



Candidate’s Full Name: *Judith L. Higgins, CCM, CCE*

Candidate’s Present Club: *Valley Lo Club*

Year Joined CMAA: *2000*

As a candidate for CMAA’s National Board, my personal platform statement encompasses three key values: strategic vision, inclusive leadership, and ethical principles. I firmly believe that these qualities are essential for effective governance and driving positive change within our association.

First and foremost, I bring a strategic vision to the table. I am committed to understanding the long-term goals and objectives of CMAA and working collaboratively with fellow board members to update and implement CMAA’s strategic plan. I will diligently analyze external and internal trends, technological advancements, and emerging opportunities to ensure that the CMAA remains adaptable and well positioned to serve our members and their teams.

Secondly, I am a strong advocate for inclusive leadership. I believe in fostering an environment that values diversity, embraces different perspectives, and encourages open dialogue. By actively seeking input from all industry professionals and promoting a culture of inclusivity, we can leverage the wisdom of our diverse board members to make well-informed decisions that reflect the needs and objectives of all those we serve.

Lastly, I prioritize ethical principles. I am committed to upholding the highest integrity, transparency, and accountability standards. I will advocate responsible and sustainable practices that align with CMAA’s values, ensuring that our actions positively impact the industry, our brand, and all clubs and members we serve.

In summary, my personal platform for board service centers around strategic vision, inclusive leadership, and ethical standards. By leveraging these principles, I intend to contribute to CMAA’s success, foster innovation, and create a lasting positive impact for all involved.

Chapter Activities

- 2019 Ex-Officio, Advocacy/Legislative Chair, Greater Chicago Chapter
- 2018 Ex-Officio, Advocacy/Legislative Chair, Greater Chicago Chapter
- 2017 Chapter President, Greater Chicago Chapter
- 2016 Chapter Vice-President and Secretary, Greater Chicago Chapter
- 2015 Chapter Treasurer, Greater Chicago Chapter
- 2010 Director, Membership Chair, Greater Chicago Chapter
- 2009 Membership Chair, Student Development Co-Chair, and Finance Committee Member, Greater Chicago Chapter
- 2008 Education Chair
- 2008 Director, Education Chair, Greater Chicago Chapter
- 2007 Education Committee, Greater Chicago Chapter
- 2004 Tournament Committee and Student Development Committee, Greater Chicago Chapter
- 2003 Tournament Committee, Greater Chicago Chapter

National Activities

- 2023-Present Centennial Task Force
- 2023-2024 Strategic Development Committee
- 2019-2022 Professional Development Committee
- 2018-2019 Membership Committee

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Conferences Attended

2023	CMAA World Conference; Conference Mentor
2016-2021	CMAA World Conference; Conference Mentor in 2020
2016-2018	Leadership/Legislative Conference
2012-2013	CMAA World Conference
2008	CMAA World Conference
2001-2006	CMAA World Conference

Workshops Attended

2023	Strategic Planning with GGA
2023	Racquets Experience at USTA Headquarters
2022	BMI International
2021	BMI Strategic Leadership
2018	Club Leadership Summit
2015	BMI Tactical Leadership
2002	BMI Sports Management
2001	BMI Chief Operating Officer

Experience as a Management Professional

2018-Present	Valley Lo Club, Glenview, IL - General Manager
2007-2018	Valley Lo Club, Glenview, IL - Assistant General Manager
2005-2006	Turnberry Country Club, Lakewood, IL - General Manager
2000-2005	Wynstone Golf Club, N. Barrington, IL - Clubhouse Manager
1993-2000	Wynstone Golf Club, N. Barrington, IL - Catering Director
1991-1992	Park Ridge Country Club, Park Ridge, IL - Food and Beverage Manager
1989-1991	Wynstone Golf Club, N. Barrington, IL - Catering Director

Education

1985-1987	BA, Hotel, Restaurant, & Institutional Management; Michigan State University, East Lansing, MI
1985	William Rainey Harper College, Palatine, IL
1982-1984	University of Illinois, Champaign-Urbana, IL

Other Activities

2018	Speaker, Women in Leadership Panel, Professional Club Marketing Association
	Speaker, Membership Panel, Chicago District Golf Association
2017	Speaker, Membership Panel, Chicago District Golf Association
2016	Speaker, Clubhouse Panel, Chicago District Golf Association
2015	Sally Burns Rambo Scholarship Recipient
2011-2018	Member, Professional Club Marketing Association
2010-2011	Member, Association of Golf Merchandisers
2009-2011	Member, American Camp Association
2004	Speaker, National Student Education Conference