



WORLD CONFERENCE
& CLUB BUSINESS EXPO

FEBRUARY 19-23 • SAN DIEGO, CA

Idea Fair

The **2022 Idea Fair** will be held in conjunction with the 2022 World Conference and Club Business Expo from **February 19–23, in San Diego, CA**. 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 online until January 24, 2022**. New this year: you do not have to print and ship your board(s). **CMAA will print them for you.**

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 & Incentives**
Training, coaching, continuing education, professional development, staff recruitment and retention, handling labor issues, staff shortages, unique programs to enhance morale, pride, teamwork, loyalty and longevity, benefit programs.
- 5. 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.
- 6. Club Communications**
Publications, websites, handbooks, guides, directories/yearbooks, history books, special calendars, social media, etc.
- 7. Membership Development**
New member orientation, recruitment/retention techniques, plans, programs, etc.
- 8. Leadership Philosophies and Development**
Successful board or committee relations; meeting tactics, orientation programs, effective use of an agenda, surveys, and "political" techniques.
- 9. Renovation Programs**
How-to manuals, checklists, tracking systems used to monitor facility improvements that strengthen club operations.
- 10. Environmental Impact**
Effective use of energy reduction techniques, "green" efforts, recycling programs, sustainability, chemical reduction, etc., to reinforce the club's community image.
- 11. Golf Operations**
Tournaments, promotions, amenities, incentives, member instruction, and training for staff or caddies.
- 12. Alternative Sports and Recreation**
Unique alternative sports programs and events; aquatic events; lawn games; other sport-related activities outside of golf.
- 13. Fitness, Health, and Wellness**
Fitness and spa concepts, swimming, tennis/racquet sport ideas, wellness (family, senior and others), meal programs, and nutrition.
- 14. 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.
- 15. Cost- /Time-Saving Concepts**
Any method, procedure, equipment, etc., used to reduce club expenses or reduce time needed to complete a task.
- 16. Community Outreach**
Fundraising, scholarships, clubs giving back to the community.
- 17. Silver Linings**
What did your club implement during the pandemic that was successful and you plan to continue to do?
- 18. Diversity, Equity, and Inclusion**
Club advocacy and awareness, task force/committee creation and strategy, mentoring, career development and opportunities, etc.



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Submit Your Entry Online

Please fill out the online Idea Fair Entry Form by visiting <https://www.cmaa.org/resources/conf/ideafair.html>. This will automatically send your information to CMAA Headquarters.

New this year: CMAA will print your board(s) for you. You do not need to print and ship them.

Judging Criteria

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

Entry Criteria

- All entries must be submitted online.
- Boards must be identified by both the number and name of the category.
- CMAA will be printing entries on standard size poster boards (22"x28") for display on site. To preserve the quality of your entry, please submit a high-resolution PDF.
- Entry boards must be submitted in portrait format (not landscape).
- A business card image of the CMAA member who is submitting the entry must be included.
- Total number of Idea Fair submissions is limited to 10 entries per CMAA member, across all categories.

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!

For further information, please email erica.benjamin@cmma.org