



**CLUB  
MANAGEMENT  
ASSOCIATION  
OF AMERICA**

# ANNUAL REPORT

Photo courtesy of Michael McCarthy, Addison Reserve Country Club, Delray Beach, FL.



**2020**  
**#CMAAStrong**



## MISSION STATEMENT

The Club Management Association of America advances the profession of club management by fulfilling the educational and related needs of its members.

## VISION STATEMENT

A thriving club industry led by CMAA educated professionals.

## #CMAASTRONG

A hashtag that emerged in 2020 to showcase the resilience and perseverance of CMAA members and our Association in the wake of COVID-19.





## CHAIRMAN

**Mark Bado, MCM, CCE**

**A YEAR OF PERSEVERANCE AND RESILIENCY**

The year began with an amazing experience at the 2020 World Conference and Club Business Expo in Grapevine, TX. The World Conference is typically the highlight of the year for the club industry, and for 2020, it is especially memorable as it was the last time, we were able to gather in person for professional development and networking.

In March, the World shifted as COVID-19 became our focus as we navigated operating restrictions and health and safety concerns for our clubs and families. The power of our Association is in our connection to each other and this year those connections were lifelines as we collaborated and shared best practices, strategies, and resources through CMAA's Be Prepared site, CMAA Connect, interactive webinars, virtual events, and our local Chapters.

Amid all this chaos and turmoil, our members have all experienced our own triumphs and successes on varying scales both professionally and personally. Seeing our management teams pull together, discovering new avenues for membership service and engagement, re-connecting with our families as we sought safety in our homes are certainly some of the brighter moments to come from this situation. While other hospitality sectors such as hotels and resorts struggle to recover through this pandemic, many private clubs continued to remain open and be relevant in our members' lives through innovation and adaptation.

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As the pandemic continued, our National Committees and Board of Directors (Board) pivoted to virtual meetings to ensure the continuing success of our Association and our members. The Board approved two items impacting CMAA's hallmark certification, the Certified Club Manager (CCM) designation. Similar to the extension granted during the 2008 recession, the CMAA Board approved a one-year extension to the Certification Maintenance Requirement (CMR) for those individuals who need it based on hardships related to COVID-19 and an extension of Continuation Status for our members who remain unemployed during this difficult time.

The Board also approved an update to the CMAA competency areas. Our expanded competencies now include an eleventh competency specifically focusing on Information Technology and the addition of focuses on Data Analytics and Wellness to two existing competencies.

Further, the Board extended the contract of our President & CEO Jeff Morgan, FASAE, CAE, for an additional three years through 2023. Over the past six years, Jeff has advanced our organization to the benefit of our members, expanding research initiatives, events, and educational opportunities. He was a key factor in developing, finalizing, and co-creating our past two Strategic Plans with the current Plan running through 2024. His continued leadership of the National Headquarters team will enable us to continue our fruitful work and further our vision.

Additionally, as we continue to examine ways for our organization to promote diversity as addressed in our most recently developed strategic plan, the Board created a Diversity & Equity in Leadership Task Force. CMAA is committed to equity and an ongoing dialogue across cultural lines as a strategy for excellence in serving our members, for addressing the needs of an increasingly diverse society, and as a mechanism for equipping current and future CMAA leaders. This Task Force is co-chaired by Board Members Janine Budzius, CCM, CCE, and Richard LaRocca, CCM, CCE, and includes a cross-section of members and perspectives.

In this tumultuous year, we each were called upon to lead and we must continue to move forward and provide leadership – day in and day out – for our clubs, our Association, and our families.

As we travel this journey, please remember you are not alone because we are all in this together.

I am honored and humbled to have served as your Chairman.



## PRESIDENT & CEO

**Jeff Morgan, FASAE, CAE**

#CMAASTRONG: BEING PREPARED FOR THE UNEXPECTED

When the year began, our goals focused the implementation of our new 2020-2024 Strategic Plan, announced at the successful CMAA World Conference and Club Business Expo in Grapevine, TX. While we made significant progress in many areas, the changing conditions necessitated amending our plan of action to address your evolving needs as you and your clubs faced the COVID-19 crisis.

On February 27, our team and operations pivoted to crisis mode – shifting our operations to meet your challenges in a sea of chaos. CMAA's Be Prepared website, [cmaa.org/beprepared](https://cmaa.org/beprepared), became the launch pad for our collaborative and developed resources.

As your professional Association, we strive to be the first place you go to when you are looking for resources, tools, and assistance. Since the start of the pandemic, CMAA has:

- » Offered more than 45 pandemic-related webinars; awarded attendees more than 11,000 credits
- » Published Considerations for *Re-opening a Club Post COVID-19* resource, the *Considerations for Reopening a Clubhouse* Fact Sheet, and extensive information on reopening each amenity area
- » Collaborated with the golf industry initiative on the Back2Golf operational playbook
- » Detailed the latest information on all proposed and passed COVID-19-related legislative packages and published the *COVID-19 Federal Stimulus: What Can Clubs Take Advantage Of* Fact Sheet

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- » Given voice to your concerns relating to the exclusion of 501c7 social clubs from Payroll Protection Program relief in the CARES Act, resulting in more than 17,000 letters to Congress
- » Conducted six COVID-19-specific research initiatives gauging industry impact and club practices
- » Engaged hundreds of managers in timely conversations taking place in CMAA Connect: Best Practices Exchange
- » Enhanced its communications for real-time information through weekly emails, video messages, and podcasts.

Our members continued to seek education and professional development opportunities. To meet the demand, we offered virtual events beginning with the fall Business Management Institutes (BMI), the Leadership/Legislative Conference in September, and the Mid-Management Conference in October, and various topic-specific Summits on marketing, membership, and communications. These events netted record attendance, allowing many members to connect, engage, and learn from each other despite distance and others to attend national CMAA events for the first time.

With 2021 on the horizon, planning is underway for CMAA's World Conference and Club Business Expo which has been reinvented with a new, entirely virtual presentation. CMAA is committed to bringing the club industry together for this immersive, digital, once-in-a-lifetime experience.

Our year has been challenging. Our adaptation skills have been tested. Together, we are #CMAASTRONG!



# BALANCE SHEET

## Club Management Association Of America And Affiliates Consolidated Statement Of Financial Position

*Year Ended October 31, 2020*

### ASSETS

#### Current Assets

2020

Cash & Cash Equivalents	5,073,747
Accounts Receivable	323,668
Pledges Receivable	22,650
Prepaid Expenses	469,563
Total Current Assets	<b>5,889,628</b>

Pledge Receivable non current	137,882
Investments in Marketable Securities	4,028,953
Other Assets	162,965
Property & Equipment	1,439,189

<b>Total Assets</b>	<b>11,658,617</b>
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### LIABILITIES AND NET ASSETS

Accounts Payable	50,185
Accrued Expenses	573,282
Deferred Income	4,276,242
Mortgage Payable, Current Portion	78,062
Total Current Liabilities	<b>4,977,771</b>
Mortgage Payable, Long Term Portion	2,250,956
Other Liabilities	162,965
Net Assets	4,266,925

<b>Total Liabilities and Net Assets</b>	<b>11,658,617</b>
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## STATEMENT OF REVENUE AND EXPENSES

*Year Ended October 31, 2020*

### REVENUES

Member Dues	3,563,380
Meetings & Events	2,318,859
Professional Development	1,153,957
Business Development	1,805,954
The Club Foundation Contributions and other income	245,247
Interest Income	79,007
Career Services and Other	240,050
Advertising Income and Other	239,220
Wine Society	122,182

<b>Total Revenues</b>	<b>9,767,856</b>
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### EXPENSES

Meetings & Events	2,468,559
Professional Development	1,255,604
General Admin & Board Comm	2,374,414
Business Development	1,470,140
The Club Foundation	212,428
Member Services	1,208,979
Wine Society	233,179
Other Expenses	218,224
<b>Total Expenses</b>	<b><u>9,441,527</u></b>
Change in Temporarily Restricted Net Assets	12,542
Changes in Net Assets	338,871

Net Assets beginning of year	3,928,054
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Net Assets end of year	<b>4,266,925</b>
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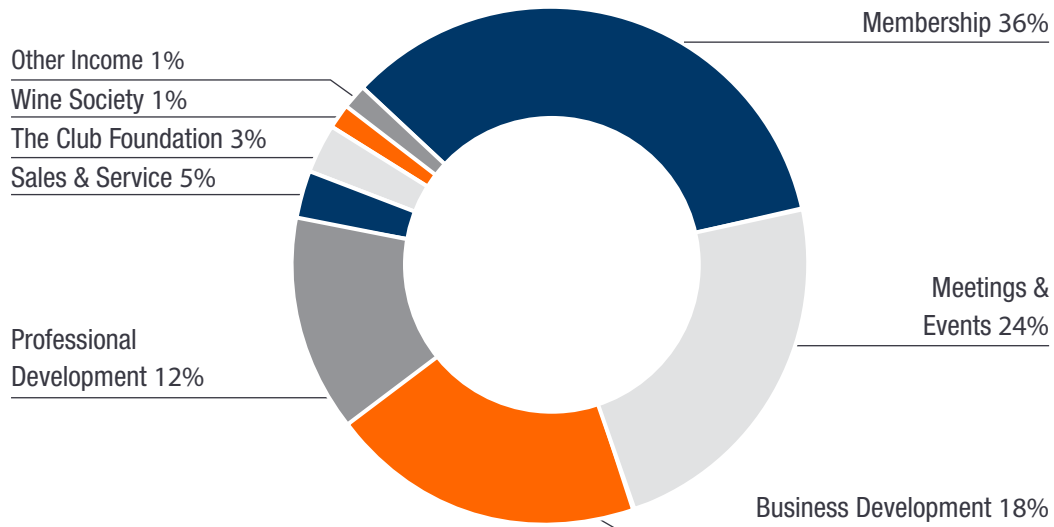
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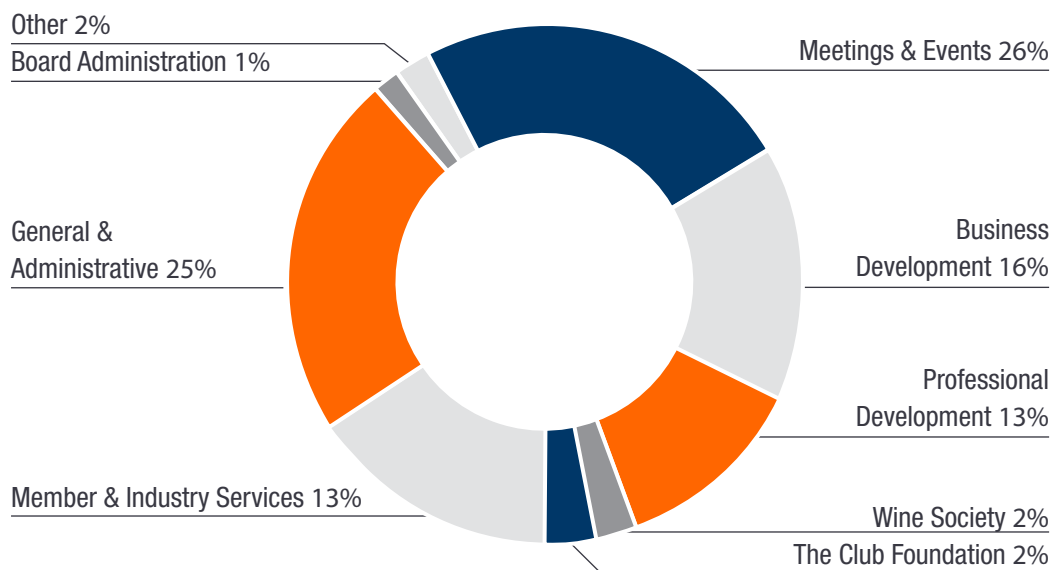
## CMAA Consolidated Operating Revenue by Source

*Fiscal Year 2020*



## CMAA Consolidated Operating Expenses by Activity

*Fiscal Year 2020*





## MEMBERSHIP PROFILE AND ENGAGEMENT

**6,245**

TOTAL NUMBER  
OF MEMBERS

**605**

NEW PROFESSIONAL  
MEMBERS

**310**

NEW STUDENT  
MEMBERS

**101**

GRADUATING STUDENT  
MEMBERS

**46**

AVERAGE AGE OF CMAA PROFESSIONAL MEMBERS

### Role Within the Club

**45.8%**

MEMBERS WHO HOLD THE TITLE  
OF GM/COO/CEO/AGM

**54.2%**

MEMBERS WHO REPRESENT  
THE OTHER VARIOUS MANAGEMENT  
TITLES THAT MAKE UP A CLUB



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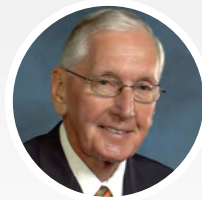
## 2020 Longevity

Many years ago, the CMAA Board of Directors established a Longevity Program to show their appreciation for the ongoing commitment of the men and women who have been members of the Association for 10, 20, 30, 40, 50, or 60 years. Each year, members who reach these milestones are presented with a custom-designed pin acknowledging their years of continued support. It is with great pride that we recognize the following outstanding individuals who reached these membership milestones in 2020. Together, these individuals have a combined total of **4,880 CMAA membership years** — an unbelievable commitment!

### 2020 Notable Membership Milestones



JOHN D. HUDSON, CCM,  
CELEBRATED **50 YEARS**



JAMES H. BREWER, MCM,  
CELEBRATED **60 YEARS**



Congratulations to all who reached a milestone in 2020!  
[View the full list](#) or scan the QR code.



## CHAPTER PROFILE

**42**

CMAA CHAPTERS

**43**

CMAA STUDENT CHAPTERS  
AND COLONIES

**506**

CHAPTER OFFICERS,  
DIRECTORS, AND CHAIRMEN

**36**

CHAPTER MANAGING  
DIRECTORS

**39**

IDEA FAIR FOR  
CHAPTER ENTRIES

**16**

CHAPTER OF THE  
YEAR ENTRIES



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## MEMBER COMMUNITIES

CMAA's member communities continued to grow and expand in 2020, offering both in-person and online community opportunities, and continuing to provide thousands of CMAA members with a more enriching membership experience.

### Book Club

- » The newest addition is the CMAA Book Club.
- » CMAA hosted four Zoom Book Club meetings since July with an average of 12 people in each meeting.
- » This new grouping provided a great way for members across all stages of their careers to connect with one another in a fun and informal setting.
- » CMAA members volunteered to lead each call and keep the conversation going.

### Students

- » Our Student Member Community is also new this year on the CMAA Connect platform. This community is a place where student members can learn about virtual events and related activities that are coming up.
- » Since April, this community has held monthly Zoom calls with CMAA Managers, as well as coaching sessions with Kevin MacDonald and Shelley MacDougall.
- » All events are opportunities for our students to learn, network, and grow!

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## Wine Society

Members: **364**

More than \$66,000 was raised between the Wine Society's Silent, Live, and Dinner Auctions, with a portion of those funds donated to The Club Foundation



## Women in Club Management

Members: **1,127**

The community has been very active on CMAA Connect, Webinars, and Zoom. Since April, monthly Zoom Coaching calls were held with Shelley MacDougall, providing a time for members to discuss pressing issues.

Three additional Webinars were presented, focusing on topics of interest to the community.



## YoPros

Members: **1,759**

More than 30 YoPros participated in the Young Professional Networking event at the 2020 World Conference in Texas.



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## MEMBER COMMUNICATIONS

### Club Management Weekly

In March, CMAA launched Club Management Weekly, an enewsletter that extends the content of CMAA's official magazine and brings leading management and leadership resources to a weekly, easily digestible format. Harnessing Artificial Intelligence technology, one's reading preferences determine the content included in each individualized edition. Club Management Weekly pulls from sources such as the Harvard Business Review, Inc, and Fast Company, as well as CMAA sources like Let's Talk Club Management podcast, *Club Management* magazine, and the Legislative Report. Most clicked topics include:

- » Management
- » Employment
- » Leadership
- » Want
- » Psychology



### Let's Talk Club Management Podcast

In its third year, the podcast has reached 11,281 plays. In 2020, the podcast increased in frequency to tell the stories of club management professionals and the industry facing the COVID-19 pandemic. The podcast is available through Soundcloud and Apple Podcasts as well as CMAA's website.

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## Social Media

Member and industry engagement across all platforms increased, with coordinated content around #MemberMondays, #WorldConferenceWednesdays, and #IdeaFairFridays. The hashtag, #CMAAStrong emerged in 2020 to showcase the resilience and perseverance of CMAA members and our Association in the wake of COVID-19.



**5,686**

Twitter Followers



**1,905**

Instagram Followers



**2,854**

Facebook Followers



**14,301**

LinkedIn Company  
Page Followers



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## MEMBER VOLUNTEERS

**249**

NATIONAL AND AT-CONFERENCE  
COMMITTEE MEMBER VOLUNTEERS

### Five Active Ad Hoc Committees/Task Forces:

**64**

MEMBERS AND STAFF

- » Automated Data Connections
- » Diversity & Equity in Leadership
- » Student Development
- » Universal Key Club Performance Indicators
- » World Conference Education

### Automated Data Connections

Mission: develop direct data connections between each club software platform and club analytics software, such as Industry Insights; develop a standard mapping structure for each club software vendor; and develop a process for club mapping maintenance year-over-year, to enable automated data transfer for participating clubs. Clubs will have an option to send their data to all, some, or none of the participating club analytics platforms.

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## **Diversity & Equity in Leadership**

Mission/Vision: CMAA is committed to equity and ongoing dialogue across cultural lines as a strategy for excellence in serving our members, for addressing the needs of an increasingly diverse society, and as a mechanism for equipping current and future CMAA leaders. CMAA is an association formed for community, learning, and professional development, recognizing the opportunity to model a career path of inclusivity and embracing the power that equity and diversity brings.

## **Student Development**

Guiding Principles: Student Internship Program – Creating a universal experience that provides meaningful exposure to the private club industry; Manager in Training Program (Post Graduation) – Developing a comprehensive transition program for managers in training/recent graduates into the private club industry; and CMAA Student Chapter Program – Providing guidance, structure, and support for university faculty/deans in order to attract the best hospitality professionals to our industry.

## **Universal Key Club Performance Indicators**

Mission: create a core set of metrics that the club industry can use to determine the financial and operational health of their club. The goal is for these metrics to be used as a common language between club managers, boards, and industry consultants. These metrics will also feed into CMAA's continuing education and certification programs.

## **World Conference Education**

Mission: annually vet, review proposals, and select speakers and topics for the CMAA World Conference education sessions, workshops, and related activities.



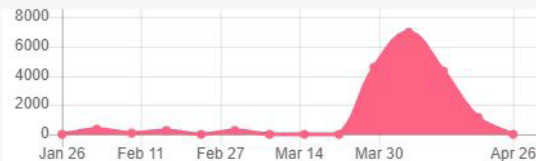
## ADVOCACY

### All Actions with Activity

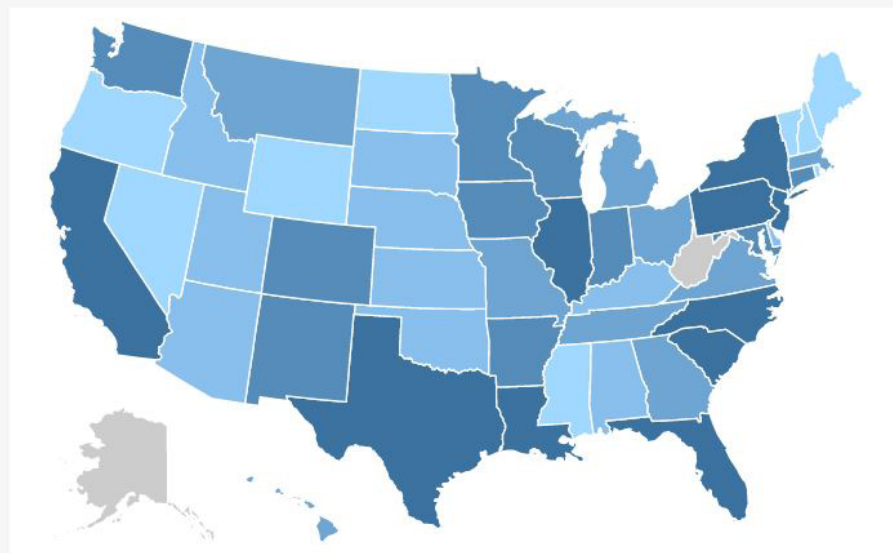
● Active ● Archived

Action	Total Activity
● 2020 - Clubs Excluded from SBA Loans	16,892
● 2020 - Oppose Taxation Change in New York State	958
● Oppose Taxation Change	96

### Action Activity



### Active Users



**5,890**

Active Users

**5,779**

New Users

**471**

Targets Reached

**45**

Shares

## Giving Voice to CMAA Member's Interests

- » Detailed the latest information on all passed and proposed COVID-19-related legislative packages including HR 6201, Families First Coronavirus Response Act; HR 748, the Coronavirus Aid, Relief, and Economic Security Act (CARES Act); and HR 133, the Consolidated Appropriations Act of 2021.
- » Published the *COVID-19 Federal Stimulus: What Can Clubs Take Advantage Of* Fact Sheet and extensive information as further agency guidance was released from the Internal Revenue Service (IRS) and the Department of Labor (DOL) on the Employee Retention Tax Credit and Payroll Protection Program.

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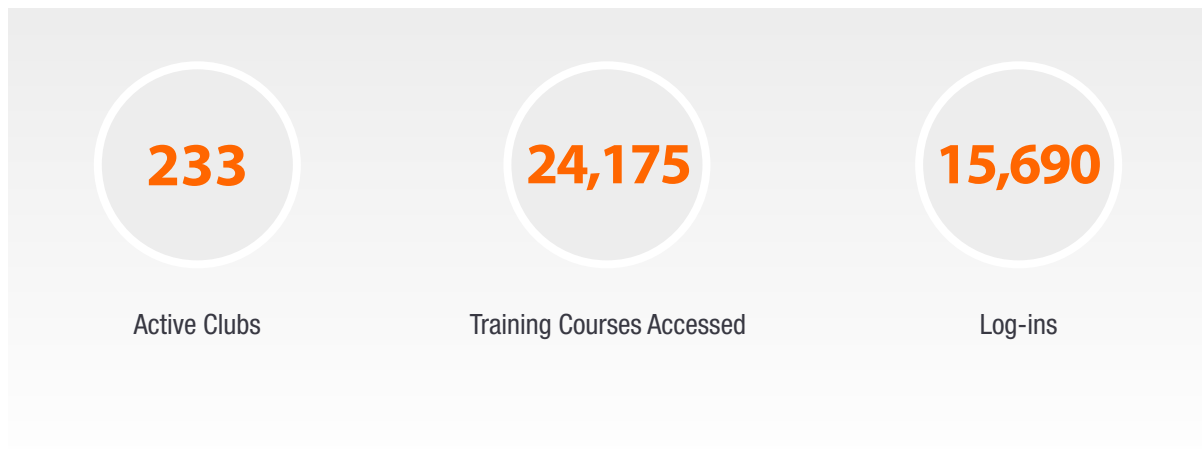
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- » Gave voice to your concerns relating to the exclusion of 501c7 social clubs from Payroll Protection Program (PPP) relief in the CARES Act, resulting in more than 17,000 letters to Congress.
- » Petitioned Congressional Leadership on the PPP exclusion, employer tax retention credits extension, and state and local aid, in cooperation with our industry allies in July.
- » Provided on-going information on COVID-related regulations and guidance from the Occupational Safety & Health Administration (OSHA) and the US Equal Employment Opportunity Commission (EEOC).
- » Joined the COVID Relief NOW Coalition, a newly formed coalition of more than 300 public and private organizations to ask Congress to pass additional COVID economic relief – stating millions of jobs and survival of small businesses as well as vital government services are on the line.
- » Worked with CMAA Chapters on managing state and local COVID-19 related operating restrictions mandates.
- » Participated in multiple initiatives through We Are Golf, the Waters Advocacy Coalition, and the H-2B Workforce Coalition, and supported efforts on the issues the Navigable Waters Protection rule and H-2B visas.





## CLUB RESOURCE CENTER (CRC)



## CLUB CAREERS

Across all categories, CMAA featured hundreds of job openings in 2020. The member-only Managerial Openings List (MOL) continues to be the most visited page on [cmaa.org](http://cmaa.org). CMAA has four job boards: Internships, Entry-Level Opportunities (ELO), Mid-Management Opportunities (MMCO), and the Managerial Openings List (MOL). Internships and the ELO are free listings; the MMCO and MOL are charged based on salary range.

In 2019, CMAA began a collaboration with Erin Kennedy of Professional Résumé Services. This company has multiple writers and editors that work with members start to finish on résumé that will get them noticed by potential employers. CMAA negotiated a reduced rate for this enhanced member benefit.

Coaching services continue to be utilized by members in all phases of their career. CMAA's Coaches Kevin MacDonald and Shelley MacDougall were in high demand during 2020 as well as for various chapter meetings, club functions, and at the 2020 World Conference and Club Business Expo.



## EVENTS



### 2020 World Conference and Club Business Expo, February 8-12, Grapevine, TX

The 92nd presentation of the largest annual gathering of club industry professionals, offered five days of unparalleled professional development, networking opportunities, hospitality experiences, and the latest innovations in the industry showcased in the two-day Club Business Expo. The Networking Event was a taste of Texas featuring culture and cowboys at Ridglea Country Club. New events and activities included Open Space, a facilitated pod run by participants, for participants, in an informal, relaxed, and open environment. Volunteer hosts come up with the topic or challenge, set the agenda for what's discussed in the "pod," and invite colleagues and new connections. The week was capped off with a new networking opportunity, CMAA After Dark, an after-hours event which brought together CMAA Members, Chapters, and Partners for a fun evening.

#### By the numbers

- » First-Time Professional Attendees: **302**
- » Average Session Rating: **4.5/5.0**
- » Individual Sessions Offered: **86**
- » Percentage of Speakers Who Were First-Time Presenters: **50%**
- » Club Business Expo Exhibiting Companies: **280**
- » New Exhibitors: **71**
- » Largest increase of companies representing: **Furniture and Club Technology**
- » Club Business Expo Revenue Increase (from 2019 and 2020): **2%**

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## Going Virtual

With the travel and gathering limitations resulting from COVID-19, CMAA pivoted the presentation of its spring, summer, and fall programming to virtual events utilizing the latest technology. The new medium allowed many first-time attendees, record registration and interest for the creation and presentation of additional summits on focused topics.



### Leadership/Legislative Conference, September 8-10, Virtual

This annual event featured a new experience, with no travel required on an interactive online platform. More than 260 CMAA Leaders participated in the two-day event. Through timely educational offerings, interactive networking opportunities, and entertaining breaks, attendees learned and connected despite the physical distance. Chapter leaders submitted 38 Idea Fair for Chapters entries and the winning entries were featured in an interactive presentation. These Chapter-tested ideas are archived and available through CMAA's Connect Community. The 2021 and 2022 events will be held at the Mayflower Hotel in Washington, DC.



### Mid-Management Conference, October 19-20, Virtual

The Mid-Management Conference took place virtually from October 19-20, 2020. The purpose of this annual event is to develop new skills, broaden managers' horizons, advance their career, and further their certification goals. Presented virtually and with many first-time attendees, attendance for the event was very strong with 262 participants. The 2021 event will be held in New York City (the original 2020 site) from October 17-20.

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## Summits



### **Communications Summit, September 22-23, Virtual**

In an effort to serve the entire club management community, CMAA created the Communications Summit in 2019. The 2020 event was held virtually from September 22-23, with 140 people in attendance. Topics such as personal leadership, member and event photos, storytelling, and public relations were covered. The 2021 event will be held in Minneapolis (the original 2020 site) from August 9-12.



### **Lumina Spark Summit, November 2, Virtual**

This one-day workshop enabled attendees to unlock the many benefits of personality awareness by gaining better self-understanding, improving working relationships, and much more. Lumina Spark provides highly interactive and fun experiences in which learners explore who they are, using an individualized psychometric profile tool called a Lumina Portrait.

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## Summits



### **Membership & Marketing Summit Series, August 25 and November 10, Virtual**

These virtual Summits will function as a prelude to future in-person Membership & Marketing Summits and build upon subject matter and areas of focus. Designed to have an immediate impact on how professionals design and execute the membership experience, attendees will receive insight, best practices, and real-life examples and storytelling to apply at their own clubs. The series was presented in Partnership with Creative Golf Marketing, a CMAA Education Partner.

Presented August 25, the inaugural Membership & Marketing Summit addressed some of the most pressing issues club management professionals are facing including member recruitment and retention; membership engagement and experience; branding; family life-cycle development and implementation; and club website relevance and design.

Presented November 10, the next Membership & Marketing Summit addressed relevant issues in outbound marketing that club management professionals including social media; club culture; and automated email marketing.



## CERTIFICATION AND PROFESSIONAL DEVELOPMENT

### Business Management Institutes

10

Number of Programs Held

434

Attending Club Management Professionals

2

In-Person

8

Virtual

44.5

Hours of Content Added to CMAA University to Present BMI Virtually

### Certification



40

New Certified Club Managers (CCM)



33

New Members of the Honor Society



3

New Certified Chief Executives (CCE)

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## CMAA University

Twelve hours of education were added to the Executive Level Education area, which provides complimentary CMI credits to members. In total, more than 72 hours of content was featured on COVID-specific topics.



## Webinars

CMAA offered an unprecedented number of webinars in 2020 to meet the needs of its members due to the pandemic. The webinars offered timely and relevant information to help a record-breaking 16,000 club management professionals serve their clubs better. All of the certification competency areas were covered in 2020.

**87**

Webinars Presented

**13,830**

Number of Association Activity  
Credits Awarded

**16,000**

Live Attendees (members  
and non-members)



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## BUSINESS DEVELOPMENT



**New for 2020:** Club Procure, a CMAA Education Partner

The CMAA Partnership Network is made up of trusted companies with a strong commitment to the success of the club industry and support of CMAA programming. Partners are fully woven into the fabric of CMAA and play a key role in fulfilling CMAA's mission. Through this network, we share knowledge, resources, expertise, and common goals for the future of the industry. Thank you to our 2020 Partners:

### CMAA Strategic Partners



**JOHN DEERE**  
GOLF



### CMAA Business Partners



### CMAA Education Partners



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## RESEARCH INITIATIVES

### COVID-19 Impact Research

Conducted and compiled impact research for clubs and club industry

- » Seven COVID-specific reports were released between March 24 and July 1.
- » Produced Club Considerations for Reopening Post COVID-19 resource

### Best Practices Exchange Community

Managed the Best Practices Exchange Community in CMAA Connect

- » New Members: **234**

### Finance and Operations Report

Completed 2020 Finance and Operations Report

- » Offered Data Mapping Service with GGA Partners
- » Added infographics by operating revenue for all CMAA Members
- » Added a Report Card feature, showing clubs how they compare to the industry

### Other Projects

- » Visited three chapters with GGA Partners, a CMAA Business Partner, to talk about how research is shaping the industry.
- » CMAA has two staff members qualified in Lumina Learning tools. In addition to the presentation at three different BMI programs to CMAA members, this year marked the expansion of offering these tools to club teams. Our qualified presenters facilitated workshops at four clubs.



## 2020 BOARD OF DIRECTORS



*Front Row (left to right)*

**Immediate Past Chairman**

**Randy J. Ruder, CCM, CCE**  
Beach Point Club  
Mamaroneck, NY

**Secretary-Treasurer**

**Mitchell S. Platt, MCM, CCE**  
Cosmos Club  
Washington, DC

**Chairman**

**Mark A. Bado, MCM, CCE**  
Myers Park Country Club  
Charlotte, NC

**Vice Chairman**

**Brian Kroh, CCM**  
John's Island Club  
Vero Beach, FL

**President & Chief**

**Executive Officer**  
**Jeff Morgan, FASAE, CAE**  
Alexandria, VA

*Back Row (left to right)*

**Janine Budzius, CCM, CCE**

Philadelphia Country Club  
Gladwyne, PA

**Michael Wheeler, MCM, CCE**

Cherokee Town & Country Club  
Atlanta, GA

**William Shonk, CCM, CCE**

Princess Anne Country Club  
Virginia Beach, VA

**Joe Mendez, CCM, CCE**

Riverton Country Club  
Cinnaminson, NJ

**Joseph Krenn, CCM, CCE**

Farmington Country Club  
Charlottesville, VA

**Christina Toups, CCM, CCE**

Fort Worth, TX

**Richard L. LaRocca, CCM, CCE**

Beechmont Country Club  
Cleveland, OH

**Michael D. Seabrook, CCM, CCE**

Belle Meade Country Club  
Nashville, TN

**Eric Dietz, CCM, CCE, PGA**

Mountain Lake  
Lake Wales, FL



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## THE CLUB FOUNDATION



Total Contributions from Individuals, Chapters,  
and Clubs:

**\$220,562**

The Club Foundation is deeply grateful for all the donors who contributed funds to support our mission of providing scholarships and grants to professionals in the industry.



To see a list of the nearly 2,600 individuals, clubs, and chapters who donated to The Club Foundation, please visit [our donor page](#) or scan the QR code.

### The Club Foundation is grateful to CMAA's Partnership Network for their support of scholarships and grants programming

#### Strategic Partners:

E-Z-GO  
Jonas  
John Deere Golf

#### Business Partners:

Club Car  
Entegra Procurement Services  
GGA Partners  
Insperity  
Kopplin Kuebler & Wallace  
Royal Cup Coffee  
The Toro Company

#### Education Partners:

ClubProcure  
Creative Golf Marketing  
RSM US

### By the Numbers

#### Number of Scholarships Awarded in FY2020

- » James B. Singerling Scholarship: **2**
- » Willmoore H. Kendall Scholarship: **9**
- » Sally Burns Rambo Scholarship: **11**
- » LaRocca Family Executive Scholarship: **1**
- » Joe Perdue Scholarship: **10**
- » Student Chapter Grants: **11**

#### Outreach Initiative:

- » **\$20,000** to Tee It Up for the Troops

#### Percent of CMAA and CF Board Members Who Donated to CF in FY2020:

- » CMAA Board of Directors: **100%**
- » CF Board of Governors: **100%**

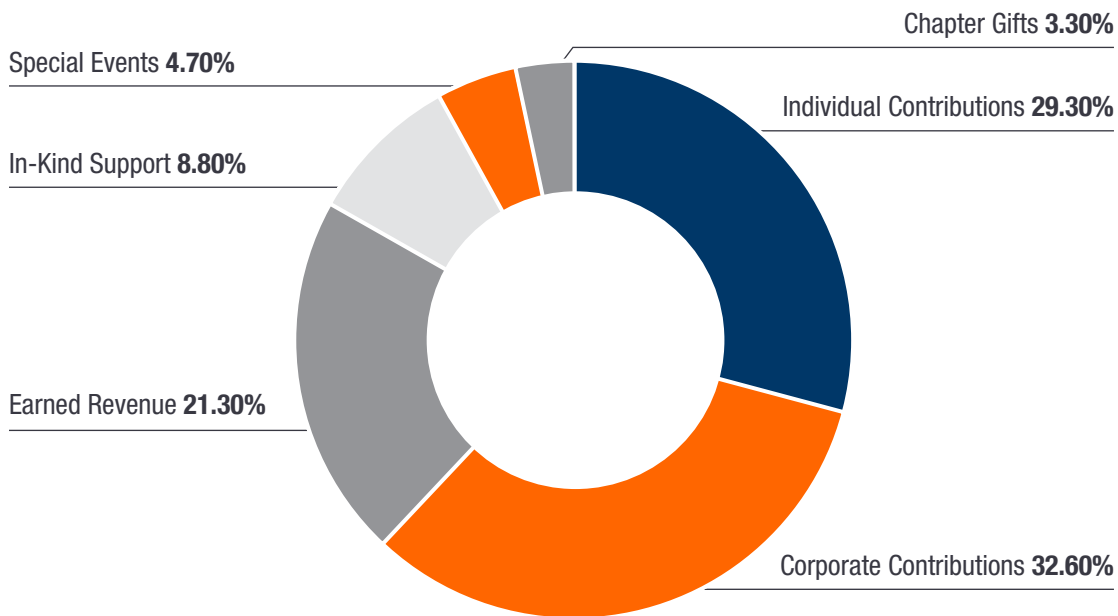


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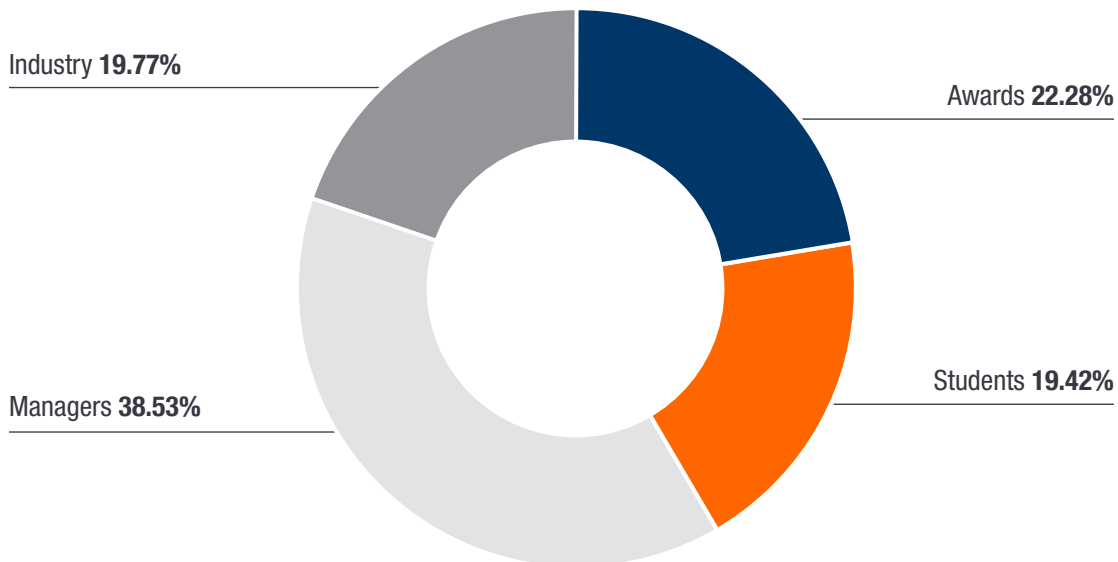
## Contributed Revenue by Percentage and Category

*Fiscal Year 2020*



## Scholarships and Grants Given by Percentage and Category

*Fiscal Year 2020*



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## THE CLUB FOUNDATION BOARD OF GOVERNORS



**Chairman** **Burton Ward, CCM, CCE**, Century Country Club, Purchase, NY

**Vice Chairman** **Nicholas LaRocca**, Muirfield Village Golf Club, Dublin, OH

**Secretary** **Timothy P. Minahan, CCM, CCE**, Country Club of Fairfield, Fairfield, CT

**Treasurer** **LuAnn Giovannelli, CCM, CAM**, Bay Colony Community Association, Naples, FL

### Governors

**Mark Bado, MCM, CCE**, Myers Park Country Club, Charlotte, NC

**Brian Kroh, CCM**, John's Island Club, Vero Beach, FL

**Todd Marsh, CCM, CCE**, Conway Farms Golf Club, Lake Forest, IL

**Jeffrey Morgan, FASAE, CAE**, CMAA President & CEO, Alexandria, VA

**Casey Newman, CCM**, River Oaks Country Club, Houston, TX

**Joe Oswald**, Jonas Software

**Donna Otis, CCM, CCE**, The Bridges at Rancho Santa Fe, Rancho Santa Fe, CA

**Fred Palmer, Jr.**, Club Car

**Mike Parkhurst**, Textron Golf

**Mitchell Platt, MCM, CCE**, Cosmos Club, Washington, DC

**Randy Ruder, CCM, CCE**, Beach Point Club, Mamaroneck, NY

**Terra S.H. Waldron, CCM, CCE**, Greensboro Country Club, Greensboro, NC



# CLUB SPA & FITNESS ASSOCIATION



The Club Spa & Fitness Association (CSFA) is a subsidiary association of CMAA and is the sole national association for private club wellness professionals. CSFA provides education, professional development, research, and community for its members and aims to set best practices for wellness professionals in the private club sector.

## Professional Development

- » Produced highly successful virtual annual conference with 6 education sessions, keynote address, association meeting, virtual partner showcase, and networking events (July 2020)
- » Delivered 22 educational webinars across a variety of topics
- » Held 1 Regional Event in collaboration with the CMAA Carolinas Chapter (October 2019)
- » Introduced theme-based monthly education series (September 2020: Immunity + Recovery)
- » Promotion of CMAA education events, including CMAA World Conference, BMIs, and webinars

## Communications

- » Launched CSFA Regional Roundtables, virtual meetings designed to support association members amid the pandemic
- » Introduced What's Happening This Month monthly email highlighting association and corporate partner activities and events
- » Published Volumes I, II, and III of the CSFA newsletter
- » Updated content and design layout on CSFA website
- » Increased utilization of CSFA Connect for networking and resource sharing
- » Amplified activity on social media (Instagram, Twitter, LinkedIn)

## Research

- » 2019 CSFA Trends Report (January 2020)
- » 2020 CSFA Wellness Operations Study (July 2020)
- » 2020 CSFA Seasonal Survey (October 2020)

## CSFA By the Numbers

- » Members: **147**, representing **115** clubs across **27** states
- » Corporate Partners: **10** (**2** Platinum Partners; **8** Silver Partners)
- » Secured **1** new partner, Specialized Fitness Resources (August 2020)
- » Board of Directors: **12** Directors, representing **8** states



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## CSFA BOARD OF DIRECTORS



**Chair** **Luis Bracamonte**, Ocean Reef Club, Key Largo, FL

**Vice Chair** **Brendan Crotty**, River Oaks Country Club, Houston, TX

**Secretary-Treasurer** **Lukasz Monka**, The Landings Club, Savannah, GA

**Past Chair** **John Porter**, Army Navy Country Club, Arlington, VA

### **Directors**

**Kevin B. Caldabaugh**, John's Island Club, Vero Beach, FL

**Lisa Kyte**, Mizner Country Club, Delray Beach, FL

**Emma Rodgers**, Providence, RI

**Amy Schlossenberg**, Lakewood Country Club, Rockville, MD

**Matthew Spangenberg**, Cherokee Town & Country Club, Atlanta, GA

**Advisory Director** **Pamela Caldwell**, The Club at Admirals Cove, Jupiter, FL

**Advisory Director** **Nicole Mains**, Livingston, MT

**CMAA Board Liaison** **Michael Seabrook**, **CCM**, **CCE**, Belle Meade Country Club, Nashville, TN



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