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. **Food Concepts**
    Menu items, presentation, and theme dinners.

17. **Beverage Concepts**
    Wine marketing programs, special theme beverages, non-alcoholic concepts, and marketing craft beer.

18. **Cost-Saving Concepts**
    Any method, procedure, equipment, etc., used to reduce club expenses.

19. **Community Outreach**
    Fundraising, scholarships, clubs giving back to the community.

20. **Breakthrough Ideas**
    Responding to today’s club issues and trends – The “Club of the Future.”

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**Idea Fair**

The 2020 Idea Fair competition will be held during the 2020 World Conference and Club Business Expo in Grapevine, TX. 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 Saturday February 8, in the Member Services Pavilion.

Please fill out the online Idea Fair Entry Form by visiting [cmaa.org/ideafairentry](http://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.
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.

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!

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 10 – February 4, 2020
CMAA – Idea Fair – Texas 1 & 2
c/o Freeman
5130 Cash RD
Dallas, TX 75247
Mark Entries: Hold for CMAA Idea Fair
All shipped entries must be received at the above address by Tuesday, February 4, 2020, to be eligible for judging. No exceptions!

Participation in the 2020 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 Wednesday, February 12. After this time, unclaimed entries will be discarded.

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