



Idea Fair

The **2021 Idea Fair** will be held virtually in conjunction with the 2021 World Conference and Club Business Expo. **Entries will be accepted online until Monday, February 15, 2021.** New this year: winners may be asked to present their ideas in an “Idea Fair Winners Showcase” to be held virtually during World Conference! If you have any questions before entering, [please contact us here](#).

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. Youth Programs or Events

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

4. Staff Management

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

5. Employee Incentives

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

6. 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.

7. Club Communications

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

8. Membership Development

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

9. Leadership Philosophies and Development

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

10. Renovation Programs

How-to manuals, checklists, tracking systems used to monitor

facility improvements that strengthen club operations.

11. Environmental Impact

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

12. Golf Operations

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

13. Alternative Sports and Recreation

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

14. Fitness, Health, and Wellness

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

15. Food and Beverage Concepts

Menu items, presentation, and theme dinners, wine marketing programs, special theme beverages, non-alcoholic concepts, and promotions for increasing dining room traffic.

16. Cost-Saving Concepts

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

17. Time-Saving Concepts

Any method, procedure, equipment, etc., used to reduce time needed to complete a task.

18. Community Outreach

Fundraising, scholarships, clubs giving back to the community.

19. Breakthrough Ideas

What did your club implement during the pandemic that was successful and you plan to continue to do?

Submit Your Entry Online

Please fill out the online Idea Fair entry form by visiting cmaa.org/resources/conf/ideafair.html. All entries will appear on CMAA Connect and be easily viewable by category.

Judging Criteria

- Creativity/clarity/content
- Transferability of idea/method to other clubs
- Uniqueness of idea

Qualifications Criteria

- All entries must be submitted online.
- Upload one picture (.jpg or .jpeg format) that enhances or helps explain your idea. Please include the category you are entered, your club name, and your name in the visual presentation. (This can be similar to what historically would have been your presentation board, however, we encourage more visuals and less text.
- Images should be in portrait orientation (not landscape).
- Please include the category number and name on your visual presentation.

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 exciting blue-ribbon opportunities!