

FLORIDA CHAPTER CLUB INTERNSHIP PROGRAM



**FLORIDA
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

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WHAT IS THE FLCMAA INTERNSHIP PROGRAM?

The FLCMAA Internship Program is a program developed by the Florida Chapter to link students who attend a four-year University Hospitality and Restaurant Management Program with Florida Clubs and Club Managers for purposes of potential internship and employment opportunities.

OVERVIEW

The Club Managers Association of America (CMAA) is the professional Association for managers of membership clubs. With close to 6,500 members across all classifications, our manager members run more than 2,500 country, golf, city, athletic, faculty, yacht, town and military clubs. The objectives of the Association are to promote and advance friendly relations among persons connected with the management of clubs and other associations of similar character; to encourage the education and advancement of its members; and to assist club officers and members, through their managers, to secure the utmost in efficient and successful operations.

The Association's Club Foundation supports the advancement of the club management profession. The Club Foundation sponsors research, funds industry education programs, provides financial assistance to educational institutions and awards scholarships to outstanding students interested in the club management profession.

MEMBER CLUB FACTS AND FIGURES

Club Employees and Members

- Clubs employ more than 390,000 employees.
- Club payrolls equal \$10.6 billion.
- Clubs serve between 1.8 and 2.1 million members.

Club Outreach Programs

- Clubs hosted an estimated 17,000 charitable golf tournaments in 2015, raising an estimated \$150 million for those charities.

Economic Impact of Clubs

- The total direct economic impact for clubs in 2022 was over \$23 billion, including all tax revenues generated as a result of club activities.
- Clubs spend \$2.8 billion on goods and an additional \$2.2 billion on services in their local communities.
- Clubs as a whole pay \$2.8 billion in total taxes; \$1.6 billion of which are local and state taxes.

ASSOCIATION SERVICES

Professional Development

CMAA's Lifetime Professional Development Program prepares our members to lead, succeed, innovate, stretch boundaries, expand expertise and create a thriving club environment.

Certified Club Manager (CCM): The CCM designation is known as the hallmark of professionalism in club management. It is a valuable and widely respected mark of a manager's commitment to professional development and the club industry. On average, Certified Club Managers earn 25 percent more than their non-certified counterparts.

Certified Chief Executive (CCE): The CCE designation was developed to recognize managers who have demonstrated the ability to successfully serve as the most senior management within a club.

Master Club Manager (MCM): The MCM designation is a certification and recognition program for professionals who have made extraordinary, long-lasting contributions to the club industry.

STUDENT MEMBERSHIP AND DEVELOPMENT

Undergraduate and/or graduate hospitality management majors enrolled in four-year accredited colleges or universities are eligible to apply for a CMAA student membership. CMAA recognizes its responsibility to assist students in gaining a better understanding of the club management profession and in selecting a career in this sector of the hospitality industry. There are currently 45 CMAA student chapters and colonies and more than 1,200 student members.

The association affords Managers superb educational opportunities through local, regional, and national seminars and courses. In addition, Business Management programs have been established with the following universities: Cornell, Michigan State, University of Nevada at Las Vegas, California Polytechnic University, and Georgia State University, to name a few. In addition, CMAA has established one of the most comprehensive certification programs of any profession.

Annually, the association conducts its conference in a major city within the United States. The World Conference on Club Management and Golf Industry Show is the Association's most visible even of the year. Over the past several years, audiences of nearly 5,000 have attended CMAA's conference and show, which is held in major cities throughout the United States. Members truly benefit from the variety of opportunities available at the World Conference, which includes more than 90 education programs with much hands-on advice that can be easily put into practice.

The Florida Chapter of the Club Managers Association of America, has developed a program to facilitate the process for students to meet Club Managers and vice versa through a program entitled FLCMAA Internship Program. The Clubs and Club Managers within Florida wanted to create a vehicle to attract and retain hospitality management students who were seriously interested in both employment at a private Club and/or interested in a career in the Club Management profession. FLCMAA Internship Program meets these objectives.

WHAT DOES THE FLCMAA INTERNSHIP PROGRAM OFFER? _____

There are several opportunities and benefits that accrue through the FLCMAA Internship Program. These include:

- Opportunities to meet Club Managers and discuss possible employment within the individual Club or the Club Management Industry.
- Intern Program opportunities within individual Clubs.
- Scholarships.

HOW DO WE GET TO MEET CLUB MANAGERS? _____

There are several ways to meet Club Managers. These include the following:

- Involvement in your University's Student Chapter of Club Managers Association of America.
- Club Managers are frequent guest speakers and lecturers at Hospitality Management schools.
- Career Days at Universities with Hospitality Management Programs.
- Employment at a Club or participation in a FLCMAA Intern Program.

HOW DOES THE INTERN PROGRAM WORK? _____

Several Clubs in Florida offer Intern Programs. Each is structured by the individual Manager to provide students with an opportunity to get exposed to multiple facets of Club Management. Internships come in all shapes and forms in the club management profession. To give some parameters and guidance to club managers and students alike, please consider the following types of internships:

Level 1: Position of Experience Based Internship. This is an internship where a student is assigned to a basic club job or staff position but is also oriented to a club's culture, tradition and its operations. Usually a short orientation starts the experience and then the student intern is trained in the position and occupies it for a set time period. Good examples of position internships might include: receptionist, wait staff, an activity staffer in a summer children's or youth program or beverage cart attendant.

Level 2: Rotational Internship. This is an internship where a student rotates through the various departments in the club, which includes one week in each departmental area, such as: clubhouse dining, culinary operations, golf shop operations, golf and tournament management, pool operations, club accounting and financial reporting, grounds and turf management, membership marketing and services, clubhouse event planning and other areas of club operations specific to your club. Student interns would typically rotate through these club departments and then settle into a specific area for a more in-depth orientation and provide service to the club in the second portion of the internship. These are highly rewarding internships for both the club and the student. This type of internship would typically be engaged in at the second level or during the second or third summer of a four-year program. In some colleges, this is the only type of internship that is considered a "true internship" experience and may be the only one accredited by the college. Academic credit and special project status may be assigned to this type of internship.

Level 3: Leadership Internship. This is an internship where a student operates a revenue center for the club and is highly responsible for staffing and providing all operational guidance or leadership in managing this area. This might include the operation of a poolside café or operating the cabana venues at a beach club or running the snack bar on the golf course. This internship is typically considered a third level and is performed during the third or final summer of a college student's four-year program. Candidates seeking this internship are highly experienced students who are ready and able to take on a leadership role and are able to assume full responsibility of an operational area. Academic credit may be earned and a summary report of the experience can be expected.

WHO CAN I SPEAK TO ABOUT THE PROGRAM? _____

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Sample Listing of Florida Clubs with Internship Programs

This is only a partial listing, check www.flcmaa.org/students for updated details.

Addison Reserve Country Club	Delray Beach, FL
Atlantic Beach Country Club	Jacksonville, FL
Audubon Country Club	Naples, FL
Bay Colony Community Association	Naples, FL
Boca Royale G & CC	Englewood, FL
Boca West Country Club, Inc.	Boca Raton, FL
Boca Woods	Boca Raton, FL
Bonita Bay Club	Bonita Springs, FL
Carlouel Yacht Club	Clearwater Beach, FL
Cat Cay Yacht Club	Ft. Lauderdale, FL
Colonial Country Club	Fort Myers, FL
Cypress Woods Golf and Country Club	Naples, FL
Gulf Stream Golf Club	Gulf Stream, FL
Hérons Glen Golf & Country Club	North Fort Myers, FL
Indian River Club	Vero Beach, FL
Island Country Club	Marco Island, FL
Isleworth Golf and Country Club	windermere, FL
John's Island Club	Vero Beach, FL
Jupiter Island Club	Hobe Sound, FL
Kensington Golf & Country Club	Naples, FL
Lake Nona Golf & Country Club	Orlando, FL
Lost Tree Club	N. Palm Beach, FL
Miromar Lakes Beach and Golf Club	Miromar, FL
Mizner Country Club	Delray Beach, FL
Naples Yacht Club	Naples, FL
Ocean Reef Club	Key Largo, FL
Old Marsh Golf Club	Palm Beach Gardens, FL
Palm Beach Polo Golf & Country Club	Wellington, FL
Pelican Sound Golf & Country Club	Estero, FL
Quail West	Naples, FL
RedStick Golf Club	Vero Beach, FL
Serenata Beach Club	Ponte Vedra Beach, FL
Spring Run Golf Club	Estero, FL
St. Andrews Country Club	Boca Raton, FL
The Classics Country Club	Naples, FL
The Club at Ibis	West Palm Beach, FL
The Club at Longshore Lake	Naples, FL
The Country Club at Mirasol	Palm Beach Gardens, FL
The Country Club of Orlando	Orlando, FL
The Founders Club	Sarasota, FL
The Loxahatchee Club	Jupiter, FL
The Plantation at Ponte Vedra Beach	Ponte Vedra Beach, FL
The Sanctuary Golf Club	Sanibel, FL
The Slammer and Squire Golf Club / The King and Bear Golf Club	St Augustine, FL
The Venice Golf and Country Club	Venice, FL
Timuquana Country Club	Jacksonville, FL
Trilogy at Ocala Preserve	Ocala, FL
Vasari Country Club	Bonita Springs, FL
Wildcat Run Golf & Country Club	Estero, FL
Wilderness Country Club	Naples, FL
Woodfield Country Club	Boca Raton, FL
Wyndemere Golf & Country Club	Naples, FL



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