



CMAA
2019

Idea Fair

The 2019 Idea Fair competition will be held during the 2019 World Conference and Club Business Expo in Nashville, TN. Entries will be on display in the Member Services Pavilion during its hours of operation, with the exception of when the entries are being judged, at which time the Idea Fair will be sectioned off. **Entries will be accepted on site until 8:00 a.m. on Sunday February 24**, in the Member Services Pavilion.

Please fill out the online Idea Fair Entry Form by visiting cmaa.org/ideafairentry. This will automatically send your text to CMAA National Headquarters and help us get all of the entries online more quickly and efficiently. Then **print out three copies** of the completed form. Please attach a plastic document protector to the back of your entry board to hold your entry forms.

Categories and Examples:

1. Club Events

Successful parties, celebrations, announcements, publicity, and temporary club transformations.

2. Special Holiday Programs

Mother's Day, Memorial Day, Fourth of July, Christmas, or others.

3. Club Dining Room Promotions

Promotions for increasing dining room traffic.

4. Youth Programs or Events

Sporting events, concepts, promotions, parties, or organized field trips for youths.

5. Staff Management

Training manuals, coaching, continuing education, professional development, staff recruitment, internships, etc.

6. Employee Incentives

Unique programs to enhance morale, pride, teamwork, loyalty and longevity; benefit programs, etc.

7. Safety Programs and Risk Management

Need-to-know programs and/or emergency procedures or crisis communications/disaster plans, workers compensation, property and health insurance, and risk management programs.

8. Club Communications

Publications, websites, handbooks, guides, directories/yearbooks, history books, special calendars, social media, etc.

9. Membership Development

New member orientation, recruitment/retention techniques, plans, programs, etc.

10. Leadership Philosophies and Development

Successful board or committee relations; meeting tactics, orientation programs, effective use of an agenda, surveys, and "political" techniques.

11. Renovation Programs

How-to manuals, checklists, tracking systems used to monitor facility improvements that strengthen club operations.

12. Environmental Impact

Effective use of energy reduction techniques, "green" efforts, recycling programs, sustainability, chemical reduction, etc., to reinforce the club's community image.

13. Golf Operations

Tournaments, promotions, amenities, incentives, member instruction, and training for staff or caddies.

14. Alternative Sports and Recreation

Unique alternative sports programs and events; aquatic events; lawn games; other sport-related activities outside of golf.

15. Fitness, Health, and Wellness

Fitness and spa concepts, swimming, tennis/racquet sport ideas, wellness (family, senior and others), meal programs, and nutrition.

16. Residential Communities/HOAs

Residential services; security component; Covenants, Conditions and Restrictions (CC&Rs); addressing real estate inventory challenges, etc.

17. Food Concepts

Menu items, presentation, and theme dinners.

18. Beverage Concepts

Wine marketing programs, special theme beverages, non-alcoholic concepts, and marketing craft beer.

19. Cost-Saving Concepts

Any method, procedure, equipment, etc., used to reduce club expenses.

20. Community Outreach

Fundraising, scholarships, clubs giving back to the community.

21. Breakthrough Ideas

Responding to today's club issues and trends – The "Club of the Future."



Idea Fair

Overall Awards

In addition to category winners, the judging committee will select three overall award winners: the “Most Innovative Idea,” the “Show Stopper Idea,” and the “Chairman’s Award.” Make sure your idea(s) stand out from the rest to be considered for these new, exciting blue-ribbon opportunities!

Entries will be judged on creativity/clarity/content; transferability of idea or method to other clubs; uniqueness of idea; and qualifications criteria listed below. Failure to meet all qualifications criteria will disqualify the entry from the judging process.

- Recommended size for entries is 20” wide x 22” high x 6” deep, not to exceed 30” wide x 40” high x 6” deep.
- Entry may not include glass (inclusive of frames) nor any electronic devices, batteries or perishable items.
- Project must be clearly identified by both category and number on the front of the entry.
- A brief description of the idea must be on the front of the entry.
- Entry form must be completed and three copies must be attached to the back of the entry in a plastic document protector (as noted on this form).
- Business card of the CMAA member must be attached to the front of the entry.
- Total number of Idea Fair submissions is limited to 10 entries per CMAA member, across all categories.

Please have three copies of your completed entry form available. They should be securely attached to the back of each corresponding entry in a plastic document protector. You may use additional pages if necessary. Information received will be utilized by the National Headquarters as resource material.

If you choose not to hand-carry your entries, please ship them to arrive between
January 22 – February 15, 2019

**CMAA — Idea Fair
c/o Freeman
1701 Lebanon Creek Cir.
Nashville, TN 37210
Mark Entries: Hold for CMAA Idea Fair**

All shipped entries must be received at the above address by Friday, February 15, 2019, to be eligible for judging. No exceptions!

Participation in the 2019 Idea Fair does not necessarily merit an award ribbon. Entries are the responsibility of the CMAA member. CMAA will not be responsible for the shipment or return of entries. ***Should you elect to keep your entry, it must be picked up by 1:30 p.m. on Thursday, February 28. After this time, unclaimed entries will be discarded.***

For further information, please contact Erica Benjamin at 703-739-9500 or erica.benjamin@cmaa.org.