than 20 years of international leadership, team building and life skills development experience with groups ranging from youth to collegiate to corporate. A consummate people-person, Duane's charismatic and easy-going style is a warm welcome to all audiences, fostering a fun and productive learning environment.



Walter Bond

**Team Chemistry Trumps
Individual Talent**

*How Exceptional Leaders Deliver
Unprecedented Wins*

Not every team player is a performer. Not every leader gets to pick all stars. And yet still, some leaders have a magic spell that transforms a group of individuals into a single high-performing unit.

But there's no sorcery here. It's all about the chemistry.

While Walter Bond won't take you back to 9th grade science class, he will share the formula used by top NBA Coaches to create winning team dynamics year after year. When you need a group of individual players to work collectively and cohesively to reach organizational goals, then this program is for you.

You will discover how to:

- Recruit and retain the right talent at the right time for maximum results
- Transform lower performing individuals into top team players
- Drive loyalty to the team and pride of belonging
- Design a framework for powerful teamwork
- Build a team chemistry that bonds

Walter is a former NBA athlete & broadcaster playing for the Dallas Mavericks, Detroit Pistons & Utah Jazz and broadcasting for the Minnesota Timberwolves. After achieving such an amazing accomplishment of reaching the pinnacle of basketball, corporate America came to claim Walter's true gift of teaching professionals how to become peak performers in their industry and reach their own personal pinnacle. Walter Bond is founder and CEO of Walter Bond Worldwide and runs one of the most successful and affordable group-coaching programs in the world. He believes everyone needs a coach.



IMPORTANT DATES TO REMEMBER

Leadership & Legislative Conference

Washington, DC
September 5 - 7, 2018

Club Management

Georgia State University - Atlanta, GA
March 19 - 23, 2018
September 24 - 28, 2018

Leadership Principles

Cal-Poly University - Pomona, CA
October 8 - 12, 2018

General Manager/ Chief Operating Officer

Michigan State University - East Lansing, MI
April 16 - 20, 2018
October 15 - 19, 2018
November 5 - 9, 2018

Tactical Leadership

Cornell University - Ithaca, NY
April 23 - 27, 2018
September 17 - 21, 2018

Strategic Leadership

Boston, MA
March 19 - 23, 2018
November 5 - 9, 2018

Food and Beverage Management

University of Houston - Houston, TX
April 30 - May 4, 2018
November 5 - 9, 2018

BMI Golf Management

The Club at Admiral's Cove, Jupiter, FL
April 30 - May 4, 2018
September 24 - 28, 2018

Joe Perdue Certification Review Course

Georgia State University - Atlanta, GA
April 15 - 20, 2018
November 11 - 16, 2018

**Check with CMAA National office
regarding availability*

SUMMER CONFERENCE SERIES



Board Dynamics/Model Clubs: A Guide To Creating Outstanding Organizational Health in Today's Club World.

Join us for a joint session for Club Managers and Board Members. This program will take the group through critical success factors facing clubs, their managers, boards and membership in today's club environment. Your entire Board will benefit from this program.

Discussion and program lead by

Dick Kopplin, Kurt Kuebler, CCM & Tom Wallace, CCM

Tuesday, November 13, 2018 - Bonita Bay Club

Thursday, November 15, 2018 - Quail Ridge Country Club

AGENDA:

8:30 - 9:00 a.m.	Registration and Continental Breakfast
9:00 - 12:00 p.m.	Forum - Board Dynamics/Model Clubs: A Guide To Creating Outstanding Organizational Health in Today's Club World.
12:00 - 1:30 p.m.	Lunch
1:30 - 2:30 p.m.	Club Tour

Fee: \$75 per person

Registration ends November 6



RICHARD M. KOPPLIN

Dick started KOPPLIN SEARCH, INC. in 1996 with the goal of providing private clubs with an exemplary level of service in matching executive level candidates with private clubs and their culture through a more informed, researched, and educated process.

Dick also began a tradition for the Firm wherein a core foundation to its success is in its commitment to professional development, not only for its own Team, but more importantly for the industry and managers as a whole. Drawing upon the hundreds of interviews, boardrooms and board retreats he has conducted, Dick is a sought-after keynote speaker on executive leadership, team development and the critically important "Board Dynamics/Model Clubs" program he developed many years ago to help boards and managers better identify and execute their roles and responsibilities in a successful and consistent manner.



KURT D. KUEBLER, CCM

Kurt joined the firm in 2007 - KOPPLIN & KUEBLER - after a highly successful career managing clubs and club communities for more than 28 years.

Kurt has also served as president of the Florida Chapter Club Managers Association of America (CMAA) and served as a national director for the CMAA. His unique background and experience working for both member-owned and private developer clubs, as well as having successfully managed country, golf and yacht clubs along with homeowners' associations and support amenities allows him unique insights to all aspects of the club industry and its evolving state.



THOMAS B. WALLACE, III, CCM

Tom, before joining the firm in 2014, and becoming a partner in 2016 -KOPPLIN KUEBLER & WALLACE - served in club management at some of the country's most recognized private clubs.

Tom's club management career spans over 25 years in the private golf, country, and community club industry.

In 2007, Tom received the Excellence in Club Management Award as the top performing manager, presented annually by the McMahon Group, and voted on by a panel of industry experts.

His experience in transformational leadership and being recognized as the architect of some of the most loyal and high-performing teams of associates during his management days has provided countless clubs, managers and directors with helpful and necessary clarification of goals, objectives and "club culture," establishing outstanding platforms and metrics to success.

Space is limited, please register early. Registration ends November 6.

MEMBERSHIP EXPERIENCES

Career Services

CMAA's Career Services Department provides assistance to Members in need of new positions and for clubs in need of professional management. www.cmaa.org/careers provides online access to career counseling, job opportunity listings, and employment services available to club professionals. FLCMAA posts open positions and opportunities on our website: www.flcmaa.org.

Certification Programs

CMAA takes great pride in its voluntary certification programs. Since its inception in 1965, it has become recognized as the hospitality industry's most respected certification program.

Certified Club Manager (CCM)

The Certified Club Manager (CCM) designation is the cornerstone of CMAA's Member recognition program. It is a valuable and widely respected mark of a manager's commitment to professional development and the club industry.

Certified Chief Executive (CCE)

The CCE designation was developed to recognize managers that have shown the ability to successfully serve as the most senior manager in a club. While the CCM designation is still the "hallmark of professionalism" within the club industry, the CCE designation is meant to augment the CCM designation.

Master Club Manager (MCM)

The MCM designation is a certification and recognition program for a special group of professionals who have made extraordinary and long-lasting contributions to the club industry.

Honor Society

This achievement is open to club managers who have achieved 400 additional credits beyond certification (minimum 150 CMAA/CMI), 10 years of membership and successful completion of BMI IV or BMI V.

FLCMAA

Members Statistics

MCM designation: 2 members

CCE designation: 57 (8%)

CCM designation: 198 (28%)

Honor Society Members: 101 (14%)

**Visit the FLCMAA Chapter website
Career Section for the latest career
openings and opportunities in Florida
and throughout the country.**

CMAA ONLINE LEARNING



As technology evolves, CMAA is committed to offering our members educational opportunities online.

CMAA University

CMAA’s online learning center for members to earn credits as an additional educational resource. Credits can count toward the requirements for the Certified Club Manager (CCM) designation, the Certification Maintenance Requirement, Honor Society and Master Club Manager (MCM) eligibility. The program is web-based and available 24/7, so members can learn at their pace and on their schedule. Members can sign in to CMAA University through the Club Resource Center, CMAA’s resource for club staff and boards.

Manager in Development program

A mentor/mentee program offered online through CMAA University. The program is designed to educate entry- and mid-level managers through exposure to diverse departments within a club operation. The program is broken into 12 modules based on the CMAA Competency Areas. Each module includes a textbook, portfolio builders and a PowerPoint presentation to supplement the education from the mentor.

Webinars

CMAA hosts biweekly webinars during the academic year for members. Each webinar is available for 1 Association Activity credit when a member attends the entire session live. Past webinars are archived on CMAA University.

2018 COMPLIMENTARY FLCMAA WEBINARS

Check the Chapter website calendar for times & login details		
March 28, 2018	Clubs Online	Always Have Something to Say: How to create meaningful, relative and engaging content for your members.
April 11, 2018	Global Golf Advisors	Business Intelligence - Making Sense of Data and Analytics
May 23, 2018	Club Benchmarking	Advanced Workforce Analysis
July 25, 2018	Clubs Online	Crisis Communication - Why a crisis communication plan is essential and the basic steps to build, plan and implement.
August 22, 2018	Club Benchmarking	Transform Your Approach to Club Budgets
September 19, 2018	Brightview Landscaping/ Dr. Todd Bunnell	Top Reasons for Turf Decline
September 28, 2018	Clubs Online	Establishing Your Club’s Social Media + Communication Policy
October 24, 2018	Club Benchmarking	Member Loyalty: It’s More Than Satisfaction

Note: Speakers and dates are subject to change. • Please visit the Chapter website at www.flcmaa.org for updated information and schedules.

REGISTER ONLINE OR DOWNLOAD REGISTRATION FORMS AT WWW.FLCMAA.ORG - 2018 SUMMER CONFERENCE



CMAA World Conference

The World Conference on Club Management is the Association's most comprehensive education event of the year with participation by over 3000 international club professionals. **The 2018 World Conference will be held in San Francisco, CA, March 2 - 6, 2018.** Further details on this event are available at www.cmaa.org.

The Florida Chapter Dinner will be held on Friday, March 2, 2018 at The Olympic Club.

THE OLYMPIC CLUB



SAVE THE DATE

31st Leadership & Legislative Conference

September 5-7, 2018

Washington DC

Regional Education

Each year, the four (4) Regions of FLCMAA offer over 100 hours of education events and networking opportunities at local meetings in your area. The Florida Chapter compiles the best speakers available on topics of current trends and relevance. All education sessions are included in member dues.

Mark your calendars

for future World Conference and Expo events,
Nashville, TN February 24 – 28, 2019 and
Dallas, TX, February 6-10, 2020

FLCMAA SCHOLARSHIP PROGRAM

The Florida Chapter is pleased to support member education through our Scholarship Program. This distinguished program is an opportunity for the Florida Chapter to re-invest in our members' professional development, and provide financial assistance to those Members who are working towards the attainment of their CCM designation; a highly recognized achievement and commitment within the club industry. **Submission deadline - May 1, 2018.**

2017-2018 Scholarship Recipients

Angel Blanco - Palmira Golf & Country Club
Servillano Mayo - The Florida Yacht Club
Anthony Biondolillo - Addison Reserve Country Club
Clayton Stanley - Lost Tree Club
Daniel Salgado - Mizner Country Club
Dave Arscott - Bear Lakes Country Club
Dennis Courtney - Ocean Reef Club
Greg Hurst - Heritage Oaks Golf & Country Club
Hallie Girardeau - Naples Yacht Club
Jordan Rambin - Old Marsh Golf Club
Jose Vega - Wycliffe Golf & Country Club

Kelly Grabowsky - The Venice Golf and Country Club
Kevin Maloney - Belleair Country Club
Miguel Silva - Royal Poinciana Golf Club
Megan Nash - Estero Country Club at The Vines
Pamela Radcliff - Countryside Golf & Country Club
Patrick Ferrari - Harbour Ridge Yacht & Country Club
Mihai Ripanu - Lost City Golf Club
Timothy Gaccione - The Sanctuary Golf Club
Zeynel Aydin - Collier's Reserve Country Club
Amanda Sprenger - The Country Club at Mirasol

The Club Foundation

Each year the Club Foundation awards several Scholarships

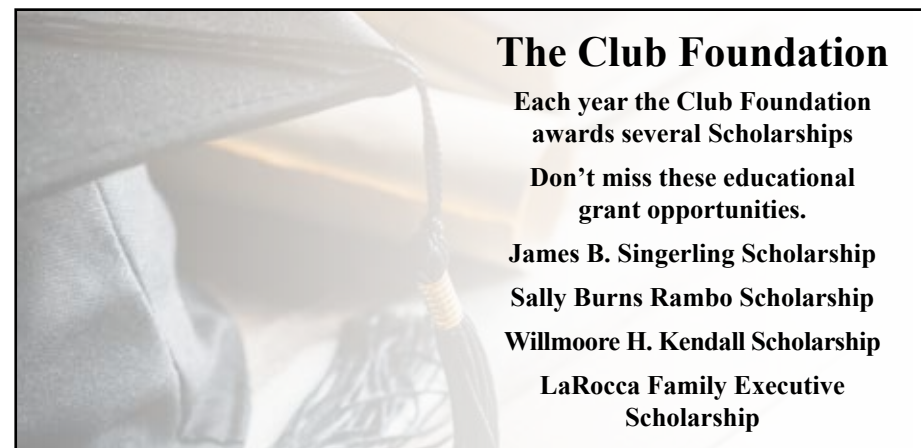
Don't miss these educational grant opportunities.

James B. Singerling Scholarship

Sally Burns Rambo Scholarship

Willmoore H. Kendall Scholarship

LaRocca Family Executive Scholarship



STUDENT DEVELOPMENT

CMAA currently has more than 1,200 student members and maintains 42 Student Chapters and Colonies at colleges and universities throughout the United States. The Florida Chapter is proud to be associated with four (4) established CMAA Student Chapters - Florida State University (FSU), Florida Gulf Coast University (FGCU), Johnson & Wales University-Miami (J&W), and the University of Central Florida (UCF). The Florida Chapter funds a yearly scholarship program for student members to attend the CMAA World Conference. See the Chapter Website for detailed Internship information.

CMAA 10 CORE COMPETENCIES

1. CLUB GOVERNANCE
History and types of club, membership types, bylaws, policy formation, board relations, chief operating officer concept, committees, committee relations, career development in clubs.
2. FOOD AND BEVERAGE MANAGEMENT
Food and beverage trends, food and beverage service, menu development, catering sales and operations, themed functions, nutrition and wellness programs, dining room design, equipment ordering, receiving, controls, inventory, wine and beverage operations and development, food and beverage training, personnel issues, sanitation, food and beverage technology.
3. ACCOUNTING AND FINANCIAL MANAGEMENT
Accounting and financial issues, capital projects, strategic planning, uniform systems of accounting, audits, financial analysis, Internal Revenue Service (IRS) issues, cash flow and forecasting, budgeting, technology issues, business office organization, compensation and benefits administration, long-range financial planning.
4. HUMAN AND PROFESSIONAL RESOURCES
Employee relations, employee communication, time management, recruiting strategies, hiring and selection, performance systems, training and development, progressive discipline and terminations, other legal issues, stress management, organizational development, labor issues, compensation and bonus programs, balancing job and family, pre-employment testing and performance evaluation issues.
5. LEADERSHIP
Motivation and team building, coaching and developing others, building relationships, diversity, conflict management, strategic planning, delegation, problem analysis and decision making, improving performance, providing performance feedback, conducting performance discussions, professional image and dress, negotiation, member contact skills.
6. MEMBERSHIP AND MARKETING
Membership strategies, membership planning, club manager's role in marketing and membership, membership satisfaction surveys, membership orientation programs, working with the membership committees, working with the media, newsletters, membership technology.
7. GOLF, SPORTS AND RECREATION MANAGEMENT
Golf operations and etiquette, rules of golf, golf course management, the role of the superintendent, grasses, turf, conditioning practices, budgets and forecasting, golf tournament operations, golf equipment, future trends in golf, environmental issues, junior programs, tennis operations, swimming pool management, yacht club facilities management, fitness center and spa management, locker room management.
8. EXTERNAL AND GOVERNMENTAL INFLUENCES
Legislative influences, privacy, regulatory issues, club law, liquor liability, labor laws, immigration laws, Internal Revenue Service (IRS), current legal issues affecting clubs, disaster preparedness.
9. FACILITIES MANAGEMENT
Preventative maintenance, housekeeping, security, insurance and risk management, clubhouse remodeling and renovation, lodging, energy and water management, laundry, sustainability and conservation.
10. INTERPERSONAL SKILLS
Active listening skills, effective writing skills, conducting oral and written presentations, promoting communication between departments, negotiation, actively seeking member and employee feedback, communicating ideas effectively with employees and members, expressing disagreements tactfully, seeking clarification, achieving positive working relationships, role modeling, communication skills.

2018 GUEST PROGRAM

*FLCMAA is proud to announce the
John Deere Golf
Complimentary Guest Program is back!*

Education sessions are a great opportunity to expose your team members to excellent education and team building activities.

Note: 2 guests maximum per event. The same guest only one time please. Member must be present.



Sponsored By:
Emerald Partner



JOHN DEERE GOLF

Clubs that Care

Did you know that CMAA members and their clubs have raised and contributed over \$150 million in funds for charitable causes? FLCMAA members raise over \$1M dollars annually. Thank you to all for your gracious participation in these worthy causes. Get involved today, contact your Regional Directors for more details.

SUMMER CONFERENCE SERIES

CLUB EXECUTIVE OF THE YEAR



The success of a club is directly related to the strength of its general manager. Each year, Club Management recognizes the best in club leadership with its Club Executive of the Year Award. This prestigious honor is presented to the club executive who most embodies the values, vision and professionalism of the Club Managers Association of America.

Originally known as the Club Manager of the Year, this distinction was created in 1985 by Club Management magazine to honor an individual who by his or her achievements best represents the qualities found in all hard-working, dedicated club management professionals

CEOY 2017 - Richard L. LaRocca, CCM, CCE – The Country Club of Orlando, FLCMAA Chapter Member,



The CMAA International Wine Society was founded in 1988 by a small group of club managers to meet a growing need among CMAA members – to learn more about wine and appreciate it as a true gift of nature. Through the Wine Society, members join together to enjoy and appreciate the use of wine, as well as learn about the role wine plays in club culture. Annual events include the Annual Wine and Food Workshop as well as the Conference-centered events – the Annual Business Meeting and Education Session, the Silent and Live Wine Auctions to benefit The Club Foundation and the Annual Wine Dinner. Visit the CMAA website for more information and details on joining.



Like us on Social Media



– FLCMAA



– FLCMAA

LinkedIn – Florida Chapter – Club Managers Association

P.O. Box 2561
Palm City FL 34991