

Schedule for “Link Up and Learn” Webinars and Audio Conferences

**Unless otherwise noted, all programs will be from
11:00 a.m.-12:00 p.m. Eastern Time**

Wednesday, December 17

Why Do I Want to Remain a 501-c-7?

Mitch Stump, The Club Tax Book

http://www.cmaa.org/uploadedFiles/For_Members/Economy/501c7Checklist.pdf

Friday, December 19

Economic Trends/Forecasting

Henry DeLozier, Global Golf Advisors

http://www.cmaa.org/uploadedFiles/For_Members/Economy/EconTrendsForecasting121908.ppt

Wednesday, January 7

Bulletproofing F&B Operations: What’s the Difference Between a Sysco Truck and a Brinks
Truck: Thinking of Food as Cash

Bill Schwartz, System Concepts Inc.

Thursday, January 8

Strategic Guidance for Board Re-education

Henry DeLozier, Global Golf Advisors

Tuesday, January 13

Market Positioning for Success: Recruitment and Retention

Rick Coyne, Club Mark

Friday, January 16

Jump Start Your Strategic Leadership Initiatives: Ideas for Clubs Around the Country

Dick Kopplin and Kurt Kuebler, CCM, Kopplin and Kuebler

Wednesday, January 21

What is the IRS looking at When They Look at Non-member Income?

Mitch Stump, The Club Tax Book

Friday, January 23

Maximizing Food and Beverage Revenues

Tom Goodenow, The Harbor Club, Seattle, Washington

Wednesday, January 28
Financial Trends for Clubs
Kevin Reilly, PKF Whittmares

Friday, January 30
The Good, The Bad and the Ugly—Communicating Uncomfortable News to Members and Staff
Crystal Thomas, MCM, Crystal Clear Concepts

Friday, February 13
Revenue Tactics
Henry DeLozier, Global Golf Advisors

Tuesday, February 17
Bulletproofing F&B Operations: Weathering the Perfect Storm - Reducing F&B Costs
Bill Schwartz, System Concepts Inc.

Thursday, February 19
Retention: Back to the Basics
Donna Coyne, Professional Club Marketing Association

Wednesday, February 25
UBIT—Solution or Problem?
Kevin Reilly, PKF Whittmares

Thursday, March 5
Technology for Challenging Economic Times
Bill Boothe, McGladrey and Pullen and Vache Hagopian, Jonas Software Systems

Wednesday, March 11
Bulletproofing F&B Operations: Building Organization Structure Checks and Balances
Bill Schwartz, System Concepts, Inc.

Tuesday, March 17
Thriving on Chaos: Differentiating Between Crisis and Opportunity
Rick Coyne, Club Mark