**For IMMEDIATE RELEASE**

**(NAME) Completes Business Management Institute (Specify Program)**

**Contact:**  
(Name)

(Email)

(Telephone Number)

**(City, State)** – (NAME), (Title) of the (CLUB), successfully completed the Business Management Institute (SPECIFIC COURSE TITLE). CMAA’s Business Management Institutes are an in-demand and flourishing series of week-long courses that have produced more than 12,000 graduates and is one of the most respected educational initiatives in the hospitality industry. Each program is an intensive learning experience employing the latest teaching methodology, real-life examples, and pertinent collateral information in a structured academic environment. This program, developed by the Club Management Association of America (CMAA), was held from (DATES) in (CITY, STATE).

(INSERT ONE OF FOLLOWING):

(FOR BMI – Club Management): BMI – Club Management is a five-day, 40-hour, intensive session is designed for managers with a desire to explore the basic elements of their profession in a comprehensive manner. Held at Georgia State University in Atlanta, GA, the program takes a tangible, hands-on approach to the subject matter.

(FOR BMI – Leadership Principles): BMI – Leadership Principles is designed for managers seeking an opportunity to develop their leadership, management and critical thinking skills. Held at California State Polytechnic University in Pomona, CA, BMI II can benefit managers at all phases of career development — from rising stars to senior-level executives.

(FOR BMI – General Manager/Chief Operating Officer): BMI – General Manager/Chief Operating Officer introduces and expounds upon the General Manager/Chief Operating Officer Concept. Held at Michigan State University in East Lansing, MI, attendees learn how to operate a club as a business and be perceived as its leader and understand the responsibilities and characteristics of a true GM/COO.

(FOR BMI IV – Tactical Leadership): BMI – Tactical Leadership explores tactics for enhancing an attendee’s management style and tapping into an individual’s leadership potential. This program is held at Cornell University in Ithaca, NY.

(FOR BMI BMI – Strategic Leadership): BMI – Strategic Leadership focuses on strategic management for club managers professionals. This program is held at clubs in the Boston, MA, area.

In having successfully completed this course, (NAME) made new contact with industry experts, was able to network with fellow managers, share new ideas, receive instruction from the nation’s finest hospitality educators, visit and tour other club operations and grow not only as an individual, but as an integral part of the club management team. (INSERT ANY QUOTES FROM ATTENDEE).

The Business Management Institute was conceived as a dream among forward-thinking managers in the early 1980s and became a reality at Georgia State University in 1988, with the inception of BMI - The Basic Club Management School. Since 1988, the BMI program has fulfilled its goal of becoming a multiple level professional development program with elective programs and is based at renowned hospitality schools and prestigious clubs across the county.

**About CMAA**

Founded in 1927, the Club Management Association of America (CMAA) is the largest professional association for managers of membership clubs with 6,800 members throughout the US and internationally. Our members contribute to the success of more than 2,500 country, golf, athletic, city, faculty, military, town, and yacht clubs. The objectives of the Association are to promote relationships between club management professionals and other similar professions; to encourage the education and advancement of members; and to provide the resources needed for efficient and successful club operations. Under the covenants of professionalism, education, leadership, and community, CMAA continues to extend its reach as the leader in the club management practice. CMAA is headquartered in Alexandria, VA, with 42 professional chapters and more than 40 student chapters and colonies. Learn more at [cmaa.org](http://www.cmaa.org).

