

# CMAA EDUCATION 2024



**FLORIDA  
CHAPTER**



**CLUB MANAGEMENT  
ASSOCIATION OF AMERICA**

**75 years 1949 - 2024**

# CULTURE FRIENDS LEARNING GROWTH 75 YEARS

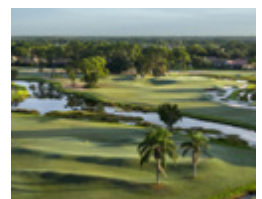
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June 9-12  
Sunseeker  
Resort  
Port Charlotte, FL



PAGE 11

August 25-28  
PGA National  
Resort  
Palm Beach Gardens, FL



**2024-2025 Board of Directors**



**President**  
**Carmen Mauceri, CCM, ECM**  
The Club at Mediterra



**Immediate Past President**  
**Kevin Bauer, CCM, CCE**  
Gulf Stream Golf Club



**Vice President**  
**Michael Feil, CCM, CCE**  
Jupiter Island Club



**Secretary/Treasurer**  
**Ken Kouril, CCM, CCE, CAM**  
Club Pelican Bay



**Everglades Region Director**  
**David Mangan**  
Royal Poinciana Golf Club



**Everglades Region Director**  
**Brian Bartolec**  
Shadow Wood Country Club



**Gator Region Director**  
**Bruce Furman, CCM**  
Venice Yacht Club



**Gator Region Director**  
**Kelly Grabowsky, CCM**  
Sarasota National



**North/Sunshine Region Director**  
**David Main, CCM, CCE**  
Oceanside Country Club



**North/Sunshine Region Director**  
**Haus Crover, ECM**  
Jacksonville Golf & Country Club



**Seminole Region Director**  
**Robert Martin, CCM, CAM**  
Wycliffe Golf & Country Club



**Seminole Region Director**  
**Edwin Latalladi, CCM, CAM**  
Frenchman's Reserve POA



**Executive Director**  
**Beth Sargent**

**2023/24 Committee Assignments**

**Partner Program**  
Kelly Grabowsky, CCM

**Membership**  
David Mangan

**Bylaws/Ethics**  
David Main, CCM, CCE

**Nominating Committee**  
Michael Bradfield, CCM, CCE

**The Club Foundation**  
LuAnn Giovannelli, CCM, CCE

**Student Development**  
Bruce Furman, CCM

**Professional Development**  
Robert A. Martin, CCM, CAM

**Wine Society**  
Hans Grover, CCM

**Ambassador Program**  
Ed Latalladi, CCM, CAM

**Scholarship Committee**  
Brian Bartolec

**Strategic Planning**  
Michael Feil, CCM, CCE

**Partners & Sponsors**

**Platinum Partner**

Peacock + Lewis Master Planning | Architecture | Interior Design, LLC

**Diamond Partners**

CBIZ Weekes Callaway  
The Toro Company/Hector Turf and Wesco Turf, Inc

**Ruby Partner**

Zenith

**Emerald Partner**

John Deere Golf/Everglades Equipment Group

**Gold Partners**

Advanced Exercise	RSM US LLP
Chambers	Seasonal Connect
Club Benchmarking	Whoosh
Dex Imaging	AM Design Group
GreenspoonMarder Law	Tri-Vin
Hedrick Brothers	South African Safari
Marsh & McLennan Agency	Anderson - Moore Construction Corp
McMahon Group	Republic National Distributing Co., LLC
MTL International Work & Travel	

**Silver Partners**

Relay	Pabian Law
BSA Construction	Royal Cup Coffee and Tea
ClubSafe, Inc	The Weitz Company
Craft Construction	Think Technologies Group
Eustis Chair, LLC	Club Realty Group
Insurance Management Corporation	Everhart Advisors
Jonas Club Software	5 Star Valet
Northstar	



## IMPORTANT DATES TO REMEMBER



**WORLD CONFERENCE & CLUB BUSINESS EXPO**  
MARCH 4-8 - LAS VEGAS, NV

**CMAA World Conference**  
Las Vegas, NV  
March 4-6, 2024

**Leadership/Legislative Conference**  
September 2024  
TBD

**Joe Perdue Certification Review Course & CCM Exam**  
Georgia State University - Atlanta, GA  
January 15-18, 2024  
November 18-23, 2024

**BMI Club Management**  
Georgia State University - Atlanta, GA  
March 18-22, 2024  
September 16-20, 2024  
October 7-11, 2024

**BMI Food & Beverage Management**  
Hilton University of Houston  
March 18-22, 2024  
September 30-October 4, 2024

**BMI Tactical Leadership**  
Cornell University - Ithaca, NY  
October 21-25, 2024

**BMI Wine and Food Experience**  
TBD

**BMI International**  
TBD

**BMI General Manager/Chief Operating Officer**  
Michigan State University - East Lansing, MI  
October 14-18, 2024

**BMI Golf Management**  
The Club at Admirals Cove - Jupiter, FL  
May 6-10, 2024  
September 23-27, 2024

**BMI Leadership Principles**  
Jonathan Club - Los Angeles, CA  
March 25-29, 2024  
October 7-11, 2024

**BMI Sports & Recreation Management**  
Scottsdale, AZ  
January 8-12, 2024

**BMI Strategic Leadership**  
Boston, MA  
July 15-19, 2024  
November 4-8, 2024

## 2024 REGIONAL EDUCATION SCHEDULE

EVERGLADES REGION	CLUB	SPEAKER
Tuesday, March 26, 2024	Worthington Country Club	Ben Lorenzen
Tuesday, May 14, 2024	Heritage Bay Golf & Country Club	Chris Clews
Tuesday, September 17, 2024	Quail Creek Country Club	Gina Brennan
Tuesday, October 22, 2024	Hideaway Beach Club	Robb Holman
GATOR REGION	CLUB	SPEAKER
Wednesday, March 27, 2024	Tampa Yacht & Country Club	Ben Lorenzen
Wednesday, May 15, 2024	Bird Key Yacht Club	Robb Holman
Wednesday, September 18, 2024	St. Pete Yacht Club	Gina Brennan
Wednesday, October 23, 2024	Sarasota Yacht Club	Chris Clews
NORTH/SUNSHINE REGION	CLUB	SPEAKER
Thursday, March 28, 2024	San Jose Country Club	Ben Lorenzen
Thursday, May 16, 2024	Jacksonville Golf & Country Club	Robb Holman
Thursday, September 19, 2024	Hammock Dunes Club	Gina Brennan
Thursday, October 24, 2024	Sawgrass Country Club	Chris Clews
SEMINOLE REGION	CLUB	SPEAKER
Monday, March 25, 2024	St Andrews Country Club	Ben Lorenzen
Monday, May 13, 2024	The Club at Quail Ridge	Chris Clews
Monday, September 16, 2024	Hunters Run Country Club	Gina Brennan
Monday, October 21, 2024	Mizner Country Club	Robb Holman

## 2024 WEBINAR SCHEDULE

Wednesday, February 21, 2024	CBIZ	Health Insurance through a new Lense-Cigna re-emerging in the Club Space
Wednesday, March 13, 2024	McMahon Group, Kevin Carroll, CCM, CCE, CAM, ECM	Outlook 2024: Still Much More to Be Done
Wednesday, March 27, 2024	Shanna Bright, Private Clubs Online	Chat GBT/Ethics/AI
Wednesday, April 10, 2024	Robyn Stowell, SpencerFane	Ten Scary Things Your Lawyer Does Not Want to Hear You Say
Wednesday, April 24, 2024	Brad Steele, Private Club Consultants	Washington Update
Wednesday, May 08, 2024	Keith Pabian, Pabian Law	Keith Staffing, Retention International Workers and an Exiting Announcement
Wednesday, May 22, 2024	Dennis Pearlman, Everhart Advisors	Executive Benefit Plans
Wednesday, July 10, 2024	Larry Corman, GreenspoonMarder	All Things Legal
Wednesday, July 24, 2024	Club Benchmarking	Capital Efficiency
Wednesday, August 07, 2024	John Schultz - CLI	How does the Golden Circle relate to the WHY in private clubs
Wednesday, September 11, 2024	Shanna Bright, Private Clubs Online	Interdepartmental Communications
Wednesday, September 25, 2024	Dennis Pearlman, Everhart Advisors	Current Market Update
Wednesday, October 02, 2024	Larry Gulko, Brand New Day	Write the Book You Want to Read

Note: Speakers and dates are subject to change. \* Please visit the Chapter website at [www.flcmaa.org](http://www.flcmaa.org) for updated information and schedules. Members must complete the entire webinar to receive education credits. Registration required.



# 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.



## 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](http://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](http://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: 4 members

CCE designation: 62 (6%)

CCM designation: 206 (27%)

Honor Society Members: 96 (12%)

Total Chapter Members: 906





## CMAA 11 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.

### 11. INTEGRATED TECHNOLOGY

Technology strategy; technology management; cybersecurity; back up and disaster recovery plans; reservation systems; member data management; software selection; planning for technology.

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

**Regional Education Sessions  
are a great opportunity to  
expose your team to excellent  
education and the benefits of  
membership in CMAA.**



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

## *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.



MAY 2024

READ UNSTUCK

JUNE 2024

Meet the Author Reception  
June 9 at Summer Conference



UNSTUCK offers a path forward for those who are "stuck"—despite the comfort, security, and what should feel like success. Do you feel disengaged from a life that looks good on paper? Do you feel like there must be something more? This is your guide to getting unstuck, breaking free of your comfortable cocoon, and discovering what you are meant to be. Through the story of George Johnson, a man in a position much like yourself, you'll learn how to shed the boredom, emptiness, and confusion so you can get on with your life. Whether you need a complete overhaul or just a jumpstart, you'll find the advice you need to start making it happen.



\$125 - includes book, study guide, small group mentor calls, and meet Randy reception

\$75 - includes book, study guide, small group mentoring only

RANDY GRAVITT  
*Unstuck*

MORE INFORMATION

# CLUB CERTIFICATE PROGRAM

## ONLINE CLUB MANAGEMENT EDUCATION

Join the Florida Chapter and RCS Hospitality for an online, self-paced course through the 11 CMAA Core Competencies. Activities include webinars, white papers, club assessment programs, and testing.

The program gains 22 CMAA Associate credits upon completion.

DETAILS & REGISTRATION

# The Art of Leadership

6 Hour CMI Workshop

## Trending Leadership Competencies & Advanced Strategies

This highly energetic and inspirational workshop will concentrate on the unwavering devotion and duty to be faithful to a greater cause, our members, our values, our team, and your brand. We must honor and champion the delivery of our proud existence through authentic interactions between our promise and member experiences. Leaders are superior champions and are the guardians of their noble traditions and promote a positive atmosphere, service excellence, and cultural consistency.



Andy Stangenberg  
Q-Principle

Superior leaders are innovators, motivators, and visionaries while constantly creating new landscapes to challenge the status quo and inspire memorable service experiences. The curriculum is fun and thought-provoking while celebrating your culture as brand ambassadors and inspirational leaders of a new era in our industry.

WEDNESDAY  
AUGUST 28, 2024  
SUNSEEKER RESORT

\$350 includes breakfast, lunch, breaks, materials & education

6 CMI credits available

"A vibrant community designed to enhance the benefits of CMAA membership by engaging, developing, and empowering the emerging leaders of the Private Club industry through targeted educational, networking, and professional development opportunities."

Check the FLCMAA website - Young Professionals tab for more details

FLCMAA  
Young Professionals

Look for details on events and activities through the year





# SUMMER CONFERENCE SERIES / JUNE



**SUNSEEKER**  
RESORT  
*Charlotte Harbor*

**June 9 - 12, 2024**



## ACCOMMODATION DETAILS

Standard - \$190.00

One Bedroom Sunsuite - \$349.00

Two Bedroom Sunsuite - \$479.00

Three Bedroom Sunsuite - \$659.00

*Check website for reservation links.*

### NOTES:

Room nights are plus tax

Rate available 3 days pre and post upon availability

Daily Resort Fee waived

Complimentary self parking

Attire is business casual – no jeans or cargo shorts



## CONFERENCE SCHEDULE

### Monday, June 10

8:30am Chapter Business Meeting

10:00am Vendor Showcase

10:30am **Keynote Speaker**  
**Sebastain Junger**

12:00pm Lunch/ Vendor Showcase

1:00pm **Randy Gravitt**

2:45pm Vendor Showcase

3:00pm **Traci Brown**

7:00pm Chapter Dinner - TBD

### Tuesday, June 11

9:00am **Alan Stein, Jr.**

10:30am Vendor Showcase

11:00am **GM Panel**

12:30pm Lunch/Vendor Showcase

1:30pm **Ryan McAndrew, RSM**

3:00pm Break

3:30pm **Ryan Hawk**

### Wednesday, June 12

9:00-4:00pm CMI – Andy Stangenberg  
The Art of Leadership  
Fee \$250 pp



## CONFERENCE FEES

Members: \$975

Guest: \$250 (Chapter Dinner only)

Child under 8: Complimentary

Child 8 – 15: \$75

Child over 15: \$150.00



### Randy Gravitt Book Club Reception

Sunday, June 9, 6:30pm  
included in Book Club Series,  
additional attendees \$100pp.

## SPONSORS



## CONFERENCE SPEAKERS

### KEYNOTE SPEAKER:

#### Sebastian Junger - TRIBE

Sebastian Junger is the #1 New York Times Bestselling author of [THE PERFECT STORM](#), [FIRE, A DEATH IN BELMONT](#), [WAR](#), [TRIBE](#) and [FREEDOM](#). In his new book “*In my Time of Dying*”, lifelong atheist almost dies, sees his father floating above him and starts to question everything he once believed. As an award-winning journalist, a contributing editor to Vanity Fair and a special correspondent at ABC News, he has covered major international news stories around the world, and has received both a National Magazine Award and a Peabody Award.

Combining history, psychology, and anthropology, TRIBE explores what we can learn from tribal societies about loyalty, belonging, and the eternal human quest for meaning. It explains the irony that-for many veterans as well as civilians-war feels better than peace, adversity can turn out to be a blessing, and disasters are sometimes remembered more fondly than weddings or tropical vacations. TRIBE explains why we are stronger when we come together, and how that can be achieved even in today’s divided world.



#### Randy Gravitt – UnStuck

Randy Gravitt is an author, speaker, and executive coach who encourages leaders to reach their potential. In 2014, Randy founded INTEGRATE Leadership where he currently serves as the CEO (Chief Encouragement Officer), leading a team of coaches and consultants who work with high-performance leaders, organizations, and teams around the world. As a speaker,

Randy delivers keynotes and training workshops on the topics of leadership, team building, organizational effectiveness, and peak performance. The organizations he has helped include Chick-fil-A, Grand Hyatt, Kroger, Fellowship of Christian Athletes, and the Winshape Foundation. Additionally, Randy served as one of the leadership coaches for the Pittsburgh Pirates from 2013-18, and currently works with the coaching staff of the Buffalo Bills.

Randy has co-authored two books with Dan Webster, *Finding Your Way*, and *UNSTUCK*. Both titles are aimed at helping leaders discover their passion and live fully engaged lives. Randy also encourages leaders to win at work AND home through his *Chasing Greatness Podcast*.



#### Traci Brown – Liar Liar, Pants on Fire – Two Truths and a Lie

Learn to read fraudsters like a book with renowned body language expert Traci Brown. You can quit second guessing your instincts and immediately tell fact from fiction when Traci teaches the nine telltale signs someone is lying, how to quickly uncover the truth and how to keep nefarious people from making you a victim. Discover how to win the game of ‘Two Truths and a Lie’

you play every day with clients, boss, your team and prospects. In this fast paced session, you will discover how to use Traci’s 9 point Fraud Spotting System to separate the lies from the truth so you don’t innocently step into a business, life or reputation destroying event.

You can quit second guessing your instincts and immediately tell fact from fiction when Traci teaches the nine telltale signs someone is lying, how to quickly uncover the truth and how to keep nefarious people from making you a victim.



#### Alan Stein, Jr. – How to Effectively Manage Stress, Avoid Stagnation, and Beat Burnout

What do the most successful people do to continually get better? Sustaining high performance in business and life boils down to the ability to develop strategies for leveling up three key areas:

- PERFORM is about managing stress in the day to day
- PIVOT is about avoiding stagnation in your current situation
- PREVAIL is about beating burnout and making a lasting impact.

Known for the actionable strategies and tools for achieving high performance in his signature program, *Raise Your Game*, Alan Stein, Jr. takes the next step with this program – teaching audiences how to remain there. *Sustain Your Game* offers a different approach: improve productivity, impact, results, and fulfillment... while simultaneously decreasing burnout, attrition, and stress.

- Sustain Your Game will empower you to:
- Heighten clarity on your true purpose
- Embrace ways to maximize the unseen hours
- View accountability from your inner circle as a gift
- Effectively improve emotional intelligence
- Create standards and systems to sustain fulfillment



#### Ryan McAndrew, Industry Senior Analyst – RSM US. LLP – State of the Industry – How the current economic climate affects Private Clubs

The past few years have been a rollercoaster to say the least! Prices on everything have climbed, supply chains are still disrupted and member expectations continue to change. This session gives you a landscape of where we are and what we can anticipate on the horizon.



#### Ryan Hawk – The Score That Matters

Ryan Hawk is the host of *The Learning Leader Show*. He has recorded more than 500 episodes over the past 8 years. Forbes called *The Learning Leader Show*, “[the most dynamic leadership podcast around.](#)” Inc Magazine said, “[it’s one of the 5 podcasts to make you a smarter leader.](#)” Apple named it an “all-time best seller” in 2020 and 2021.

Ryan is the author of *Welcome to Management: How To Grow From Top Performer To Excellent Leader*. [Book Authority](#) named it to its 100 Best Management Audiobooks of all time (#25). Forbes called it, “[the best leadership book of 2020.](#)” Ryan’s second book is called *The Pursuit of Excellence: The Uncommon Behaviors of The World’s Most Productive Achievers*.

Ryan will walk us through how to elevate the quality of our individual contributions - building more committed, productive, and engaged teams at every level in your business. Ryan weaves empirical findings into compelling stories drawn from research, experience, and podcast interviews with hundreds of the world’s most effective leaders.

Previously, Ryan worked in corporate America for 12 years. He started as an entry-level telephonic sales rep and worked his way to manager, director, and ultimately VP of sales for a multi-billion-dollar company.





# SUMMER CONFERENCE SERIES / AUGUST

# PGA

NATIONAL RESORT  
PALM BEACH GARDENS

400 Ave of the Champions  
Palm Beach Gardens, FL 33418  
(800) 863-2819  
www.pgaresort.com



**August 25 - 27, 2024**

## ACCOMMODATION DETAILS

Standard View - \$219.00

Junior Suite - \$219.00

*Check website for reservation links.*

### NOTES:

Room nights are plus tax

Resort fee waived

Self-parking available

Attire is business casual – no jeans or cargo shorts



## CONFERENCE FEES

Members: \$975

Guest: \$250 (Chapter Dinner only)

Child under 8: Complimentary

Child 8 – 15: \$75

Child over 15: \$150.00

## CONFERENCE SCHEDULE

### Monday, August 26

- 8:30am Chapter Business Meeting
- 9:30am **Keynote Speaker  
Joshua Foer**
- 10:30am Vendor Showcase
- 11:30am Lunch/Vendor Showcase
- 1:00pm **F&B Panel**
- 2:30pm Vendor Showcase
- 3:00pm **Marveless Mark**
- 7:00pm Chapter Dinner  
The Club at Ibis



### Tuesday, August 27

- 9:00am **Jennifer Beckham**
- 10:30am Vendor Showcase
- 11:00am **Golf & Sports Panel**
- 12:30pm Lunch/Vendor Showcase
- 1:30pm **Kristin Soltis Anderson**
- 3:00pm Break
- 3:30pm **Josh Lifrak**



### Wednesday – August 28

2 CMI Workshops

Club Spa & Fitness Summit  
Fee \$150pp

Communications & Marketing Summit  
Fee \$399pp



## SPONSORS



## CONFERENCE SPEAKERS

### KEYNOTE SPEAKER:

#### Joshua Foer

Foer delves into the lessons learned from *Moonwalking with Einstein*, inspiring audiences to become a master at their own game, whether in the boardroom or the clubhouse. Sharing the memory techniques that earned him the unlikely title of US Memory Champion, Foer discusses what it takes to surpass the competition and become an expert through mindful practice. Describing how he overcame the “OK Plateau,” Foer shares how perseverance, concentration and creative thinking are crucial to overcoming limitation. He also demonstrates a variety of memory techniques – pioneered by the Greeks and Romans – to help train the brain and enhance our ability to remember.



navigate these complicated times. She is author of *The Selfie Vote: Where Millennials Are Leading America* and appears on-air regularly as a CNN political contributor, speaking regularly about how Millennials and Gen Z are reshaping politics, business and society.

In a cutting-edge, customized presentation, Anderson takes the audience through the substantial shifts in American politics that have occurred in the twenty-first century caused by demographic trends, technological shifts, and changing cultural attitudes.

Through her research on general divides, she possesses unique insights into Gen Z and Millennial attitudes that will share the coming decades of American Politics.

#### Josh Lifrak – Limitless Minds

“Fundamentals of Thinking + Getting to Neutral: your mindset is a competitive advantage”

- Fundamentals of thinking (How to think like a Champion)
- Establishing mindset, Why it’s important, Core mindset strategy Neutral Thinking
- Change is Inevitable, Growth is Optional
- By learning and using the neutral mindset and applying it, growth through change (versus resistance to change), typically becomes the only option. Judgment is removed and there is just what is in front of us vs. what we think about it.
- How Neutral Thinking helps us lead through Challenge, Change, and Adversity
- How to get to neutral
- Get to Neutral strategies: leading through change, challenge, adversity and pressure
- Get to Neutral Activity: Scenarios to practice using Get to Neutral state



#### Marveless Mark – Opportunity Rocks

In today’s world of monotonous conferences and fragmented teams, this rock and roll keynote experiences will be a game-changer. By fusing the electrifying spirit of rock music with proven teambuilding strategies, Mark won’t just energize our event – he will break down silos, foster authentic connections among team members, and set the stage for collaborative success.




#### Jennifer Beckham - Hiding Behind Happy: Finding True Excellence in the Messiness of Life

In the wake of profound grief after the devastating loss of her husband to COVID, Jennifer Beckham confronts the relentless quest for perfection that often leads to burnout and disillusionment. Inspired by Vince Lombardi’s notion that the pursuit of perfection brings us closer to excellence, Jennifer proposes a transformative approach to excellence – one that is realistic, attainable, and rejuvenating. This inspirational session explores how true excellence lies not in flawlessness, but in authenticity, grace-based teamwork, and the courage to embrace life’s imperfections.



#### Kristin Soltis Anderson

The 2023 election is approaching fast, and leaders across every sector and industry are trying to navigate the turbulent political climate and rising generational divides. As a pollster, speaker and commentator, Kristen Soltis Anderson helps leaders learn how to



## SUMMER CONFERENCE CHAPTER DINNER

THE CLUB AT IBIS

MONDAY, AUGUST 26  
7:00 PM

*Details to Follow*





## Club Spa & Fitness Summit

### Club Trends & Data Points More Details to Follow

Wednesday, August 28  
PGA National Resort, Palm Beach Gardens, FL  
9:00am - Noon  
\$150 pp  
Includes breakfast and handout materials

## Membership Marketing Communications

ALL THINGS MEMBER ENGAGEMENT

Is your club attracting the right members?  
Are you communicating effectively to all segments of the membership?  
Does your club have a crisis management plan?  
Are you prepared for a cyber-attack?  
Wow – let's hope so.

Come and join Industry Leaders, SWFMDA, and membership and marketing professionals share their organization planning, and creative methods of communication in today's world.

Wednesday, August 31  
PGA National Resort, Palm Beach Gardens  
10am - 4pm  
\$399 pp  
Includes breaks, lunch, and handout materials





**FLORIDA  
CHAPTER**  
CLUB MANAGEMENT  
ASSOCIATION OF AMERICA

The Florida Chapter  
Wishes to Sincerely Thank

**PEACOCK + LEWIS**  
MASTER PLANNING | ARCHITECTURE | INTERIOR DESIGN



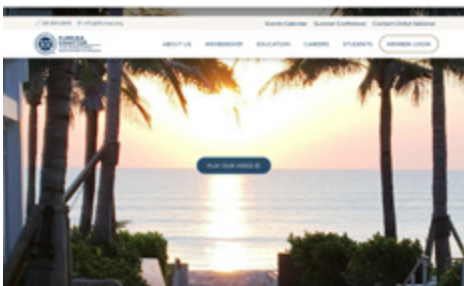
Thank you for your long-standing support and generosity in making best-in-class education available for our Chapter members.

FLCMAA MOBILE APP



Out of respect for the host club and the cost of producing high-quality events, the Chapter will be charging a **No-Show Fee** of \$60 for reservations not canceled within 48 hours of the event. Email must be sent and confirmed to [info@flcmaa.org](mailto:info@flcmaa.org) to cancel or adjust reservations.

We appreciate your understanding.  
**No exceptions can be made.**



*KEEP US POSTED!*

BE SURE TO UPDATE YOUR MEMBER PROFILE ON THE WEBSITE







Ben Lorenzen

## CONTENT IS KING

In a world where content is now King! As hospitality professionals, we need to learn how to create engaging and worthy content for our customers, members, and even ourselves. What makes you stand out in a world of clutter? This session will help identify unique trends, creative outlets, engaging events, and the next-gen in communications!

**Break out Stand out!**

- March 25 - St. Andrews Country Club
- March 26 - Worthington Country Club
- March 27 - Tampa Yacht & Country Club
- March 28 - San Jose Country Club



Gina Brennan  
Gallop Certified Strength Coach  
Her strengths: Developer, Belief, Significance Empathy and Positivity

## COACH MY STRENGTHS

Join us for an interactive, fun, learning opportunity to develop your own leadership identity, gain understanding of those around you and explore proven ways to solve some of your greatest challenges. Learn how using this powerful tool can help you impact engagement at all levels of your club.

- September 16 - Hunters Run Country Club
- September 17 - Quail Creek Country Club
- September 18 - St. Pete Yacht Club
- September 19 - Hammock Dunes Club



Chris Clews  
Speaker|Author| -80's Pop Culture Guy

## EVERYTHING I NEED TO KNOW, I LEARNED FROM 80'S POP CULTURE

Yes, believe it or not, 80s pop culture and particularly the great movies that defined the decade can teach us a lot about our workplace, our business, our careers, and our lives.

Chris combines 20-plus years of marketing experience in a variety of industries with global brands and ad agencies with his unmatched passion for all things 80s to bring a fun, informative, relatable, interactive, and truly unique presentation.

- May 13 - The Club at Quail Ridge
- May 14 - Heritage Bay Golf & Country Club
- October 23 - Sarasota Yacht Club
- October 24 - Sawgrass Country Club



Robb Holman

## UNLEASHING YOUR LEADERSHIP POTENTIAL: THE INSIDE OUT APPROACH

Robb Holman, a renowned global leadership expert, speaker, and four-time author, champions Inside Out Leadership, a philosophy centered on self-discovery and personal growth. This approach guides leaders through a four-step journey: starting with personal leadership, expanding to team leadership, establishing a strong organizational foundation, and culminating in community-driven transformation. Emphasizing trust and authenticity, Inside Out Leadership empowers leaders to unleash their full potential.

- May 15 - Bird Key Yacht Club
- May 16 - Jacksonville Golf & Country Club
- October 21 - Mizner Country Club
- October 22 - Hideaway Beach Club



*Education on  
the Go!*

*Don't miss a  
thing!*

# FLCMAA RESOURCE LIBRARY

## STAY EDUCATED

visit the FLCMAA website at  
[www.flcmaa.org](http://www.flcmaa.org)  
requires member log in to view  
complimentary resources

NOW  
INCLUDES:

OVER 150  
HOURS OF  
EDUCATION  
VIDEOS AND  
INFORMATION

## NEED EDUCATION RESOURCES?

FLCMAA Resource  
Library is your Answer

FLCMAA hosts over 100 hours of  
onsite education each year  
through Regional and Summer  
Conference Education.

We encourage member  
participation in person and the  
use of these resources to train  
your club staff once you get back  
to the Club.

“

*I did then what I  
knew how to do.  
Now that I know  
better, I do better.*

Maya Angelou

”

## WHAT IS IT THAT YOU NEED?

### VIDEO PRESENTATIONS

Video presentations of all Summer  
Conference speakers are available  
for in-club training and personal  
viewing.

### PODCASTS

On the run and need a reminder of  
the key points for motivation  
imparted by our Summer  
Conference presenters? Download  
complimentary podcasts of the top  
10 podcasts from years past and also  
all Summer Conference presenters  
beginning in 2019!

### WEBINARS

Monthly and special webinar series  
events are available in video replay  
and presentation formats.

### MEMBERSHIP HAS IT'S BENEFIT

These tools are complimentary for  
all Chapter Members. All you need  
is your username and password.

All Resources are located in the  
Resource Library on the member  
only section.

### NEED ASSISTANCE?

Call the Chapter office at  
561.691.6849 for more details and  
assistance.



**FLORIDA  
CHAPTER**  
CLUB MANAGEMENT  
ASSOCIATION OF AMERICA





— THE —  
**CORK**  
wine dinner

Join us for once-in-a-lifetime wine and fine dining experiences.

**Exceptional Wines**  
**Exceptional Friends**



Check your email for more details for an event in your FLCMAA Region.





**FLORIDA  
CHAPTER**  
CLUB MANAGEMENT  
ASSOCIATION OF AMERICA

P.O. Box 2561  
Palm City, FL 34991

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LinkedIn - Florida Chapter - Club Managers Association

## SCHOLARSHIP

### 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 three (3) established CMAA Student Chapters - Florida State University (FSU), Florida Gulf Coast University (FGCU), and the University of Central Florida (UCF). The Florida Chapter funds a yearly scholarship program for student members to attend the CMAA World Conference.

### 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 - April 1, 2024.

#### 2023 Scholarship Recipients

- Erin Buchner - Grey Oaks Country Club
- Morgan Buechner - Tara Golf & Country Club
- Chase Chenoweth - San Jose Country Club
- Nadia Dunrod - Aberdeen Golf & Country Club
- Paula Flynn - Club Pelican Bay
- Hannah Greenland - Royal Palm Yacht & Country Club
- Tyler Huizing - Sawgrass Country Club
- Gracie Humbert - Hideaway Beach Club
- Michael Kalil - Naples Grande Golf Club
- Matthew LeFever - Venice Golf and Country Club
- Geovani Lopez - Cypress Woods Golf & Country Club
- Juan Ortiz - The Old Collier Golf Club
- Peter Vargas - Mizner Country Club
- Charles Wolf - Shadow Wood Country Club