

Chapter *DIGEST*

The Official Publication for CMAA Chapter Leaders



CLUB
MANAGERS
ASSOCIATION
OF AMERICA

www.cmaa.org

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What's *INSIDE*

Legislative
[page 1](#)

The Club Foundation
[page 2](#)

Professional
Development
[page 2](#)

Career Services
[page 3](#)

Corporate Advantage
Partners
[page 4](#)

Membership
[page 5](#)

Wine Society
[page 5](#)

Association Calendar
[page 6](#)

New Member Totals
[page 7](#)

*The Club Managers
Association of
America Advances
the Profession of
Club Management by
Fulfilling the
Educational and
Related Needs of Its
Members.*

Engaging with Congress: Effective Efforts at the Federal Level

During the height of the recent debt ceiling crisis, President Obama publicly urged Americans to call their Congressional representatives with their thoughts and opinions. He even gave out the US Capitol Switchboard telephone number, (202) 224-2121. What resulted was mayhem as telephone circuits were overloaded with calls from concerned constituents. Similar shutdowns were experienced during the 2010 health care debate.

Waiting until an issue is on the table is not a smart game plan for effective grassroots efforts. As CMAA members, your advocacy efforts to Congress are vital to the club industry. Here is what you can do to communicate effectively and efficiently throughout the year:

- 1. Know Your Legislators.** Start with the member of Congress's website. You can find them at www.senate.gov or www.house.gov. Learn what they like. Do they play golf? Tennis? Enjoy yachting? Are they a member of a club in your area? Where are their local offices located? Many legislators offer open forums when they are home on Congressional recesses. Use these opportunities to interact with your Congressional Representative without leaving your area.
- 2. Communicate Effectively.** Contact from constituents is often a barometer for lawmakers on public opinion within their districts and states. In a 2005 survey by the Congressional Management Foundation entitled *Communicating with Congress: How Capitol Hill Is Coping with the Surge in Citizen Advocacy*, congressional staff rated individualized letters as having the most influence on their member of staff. The least effective were identical-form postal mail such as form letters or postcards where the sender simply signs at the bottom. The well-crafted personal letter remains the most effective means of communication. Remember to use your club letterhead. To speed up delivery, e-mail or fax your letter to your legislator's office. (Remember, due to increased security measures, it can take an additional two weeks for postal mail to reach your Congressional Representative's office.) Don't forget to utilize www.clubindustryvotes.org to facilitate contact with your elected officials!



In addition, many Congressional offices are now embracing social media to help gauge the opinions of their constituents. As reported in a 2010 Congressional Management Foundation survey, Congressional offices are using social media to gauge public opinion, augmenting traditional tools used for that purpose. Nearly two-thirds (64 percent) of the senior managers and social media managers surveyed think Facebook is a somewhat or very important tool for understanding constituents' views and opinions, 42 percent say Twitter is somewhat or very important and 34 percent say YouTube is a somewhat or very important tool for understanding constituents' views and opinions. If you are not following your Members of Congress on social media, you could be missing important information and a chance to engage on the issues that matter to you.

- 3. Don't Forget the Staff.** Each senator and representative has a personal staff in Washington, D.C. and in his or her district or state. The majority of the staff is in Washington, D.C., where they focus on day-to-day legislative issues. Congressional home office staffs are supervised by a district director and usually include a few caseworkers. If you want to meet with your legislators while they are at home, the district office staff is likely to be involved in the scheduling.

Building good working relationships with congressional staff is as important as developing relationships with your Congressional representative. Staff is generally more accessible and legislators rely heavily on information provided by their staffs in making decisions and taking positions on legislation.


Please reprint the entire *Chapter Digest*, or any part, in your chapter newsletters.

Engaging with Congress: Effective Efforts at the Federal Level

You are most likely to be connected with staff, rather than the legislator, when you call a congressional office. Staff may be substituted for legislators in face-to-face meetings.

Do not let the young age of congressional staff deter you. These young persons often represent “the best and the brightest” and their level of interest and understanding of an issue can influence the elected official.

4. **Keep Up To Date.** Just as importantly, you need to keep informed on what is going on. It can be difficult to change the language in a bill once it is up for a vote but it is much easier in the committee stage. Use all of CMAA’s resources including the online monthly *Legislative Report* and always updated *Legislative Summary* to stay informed on all federal matters.

For more information on legislative and regulatory activities, please contact **Melissa Low**, senior director, Communications and Government Relations, at (703) 739-9500. 

The Club Foundation

Calling All Assistant Managers: Scholarship Deadline

Please remind your chapter members that the deadline to submit an application for the Willmoore H. Kendall Scholarship is November 1. This valuable scholarship includes the tuition fees (not including travel expenses) associated with attending all of the following programs:


- BMI I;
- BMI II;
- BMI III;
- BMI Food & Beverage or BMI Golf Management (if required for certification eligibility);
- Certification Review Course (including Study Guide); and
- Certified Club Manager (CCM) Exam Fees.



The Club Foundation®

This highly valuable scholarship can be worth as much as \$7,000, depending on which courses the recipient has left to take. Please be sure to encourage all assistant managers to take advantage of this unique opportunity to help them obtain their CCM designation.

Any individual wishing to apply must be a member of CMAA, an assistant manager, have a minimum of five years managerial experience in the club industry and be actively pursuing the CCM designation with at least one BMI class left to take.

The most important requirement for application submissions, however, is a nomination from your chapter. All applications are due to the chapter with nominations sought by November 1. Chapters must then submit the application of nominated candidates to The Club Foundation by December 1. A complete list of guidelines and a scholarship application are available online at www.clubfoundation.org. Please direct any questions regarding the Willmoore H. Kendall Scholarship to **Nichole Rhodes**, director, Development, at (703) 739-9500. 


Requirements for a Chapter Workshop

One of the best opportunities available for chapters to educate club managers is through offering workshops at the chapter level. Offering workshops through your chapter is a great way to advance the professional development of club managers and assist managers in meeting the requirements needed to take the Certified Club Manager examination. The following requirements have to be met for your educational program to qualify as a Club Management Institute (CMI) Workshop:

- Must include at least six hours of instruction (excluding breaks and meals);
- Examination must be given at the end of the workshop (Participants must pass with a minimum of 70 percent to receive six CMI credits);
- Program must focus on one topic or subject (list of topics are available on the [CMAA website under the Education Department](#)); and
- All workshops must be approved by CMI through the Education Department at CMAA (a list of CMI-approved speakers can be found on the website under the online *Guide to Speakers and Workshops* under the Education Section).

If the workshop is not a CMI-approved workshop, you must submit a [Workshop Request Form](#) to the Education Department for approval before the program starts.

Once your program has met all these requirements, it qualifies as a CMI workshop. On the day of your scheduled workshop, please have all attendees sign an attendance roster, which has to be returned to National Headquarters with all graded examinations. All attendees must take and pass the exam to receive full credit for the workshop.

To receive more information on planning a successful chapter workshop, please visit the online [Speakers and Workshop Guide](#). 



Are you LinkedIn?

By Michelle A. Riklan, CPRW, CEIC

Before the job is posted and advertised, where does the recruiter, HR professional or hiring manager look for potential candidates? Before they even hit the job boards, they are on LinkedIn. If you are not there, then you don't exist. Let me repeat that – IF YOU ARE NOT ON LINKEDIN, YOU DO NOT EXIST.

People who are in talent acquisition and recruiting positions are savvy and cost-effective. In today's market, candidates are in abundance so before the company spends money on fees and advertising, they do their own homework and in a tight economy, hiring managers who save the company money through professional networking and keeping their recruitment costs low are heroes.

For example, a pharmaceutical advertising firm is looking for an Account Executive with experience in oncology products. While this may seem like a needle in a haystack, the hiring manager or HR representative can go on LinkedIn and do an advanced search. I just tried it with my own network and returned 219 results. So, if I was the cost-conscious, career-climbing manager in charge of filling this position, I would work this network, get the word out about the open position, ask these 219 potential resources if they are interested or know someone who would be interested. This job would be filled quickly at low cost to my employer and the open position would never have even made it to the public eye. That's right, you may have been the perfect candidate, but you were never even in the game. Because you did not have an online

presence, I could not find you and, in simplest terms, you just didn't exist.

LinkedIn is the largest, most popular professional and business social networking site. All Fortune 500 companies are represented and the global reach includes more than 75 million members in over 200 countries with a very diverse industry mix. So why is it so important to be LinkedIn? Hopefully you can see one benefit of being on LinkedIn from the example above, but there are so many others.

- Connecting with others helps you to build your professional relationships through Internet-based social networks, discussion groups, electronic publishing and more. By expanding your networking reach, you build your online presence and you are able to communicate your personal brand.
- By growing your network, you open doors to connecting with people in a wide range of industries and positions. You can get yourself out there and connect quickly and easily.
- Jobs are posted on LinkedIn by companies and individuals. Get in the know. Be part of discussions where people may be looking for someone just like you.
- Research companies. Do you want to learn about a company? Find out what they do, what jobs are open and who works there? Use the search feature and do your homework. If you have your eye set on a specific company, you will increase the likelihood of

having a connection to someone there as you expand your personal network.

- Search for contacts, the personal touch still goes along way. Can you find someone you know at a company or get an introduction to someone who can walk your résumé over to the right person?
- Join groups. There are more than 450,000 groups and you can find other like-minded individuals who can assist you with your job search.
- Communicate and let people know that you are looking.

While this may seem overwhelming, I have only scratched the surface of the importance of LinkedIn in today's job market. When a résumé is in a potential employer's hands, one of the first things they will do is search for that candidate online. They are searching to see if you are "with the times," that you have an online presence and that the information about you online is consistent with your résumé, just to name a few things.

Don't overlook this crucial job search tool, and make sure that your profile is complete and you are utilizing LinkedIn to your full advantage. If you need assistance creating your profile, please contact me today!

Michelle A. Riklan, CPRW, CEIC, is the CMAA Résumé Writer and can be reached at Michelle@RiklanResources.com, or (800) 540-3609.



The CMAA Corporate Advantage Program Supports the Club Community

The generous investment made by CMAA's Corporate Advantage Partners enhances the quality programming, education, events and services available to members. Working in partnership with The Club Foundation, their funding also supports scholarships and grants that encourage lifelong learning and contribute to the vitality of the club industry.

Please support our Corporate Advantage Partners, who are so crucial to the club industry's long-term success.



PLATINUM



A Textron Company



JOHN DEERE
GOLF

GOLD



SILVER



BRONZE



Count on it.



For more information on CMAA's Corporate Advantage Program, please contact Michele Klecha at (703) 739-9500.

Is Your Chapter the Chapter of the Year?

October 31 marks the end of the 2011 CMAA membership year. Now is a good time to look back and reflect on all that you and your chapter accomplished throughout the year. And what better way to reflect than to compile it all into a document that can serve as your entry in the Chapter of the Year award competition?

All Chapter Presidents were mailed the official entry packet of information in August. While much of the entry involves reports run and tabulated by the National Headquarters staff, the body and true content of who you are and what you do needs to be expressed in the Chapter Résumé, Questionnaire and Chapter Highlight. Entries are due no later than December 1, 2011, so get started now.

It should be noted that while all CMAA chapters are entered automatically, only chapters that provide the Chapter Résumé and Questionnaire are eligible to win one of the three \$1,000 Education grants presented by The Club Foundation. Grants are offered to the winning chapter in each of the small, medium and large size categories and are presented at the World Conference.

New this year: Every chapter that submits an entry will be entered into a drawing for a complimentary 2012 Leadership/Legislative Conference registration (worth upwards of \$550). The drawing will take place at the Managers' Awards Luncheon in New Orleans, LA, and there will be a winner in each size category.

For more information, please visit www.cmaa.org/COY. We look forward to receiving your entry!



The 2012 Dues Deadline is Approaching

As you are probably well aware, the first round of 2012 dues renewal invoices were mailed at the beginning of August. The second and final notices will be mailed in September and October, with the 2011 membership year ending on October 31. Please remind your chapter members to renew before the deadline so they do not incur any possible late fees. Thank you.

Donate Items to the Wine Auctions and Earn an Education Grant

The wine auctions have raised nearly \$440,000 with all proceeds going to The Club Foundation. Has your chapter started collecting its donation for the Wine Society's Silent and Live Auctions? It is never too early to get started.



Please make the wine auctions an agenda item at your next chapter meeting by:

- asking members to bring a bottle of wine to your upcoming meeting;
- contacting their distributors and winery contacts for donations; or
- donating a bottle from the club's cellar as a contribution.

When putting together the donation from your chapter, we ask that your donation be at least \$25 per bottle and \$500 in wholesale value.

There are now two traveling Bucky trophies, the Per Capita Bucky and the Overall Bucky. The Per Capita Bucky will be given to the chapter with the highest average donation amount per chapter member and the Overall Bucky will be given to the chapter that donates the most wine by wholesale value to the auctions. Each Bucky Award will be accompanied by a \$2,000 education grant from The Club Foundation.

For more information on the 2012 CMAA International Wine Society auctions, please contact [Sarah Gisriel](mailto:Sarah.Gisriel@clubfoundation.org) at (703) 739-9500.

International Wine Society Scholarship Deadline

The Warren L. Arseneaux Honorary Scholarship, established in 2007, provides tuition for a CMAA International Wine Society member who has a passion and love for wine, and is interested in continuing his or her professional development, to attend the BMI Wine and Food Experience at the Culinary Institute of America's Greystone Campus (or other education opportunity as approved by the IWS Board of Managers). The application deadline is Monday, October 3. For more information and an application visit the [Wine Society web page](http://www.cmaa.org/wine).

Association Calendar

SEPTEMBER 2011

- 18-22** **BMI III (FULL)**
Michigan State, East Lansing, MI
Contact: Joe Patrick/CMAA
(703) 739-9500
-
- 25-29** **BMI II (FULL)**
Cal-Poly, Pomona, CA
Contact: Joe Patrick/CMAA
(703) 739-9500
-
- 26-30** **BMI Wine and Food Experience (FULL)**
CIA Greystone, Napa, CA
Contact: Joe Patrick/CMAA
(703) 739-9500
-
- 30-Oct. 3** **Mid-Management Conference**
St. Louis Chapter, St. Louis, MO
Contact: Kelvin Mauldin
(636) 227-5361

OCTOBER 2011

- 2-6** **BMI IV**
Cornell, Ithaca, NY
Contact: Joe Patrick/CMAA
(703) 739-9500
-
- 9-13** **BMI I (FULL)**
Georgia State, Atlanta, GA
Contact: Joe Patrick/CMAA
(703) 739-9500
-
- 9-15** **2011 IWS Wine Workshop**
Madrid, SPAIN
Contact: Kathi Driggs/CMAA
(703) 739-9500
-
- 13-18** **BMI International**
St Andrews, SCOTLAND
Contact: Joe Patrick/CMAA
(703) 739-9500
-
- 23-27** **BMI V**
UNLV, Las Vegas, NV
Contact: Joe Patrick/CMAA
(703) 739-9500

NOVEMBER 2011

- 1** **Willmoore H. Kendall Scholarship due to Chapter for nomination**
Contact: Nichole Rhodes/CF
(703) 739-9500

- 3-6** **National Student Education Conference**
Greater Chicago Chapter, Chicago, IL
Contact: Kate Wilkens/CMAA
(703) 739-9500
-
- 13-17** **Certification Review Course**
Georgia State, Atlanta, GA
Contact: Sharon Means/CMAA
(703) 739-9500
-
- 14** **Certified Club Manager Exam – Local Proctored ***
Contact: Sharon Means/CMAA
(703) 739-9500
-
- 18** **Certified Club Manager Exam**
Georgia State, Atlanta, GA
Contact: Sharon Means/CMAA
(703) 739-9500

DECEMBER 2011

- 1** **Willmoore H. Kendall Scholarship due to The Club Foundation**
Contact: Nichole Rhodes/CF
(703) 739-9500

JANUARY 2012

- 14-19** **BMI II**
Cal-Poly, Pomona, CA
Contact: Joe Patrick/CMAA
(703) 739-9500

FEBRUARY 2012

- 5-9** **Certification Review Course**
Georgia State, Atlanta, GA
Contact: Joe Patrick/CMAA
(703) 739-9500
-
- 6** **Certified Club Manager Exam – Local Proctored ***
Contact: Sharon Means/CMAA
(703) 739-9500
-
- 10** **Certified Club Manager Exam**
Georgia State, Atlanta, GA
Contact: Sharon Means/CMAA
(703) 739-9500
-
- 24-28** **World Conference and Club Business Expo**
New Orleans, LA
Contact: Guy Doria/CMAA
(703) 739-9500

* Managers can arrange to have an exam proctored at a local college or university.



CMAA's Association Calendar

is available online at www.cmaa.org/calendar.

New Member Totals Through August 31, 2011

	2010 Total	2011 Goal	2011 Total
AK-SAR-BEN	4	5	1
Alabama	1	6	2
Arkansas Razorback	-	2	-
Carolinas	34	47	25
Central New York	-	2	1
Central Pennsylvania	8	4	1
City of New York	3	6	-
Connecticut	3	14	6
Detroit	9	8	1
Dogwood	1	1	-
European	-	1	-
Evergreen	3	5	3
Far East	3	2	2
Florida	38	85	42
Georgia	11	22	4
Golden State	57	59	21
Greater Baltimore	5	7	7
Greater Chicago	4	12	8
Greater Cleveland	5	7	5
Greater Southwest	14	20	2
Illini	1	3	1
Inland Empire	-	4	1
Iowa Tall Corn	2	3	3
Metropolitan	17	22	7
Michigan	4	5	3
Mid-America	2	7	6
Mile High	6	12	6
National Capital	5	12	4
New England	22	28	21
New Jersey	18	18	15
New York State	7	7	1
Ohio Valley	11	16	6
Oklahoma-Kansas	4	5	1
Oregon	5	4	-
Paradise of the Pacific	5	4	-
Pelican	4	6	10
Philadelphia & Vicinity	11	19	7
Pittsburgh	5	11	4
St. Louis District	2	6	-
Texas Lone Star	17	28	17
Toledo	1	1	-
Upper Midwest	11	12	5
Utah	-	2	2
Virginias	6	12	5
Volunteer	5	6	4
Wisconsin Badger	6	7	4
Non-Chapter Area	6	6	5
Total Recruited as of 8/31/11	386	579	270

New member totals do not include transferring or student members. **Bold** lettering indicates chapters that reached or exceeded their 2011 goals.

If you have any questions regarding new member totals, contact [Erica Buschner](#) at National Headquarters at (703) 739-9500.

Member Counts Membership Statistics Through August 31, 2011

Active	3,268
Provisional	758
Alumnus	29
Associate	38
Continuation	108
Faculty	54
Honorary	32
Retired	354
Student	1,155
Surviving Spouse	4
Total	5,800

2011 New Member Recruitment Standings

January 1 through December 31, 2011
(standings through August 31, 2011)

Small Chapters	%
Far East	100%
Iowa Tall Corn	100%
Utah	100%
Volunteer	67%
Michigan	60%
Medium Chapters	%
Pelican	167%
Greater Baltimore	100%
Mid-America	86%
Large Chapters	%
New Jersey	83%
New England	75%
Texas Lone Star	61%