**For IMMEDIATE RELEASE**

**(CLUB NAME) Manager Receives Prestigious Professional Designation**

**Contact:**  
(Name)

(Email)

(Telephone Number)

**(City, State)** – (NAME), CCM, CCE, General Manager of the (CLUB) in (CITY, STATE), has been accredited with the Certified Chief Executive (CCE) designation by the Club Managers Association of America (CMAA).

The Certified Chief Executive (CCE) designation was developed to recognize those managers who have shown the ability to successfully serve as the most senior manager in a club. The CCE designation augments the hallmark of professionalism, the Certified Club Manager designation. (NAME) previously earned (HIS OR HER) CCM designation in (YEAR).

(NAME) qualified for the CCE as a (PROFESSIONAL OR RETIRED PROFESSIONAL) member of CMAA who had achieved their CCM designation and admission to the CMAA Honor Society, completed Business Management Institutes Tactical and Strategic Leadership, and served as the top executive in a club (i.e., GM, COO, CEO) for a minimum of five years (can be from multiple clubs).

(NAME) has overseen the operations of (NAME OF CLUB) for (NUMBER) years.

Through its Certification program, CMAA encourages the education and advancement of its members and assists club officers and members in securing the most efficient and successful club operations available.

**About (Your Club)**

**(Insert a brief section here about your club, its founding date, and its role in your local community.)**

**About CMAA**

Founded in 1927, the Club Management Association of America (CMAA) is the largest professional association for managers of membership clubs with 6,800 members throughout the US and internationally. Our members contribute to the success of more than 2,500 country, golf, athletic, city, faculty, military, town, and yacht clubs. The objectives of the Association are to promote relationships between club management professionals and other similar professions; to encourage the education and advancement of members; and to provide the resources needed for efficient and successful club operations. Under the covenants of professionalism, education, leadership, and community, CMAA continues to extend its reach as the leader in the club management practice. CMAA is headquartered in Alexandria, VA, with 42 professional chapters and more than 40 student chapters and colonies. Learn more at [cmaa.org](http://www.cmaa.org).

