



Candidate’s Full Name: *Jeff S. Isbell, CCM*
Candidate’s Present Club: *Renaissance Club*
Year Joined CMAA: *2001*

The CMAA theme for this year is “Engage. Empower, Connect.” While this mission was approved as our Association’s mantra for 2022, I believe it to be a perfect descriptor for what CMAA has enabled me to do on a personal and professional level. My professional journey has had its share of highs and lows, but CMAA has remained the guiding light through these peaks and valleys. I believe that with the wisdom of my 21 years in the Association behind me and the passion to help build for the future, I am well positioned to serve the membership of the Club Management Association of America on its Board of Directors.

As a student member, I learned firsthand how impactful a relationship between a manager and student can be. Later as a young manager I was fortunate to have had a solid and steadfast mentor to help me grow as a leader. Today our Association requires mentorship as part of the certification process and has restructured its Mid-Management Conference to cater to and help develop younger managers. These relationships are the hallmark of our industry and important to the future of not only CMAA, but of the club industry at large.

As our industry veterans retire and assistants rise to take those positions, the next batch of leaders is thinning. I believe that as an Association we must discuss how to build our bench, to use a sports analogy. We must think differently in terms of what a CMAA manager looks like and where they come from. I believe in an evangelical approach to the club management field and that we should open our doors to culinary schools, vocational schools, and other service industries to show what it is we stand for and how rewarding the field of club management is. Building relationships in these areas and marketing our industry in new and different ways, we can attract a more diverse population into our organization. Our organization must look to develop the hourly personnel and entry level management members at clubs that are not presently members of CMAA. How

can we enable these individuals to gain benefit of our organizations when their club or personal financial situation is a barrier? There are at least a dozen Historic Black College and Universities (HBCU) with Hospitality programs, but none have a Club Management student chapter. If we really want to commit to our goals on Diversity, Equity, and Inclusion, then we must build a presence at these HBCUs.

With my years as both a student and professional member, my 12 years of chapter board service, seven years of national committee work, paired with my professional experience (this is year 31 working at a private club!), I am well prepared for the privilege of serving as a CMAA National director. Thank you.

Chapter Activities

2019-2021	President, New England Chapter
2019-Present	Director, New England Chapter Foundation
2018	Vice President, New England Chapter
2015-2017	Secretary, New England Chapter
2015	National Student Education Conference Chair
2013-2014	Education Chair, New England Chapter
2012	CMAA Mid-Management Conference Host Committee
2009-2012	Wine Society Chair, New England Chapter
2009-2021	Board of Directors, New England Chapter

National Activities

2022	Membership Committee
2022	Credentials At-Conference Committee
2021	Advocacy Committee
2020	Chapter Relations Committee

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2020	Chapter of the Year Judging Committee Co-Chair
2019	Membership Committee
2019	Idea Fair Judging Committee
2018	Communications Committee
2018	Elections Committee
2017	Corporate Relations Committee
2016	Communications Committee
2015	Technology Committee

Conferences Attended

2021-2022	CMAA World Conference
2018-2019	CMAA World Conference
2015-2022	Leadership/Legislative Conference
2015	National Student Education Conference
2014	CMAA World Conference
2009-2012	CMAA World Conference
2006	CMAA World Conference
2003	CMAA World Conference
2000-2001	CMAA World Conference

Workshops Attended

2013	BMI IV
2007	BMI Certification Review Course
2005	BMI III

Experience as a Management Professional

2023	General Manager, Renaissance Club, Haverhill, MA
2017-2022	General Manager/COO, North Andover Country Club, North Andover, MA
2013-2017	Clubhouse Manager, Tedesco Country Club, Marblehead, MA
2011-2013	Events Director, Braeburn Country Club, West Newton, MA
2007-2011	Food and Beverage Manager, Belmont Country Club, Belmont, MA
2004-2007	Clubhouse Manager, Bald Peak Country Club, Moultonborough, NH
2003-2004	Main Club Dining Room Manager, Jupiter Island Club, Hobe Sound, FL
2001-2003	Dining Room Manager, Bald Peak Country Club, Moultonborough, NH
2001	Dining Room Manager, Yeomans Hall Club, Hanahan, SC

Education

2001	BS Individual Concentration: Hospitality and Human Resources, University of Massachusetts – Amherst, Amherst, MA
1999-2001	University of Massachusetts – Amherst Student Chapter, CMAA

Other Activities

2015	Club Manager of the Year, New England Chapter
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