



2017 FLORIDA CHAPTER EDUCATION & SUMMER CONFERENCE SERIES



THE RITZ-CARLTON

JULY 30 - AUGUST 2, 2017
FLORIDA CLUB SUMMIT
THE RITZ - CARLTON, NAPLES



LOEWS
DON CESAR HOTEL
ST PETE BEACH, FL

SEPTEMBER 22 - 24, 2017



CLUB SUMMIT AGENDA

Sunday, July 30, 2017

- 11:00am Registration Opens
- 11:00am-5:00pm USPTA Education
- 6:00pm Welcome Reception

Monday, July 31, 2017

- 7:30am Continental Breakfast
- 8:00am Chapter Business Meeting
- 9:00am USPTA - The State of Tennis
- 9:30am Keynote Presentation
Life on the Wire – Nik Walenda
- 11:30am Sponsored Lunch
- 12:45pm *Social Media/Video Concepts*
Dominic Giarratano, Private Club Films
- 2:45pm *10-80-10* – Sunjay Nath

Tuesday, August 1, 2017

- 7:30am Continental Breakfast
- 8:00am *“Don’t be afraid to dream BIG”*
Jeffrey P. McFadden, CCM, CCE, ECM,
General Manager/COO –
The Union League of Philadelphia
- 9:45am *A Focus on Retail Operations*
Tracy Moffat, K&K Consulting
- 11:00am *Strategic Planning - A Plan or A Process*
Jack Sullivan, CCM, Kopplin, Kuebler & Wallace,
Phillip Newman, RSM
- 12:30pm Lunch on your own
- 2:00pm *Smart Club Technology Strategies*
George Stavros, Pacesetter Technology
- 3:30pm *The Shift, Coffee & Tea*
Jeff Bishop, Royal Cup Coffee
- 7:00pm Chapter Dinner – Royal Poinciana Golf Club

Wednesday, August 2, 2017

- 9:00am-12:00pm F&B Boot Camp – Quail West Golf & Country Club

Meeting Notes:

ATTIRE

Business Meeting/Education:

Resort Casual (no Tee shirts, cargo shorts or jeans)

Opening Reception and Chapter Dinner:

Resort Casual (no tee shirts, cargo shorts or jeans)

CMAA CREDITS

Full participation in all education programs will yield a total of 13 education and activity credits.



THE RITZ - CARLTON

The Ritz - Carlton, Naples
280 Vanderbilt Beach Road
Naples, FL 34108
239-598-3300

Accommodation Details

Coastal View \$199.00*
**plus applicable taxes*

Notes:

Reservation deadline July 17, 2017.

No Resort Fee.

10% discount on published 2017 spa services, excluding specials.

Sponsored By:



AND THEIR FLORIDA DISTRIBUTORS



Life on the Wire

Nik Wallenda

The King Of The Highwire, will be speaking on the many contributing factors in his life that have made his life truly unique. Nik will share exactly what his process is to prepare for his events that have played out on live television all around the world. How does he prepare? How does he deal with the huge risks involved? In a lively presentation, including amazing videos from his career and a lively Q and A, please join Nik as he talks about his amazing career that is always based on the way he has lived his life best explained in his credo- Never Give Up!

Video 101: A Crash Course on How to Effectively Tell Your Club's Story in Today's World

Dominic Giarratano, Private Club Films

300 hours of video are uploaded to YouTube every minute! And 80% of people age 18-56 watch online video every day. Are your members seeing anything from you? And if they are, is it as good as it could possibly be? Through industry trends and by sharing trade secrets, this educational, informational & technical workshop will focus on the easiest ways to augment your recruitment efforts and ensure membership retention rates by delivering on the authentic experiences your members crave.

10-80-10

Sunjay Nath

This is a don't miss session with tons of tips on how to A.C.T. and be your best self. The Key to implementing the 10-80-10 Principle is to A.C.T. It is through Awareness, Conscious Choice and Time that we are able to shift our behaviors that allow us to achieve our desired results.

Don't Be Scared to Dream BIG!

Jeffrey P. McFadden, CCM, CCE, ECM,

General Manager/COO – The Union League of Philadelphia

Often as hospitality managers or supervisors we are reminded to watch our P's&Q's, mind our manners, and are told to keep our head down and work hard but quietly. Often our own club culture mistakenly rewards those that understand the "good old days", "the old guard in the card room", or "the way it always was". It is NOW time to risk more than others think is safe, it's NOW time to care more than others think is wise, it's NOW time to expect more from yourself and your team than others think is possible, and it always the RIGHT TIME to Dream BIG when others think it is impractical. If your dreams don't scare you, they certainly are not BIG enough. Jeff will share a remarkable story of how The Union League of Philadelphia has changed its' culture to think and dream BIG and has prospered beyond expectations. The Union League of Philadelphia started on the road to being the #1 ranked City Club in America by dreaming BIG, taking chances and realizing that even though it is one of the oldest clubs in the country tomorrow it will be the youngest it will ever be... ever again!

A Focus on Retail Operations:

Key Industry Metrics for Analysis and Growth

Tracy Moffat – K&K Consulting

This session will focus on analyzing current business and growing future business using the Key Retail Metrics: Sales, Cost of Sales, Gross Profit, Inventory Turnover, and Dollar-per-Round. Each metric will be discussed and compared to Industry Benchmarks as compiled annually by the Association of Golf Merchandisers. Practical information will be shared on tracking, analyzing, and improving each metric - where to get the information and how to use it. Attendees are invited to come with questions on these key retail metrics and leave with information to grow a more profitable retail operation. Simple Excel spreadsheets discussed in the session will be available for attendees to use at their own facilities.

Strategic Planning – a Plan or a Process

Jack Sullivan, Jr., CCM, K, K&W and

Phillip G. Newman, RSM, US LLP

This workshop will be an interactive presentation designed to give the participants a better understanding of the critical components of a strategic plan, its purpose and how to ensure that it remains a living process. We will discuss how to ensure that your club's process becomes one that is constantly reviewed, evaluated and updated as necessary, rather than one that finds a dormant place on a shelf or in a computer file. We will also focus on making the plan the entire Club's plan, rather than the Board's or Management's. The presenters and panel of club general managers will focus on the key tactics, aligning the process with the annual business plan and traditional measurement tools and metrics, and sharing actual successful experiences in developing an action plan at a private club. Interaction with the attendees, discussing the challenges and success at their clubs will be encouraged.

Smart Clubs of the World

George Stavros – Pacesetter Technology

In 2017, we're operating in the expectation economy. The technology fueling innovation across industries, now influences your member's expectations around everything from personalized fitness and nutrition to how they spend their family time. In an effort to help club managers thrive amid relentlessly rising expectations, this presentation illuminates the trends feeding into the expectation economy and offers a compelling look at the innovative technology and proactive service offerings employed by The World's Smartest Clubs. Attendees will gain concrete ideas on leveraging technology to improve the member experience, including actionable tips that don't require additional budget and resources.

The Shift - Coffee & Tea

Griffin McNeil, Marketing Manager

and Jeff Bishop – Regional Executive, Royal Cup Coffee

As we all look to attract the current and next generation, it is important to note and react to the Shifts taking place in coffee and tea today. We will take a look at trends, taste what's new and share practical application.

2017 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.

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

QUAIL WEST
NAPLES

Wednesday, August 2, 2017
9:00am – 12:00pm
\$60 per person*, **

*Includes breakfast, breaks, and handout materials, ** Complimentary with full Club Summit Registrations



LOEWS

DON CESAR HOTEL
ST PETE BEACH

Don Cesar Hotel
3400 Gulf Blvd.
St. Pete Beach, FL
800-282-1116



AGENDA

Friday, September 22, 2017

- 11:00am Registration Opens
- 6:00pm Welcome Reception

Saturday, September 23, 2017

- 7:30am Continental Breakfast
- 8:00am Chapter Business Meeting
- 9:30am Keynote Presentation
Charting the Course through Demographic Change
Ken Gronbach
- 11:00am Spouses "Lunch and Learn"
The Power of YES in YOU! – Jeanne Stafford
- 12:00pm Sponsored Lunch
- 2:00pm ***It's all about Bikes – or is it?*** – Duane Grischow
- 7:00pm President's Dinner – St. Petersburg Yacht Club

Sunday, September 24, 2017

- 7:30am Continental Breakfast
- 8:00am ***Improv YES Words Communication Training***
Jeanne Stafford

Meeting Notes:

ATTIRE

Business Meeting/Education:

Resort Casual (no Tee shirts, cargo shorts or jeans)

Opening Reception and Chapter Dinner:

Resort Casual (no tee shirts, cargo shorts or jeans)

CMAA CREDITS

Full participation in all education programs will yield a total of 10.5 education and activity credits.

Accommodation Details

Superior Room	\$219.00*
<i>*plus applicable taxes</i>	

Notes:

Reservation deadline August 31, 2017.

Resort Fee - \$15.00 per day.

10% off all Spa Services.

Sponsored By:



WEEKES CALLAWAY

better is our policy





***Charting the Course
through Demographic Change***
Kenneth W. Gronbach

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!



It's all about Bikes - or is it?
Duane Grischow

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.



***Improv YES Words
Communication Training***
Jeanne Stafford

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:

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

The Power of YES in YOU – Spouses Lunch & Learn

Jeanne will lead lunch guests in an interactive discussion where they will learn to communicate with brevity and clarity. Jeanne trains her audiences to use YES Words and think like an improviser to communicate without a script in EVERY space they enter. This smaller group will learn how developing an awareness of their inner YES will enable them to be a greater support to their families and most importantly to themselves.



St. Petersburg Yacht Club



PRESIDENT'S DINNER

Saturday, September 23, 2017

Join us at the beautiful St. Petersburg Yacht Club for our Annual President's Dinner. This event is always a treat and a don't miss event. Come celebrate and toast our President Mitch Krach, CCM, CCE and the entire Chapter Board.

2017 REGIONAL EDUCATION AND EVENTS

Everglades

April 26	Wildcat Run Golf & Country Club	Social Media Strategies - Shanna Bright Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services
May 24	Quail West Golf & Country Club	Trends and Ideas Round Table
August 17	Audubon Country Club	If Disney Ran Your Club What Would it Look Like? - John Formica
August 31	Conference Call	John Formica - Session Tune Up
October 4	Kensington Country Club	When Good Ain't Good Enough - Walter Bond
October 22-23	Everglades Region Charity Event	

Gator Region

April 13	Tara Golf & Country Club	When Good Ain't Good Enough - Walter Bond
May 10	Venice Golf and Country Club	Trends and Ideas Round Table
July 13	Laurel Oak Country Club	If Disney Ran Your Club What Would it Look Like? - John Formica
July 26	Conference Call	John Formica - Session Tune Up
October 16	Heritage Oaks Golf & Country Club	Social Media Strategies - Shanna Bright Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services
November 2017	Gator Region Charity Event	

North/Sunshine

March 8	TPC Sawgrass	If Disney Ran Your Club What Would it Look Like? - John Formica
March 29	Conference Call	John Formica - Session Tune Up
April 4	Serenata Beach Club	Trends and Ideas Round Table
May 2	Oceanside Country Club	Social Media Strategies - Shanna Bright Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services
July 6	Deerwood Country Club	When Good Ain't Good Enough - Walter Bond
September 18	Sunshine Region Charity	Interlachen Country Club
November 2017	North Region Charity Event	North/Sunshine Charity Event

Seminole Region

February 28	Jonathan's Landing Golf Club	Act Now!!! Why starting the H-2B visa process now can turn your H-2B visa process into a stress-free staffing solution! - Keith Pabian, Pabian Law
April 24,	Old Marsh Golf Club	Social Media Strategies - Shanna Bright Cyber Security and Future Technology for your Club - Noel Wixsom, Club Tech Services
May 22	Royal Palm Yacht & Country Club	When Good Ain't Good Enough - Walter Bond
June 11-12	Boca West Country Club	Seminole Region Charity Event
July 17	Woodfield Country Club	If Disney Ran Your Club What Would it Look Like? - John Formica
August 8	Conference Call	John Formica - Session Tune Up
October 9	Willoughby Golf Club	Trends and Ideas Round Table

2017 REGIONAL EDUCATION AND EVENTS

CMAComplimentary FLCMAA Webinars

March 1	Club Benchmarking	Lost in Translation: Communicating with Your Board in the Language of Finance
March 22	Bryan K. Williams, Inc.	How to engage and lead the millenials on your team (target: leadership role)
April 5	Profitable Food Facilities	Maximizing Food and Beverage Sales & Profits at Your Private Club
May 17	Bryan K. Williams, Inc.	7.5 Keys to sustain exceptional service on your team
August 23	Club Benchmarking	Value Creation: The Connection Between Culture, Value and Investment
September 6	Profitable Food Facilities	Advanced Methods for Managing a Profitable Private Club F&B Operation
October 10	Bryan K. Williams, Inc.	5 Ways to Elevate Your Personal Brand

Note: Speakers and dates are subject to change.

Please visit the Chapter website at www.flcmaa.org for updated information and schedules.

2017 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:



JOHN DEERE GOLF





Florida Chapter CMAA
P.O. Box 2561
Palm City, FL 34991

2017 SUMMER CONFERENCE SERIES

JULY 30 - AUGUST 2, 2017 • THE RITZ, NAPLES

SEPTEMBER 22 - 24, 2017 • DON CESAR HOTEL, ST. PETERSBURG BEACH

Conferences Sponsored by:



AND THEIR FLORIDA DISTRIBUTORS



FLCMAA

Florida Chapter CMAA

P.O. Box 2561 • Palm City, FL 34991 • 561-691-6849