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**Charting Our Course**

**<Template Pro Tips: Customize the information listed in brackets to reflect your Conference experience and illustrate the value in your attendance for your club. Use bullets and borrow the descriptions within the Conference App so you do not have to reinvent the wheel.>**

**Prepared by <YOUR NAME HERE>**

# Purpose and Objective

It was my pleasure to attend the Club Management Association of America’s recent 2022 World Conference and Club Business Expo held February 19-23, in San Diego, CA. The Conference offered club management professionals the opportunity to participate in more than 70 education sessions, peer networking events, and preview the latest products and services available in the industry at the two-day Club Business Expo.

The World Conference provided five days of stellar educational programming engineered specifically for today’s chaotic operating environment. Sixty-to-90-minute education sessions featured relevant topics including recruiting and retaining staff talent; utilizing data analytics in club decision making; membership marketing, engagement, and retention; top food and beverage and technology trends; sustainability; diversity; and innovation to better meet unprecedented member demand.

With up to 21.5 hours of continuing education credit available, the event provided me the opportunity expand my skills and industry knowledge, find new talent for our club, and collaborate with fellow professionals at the only event focused on the business of running a club.

The objective of this report is to share all relevant takeaways and resources to help our club chart its course in today’s constantly changing environment.

# Event Overview

**Day One: Saturday, February 19**

The World Conference officially began at 11:30 a.m. PT with concurrent educational offerings. Session options included *Effective Cultural Onboarding for New Employees, Food and Beverage Trends 2022, Think, Act, and Succeed as a CEO,* and *Women’s Programs That Work.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

After a brief lunch break, concurrent education sessions continued with *How to Address Diversity and Inclusion, Time to Utilize H-2B and J-1 Visas*, and *Two CPAs Walk into a Club Bar – Debits, Credits, and Cocktails.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

Presented at 2:15 p.m., the day’s General Education Session featured business growth expert Jeff Havens. Jeff brings a unique ability to simplify seemingly complex problems, one that runs counter to the conventional wisdom of the business world. His presentation helped provide actionable answers to today’s challenges.

**<SHARE ANY TAKEAWAYS.>**

Afterwards, there was one more block of concurrent sessions. Sessions included *A Data-Driven Breakdown of the Never-Ending Efficiency vs. Experience Debate, The Evolution of Sustainable Facility Management, The Food and Beverage Flight Plan,* and *Managing Up – From Followership to Leadership.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

**Day Two: Sunday, February 20**

Our day kicked off with the official Opening Business Session where attendees heard from featured speaker Robyn Benincasa. Robyn gives individuals and organizations the tools they need to inspire themselves and one another to their greatest heights and across their most challenging finish lines. For the last 20 years, she and her teammates have been competing at the front of the pack in the most unique and compelling classrooms on earth—The jungles of Borneo, the Himalayan peaks of Tibet, the rivers of Fiji, the rainforests of Ecuador, and the desert of Namibia, studying the good, the bad, and the not-so-pretty in Extreme Teamwork. It is through these harrowing, life affirming, and often hilarious experiences in the world's most grueling challenges that she has emerged with her truly unique perspective on what it takes to build the kind of world-class teams that succeed against all odds, that triumph in the face of adversity, and that win as one in times of great challenge and change. Robyn’s multi-faceted experience—as a 20+ year veteran San Diego firefighter, a World Champion Adventure Racer, a 2014 CNN Hero, a Guinness World Record Endurance Kayaker, and a best-selling author—was inspiring. Her message inspires people to grab life with one hand, grab their teammates with the other, and to achieve audacious goals that they could never accomplish alone.

**<SHARE ANY TAKEAWAYS.>**

The day continued with 90-minute concurrent education sessions including *Leadership Lessons from Columbine and Beyond, Sourcing and Selecting Top Talent, Transforming Club Connections into High Performing Relationships, The Future of Club Technology,* and *Understanding the Who and What Before Focusing on the When and Where and How When It Comes to Marketing.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

Following a one-hour lunch break, concurrent sessions resumed. These one-hour offerings included *Inclusive Management: Leading Diversity, Equity, and Inclusion, Increasing Your Connection to Others Through Utilizing Emotional Intelligence, Tax Trends for Clubs and Those Who Run Them, The Rise of Racquets: Trends and the Road Map to Success;* and *Nothing Left Unsaid: An Introduction to Psychological Safety (Part I).*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

Education continued with 90-minute sessions pertaining to *Beyond COVID: How Clubs Have Kept Membership Momentum Going, Board and Committee Relations, Empathy & Accountability: People Development Necessities for the Now, Nothing Left Unsaid: An Introduction to Psychological Safety (Part II),* and *Spark Customer/Member Love.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

The final block of concurrent sessions for the day included a General Education Session with former Googler Ginny Clarke on the *Future of Work* as well as sessions on *Best Practices and Leadership Strategies for Effective Committee Governance, Using Technology to Know (and Serve) our Members, Personal Financial Planning and How the Club Can Help,* and *Want to Be a Better Leader? Learn How to READ.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

The day ended with a one-of-a-kind evening Networking Event on the streets of the Gaslamp Quarter – one of San Diego’s iconic locations. The food was provided by multiple local San Diego restaurants, adjacent to the block. It was a great way to connect with other club management professionals and get ideas for future outdoor, block-party-style events for the club.

**Day Three: Monday, February 21**

The day began at 8:00 a.m. with the Awards session honoring celebrate the achievements of the Who’s Who of CMAA – amazing individuals meeting professional milestones, individual innovators, members, and local Chapters. After the awards presentations, we heard from basketball legend and one of sports’ most recognizable and beloved figures, Bill Walton. His success on the court is well-documented: the nation’s top college basketball star at UCLA under legendary coach John Wooden, he then played for two NBA Championship teams – the Portland Trail Blazers and Boston Celtics. But Bill’s nightmarish challenges off the court are less known. He stuttered so badly he couldn’t say a simple “thank you” until he was 28 years old, and a foot disorder led to 39 surgeries on his feet, legs, and back – keeping him sidelined over half of his NBA career. Armed with grit and a positive outlook, Bill improbably overcame it all.

**<SHARE ANY TAKEAWAYS.>**

Next, the two-day Club Business Expo was available to explore new solutions for our club. More than 200 club-industry specific vendors were on hand to share their latest products, services, and resources.

**<SHARE YOUR INTERACTIONs WITH A VENDOR/SERVICE PROVIDERS WHO MIGHT HAVE A SOLUTION OF INTEREST TO YOU CLUB.>**

**<ADD IN IF UTILIZED>**

From 1:00 to 3:00 p.m., I participated in the Career Opportunities and Mentoring Showcase, advertising our internships to the hospitality students members in attendance. Approximately 200 students from top hospitality programs around the country attended this event and had access to explore our program information.

**<INSERT A SENTENCE ABOUT AN INTERACTION WITH A STUDENT WHO MAY BE INTERESTED IN WORKING FOR YOUR CLUB.>**

After the showcase, it was back to education for the remainder of the afternoon. Concurrent sessions included *A Club Leader’s Perspective on Emerging Trends and Challenges, Assumption, Unconscious Bias, Gender Equity, and Intersectionality, Capital Project Construction Plan Development & Pricing, Succession Planning*; and an innovative student competition session modeled after the *Shark Tank* concept.

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

Afterwards, there was one more block of one-hour concurrent sessions. Sessions included *Construction Safety, Guiding Governance, Institutionalizing Memory and Building Trust in Turbulent Times, The Art of Story Telling in Clubs, Wine Trends; COVID; Packaging, Wine Events, and More*, and the *2022 Legislative and Regulatory Update.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

**Day Four: Tuesday, February 22**

Tuesday’s general education session began at 8:30 a.m. and featured futurist and transformative tech pioneer Nichol Bradford. She works at the intersection of psychology, neuroscience, behavior, technology, and science. Her mission is to empower human transformation and wellbeing by catalyzing new visions, opportunities, and tech-enabled tools for all. She ignites new ways to use technology to expand beyond our perceived limits and reach our fullest potential. While it seems outside of the club management sphere, it was a thought-provoking session. **<SHARE ANY TAKEAWAYS.>**

After the morning session, I returned to the Club Business Expo to continue researching options for our club.

**<SHARE YOUR INTERACTIONS WITH A VENDOR/SERVICE PROVIDERS WHO MIGHT HAVE A SOLUTION OF INTEREST TO YOU CLUB.>**

Following lunch, it was back to education. The first session offerings included *Helping Leaders Crack the Hidden Code of Executive Style and Presence, Is Your Club’s Brand Hurting or Helping Your Reputation, Legally Managing Your Club Through a Pandemic, The FISH! Philosophy! Work Made Fun Gets Done,* and *Universal Key Club Performance Indicators: What Club Managers Need to Know.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

The final education sessions of the day featured *Elevating Your Executive/Leadership Presence, How a Club With a Long History of Committee-Led Management Shifted Towards Effective Governance, Managing the Media in Times of Crisis, Making the Club Experience Magical! Secrets to Creating a Disney-Like Culture,* and *How to Handle Club Incidents.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

**Day Five: Wednesday, February 23**

It was another full day of education and opportunities to engage with fellow club management professionals. The day provided three different blocks of concurrent education.

The first set of 90-minute sessions began at 8:00 a.m. with *Employeepreneur: Getting and Keeping Your Top Talent*, *Making the Club Experience Magical! Secrets to Creating a Disney-Like Culture, Presenting Your Club with Ease and Authenticity,* and *Self-Mastery Tools for Mental Wellness and High Performance in Stressful Situations.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

The next round of 90-minute sessions included *Is This Membership Growth Success Going to Last? It All Depends on You, Private Club Wellness: From Living the Good Life to Living a Well Life, The Future of Leadership*, andthe *Real Talk Roundtable.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

After the lunch, the final set of concurrent sessions featured *Beyond the Logo: How to Turn Your Club’s Sub-Brand into an Immersive Brand Experience, Cybersecurity: Risk Mitigation and Management, Post COVID Wrap Up: The Financial Impact,* and *The Future of Wellness: Making Fitness an Extension of Health Care.*

**<SHARE WHICH SPECIFIC SESSION YOU ATTENDED and INCLUDE A KEY TAKEAWAY.>**

The day ended at 3:30 p.m. with the official Closing Business Session, spotlighting Dustin Garis. Throughout his disruptive career at some of the world’s most respected companies, The Coca-Cola Company and Procter & Gamble, Dustin Garis has become known as “Chief Troublemaker” for his innovative approach to brand-building, customer experience, and change leadership. Garis brought the same no-holds-barred approach to his speech that helped him blaze trails in the world’s largest companies and entrepreneurial startups. His deep insights and charismatic persona captivated attendees while inspiring us to consider how our club can embark on the next frontier of innovation. With a particular focus on how brands can enrich lives, Garis offered examples of brands that are getting it right by “revolting against routine,” and creating memorable experiences to drive engagement among Millennial consumer/members and employees.

**<SHARE ANY TAKEAWAYS.>**

**Additional Activities**

**<ADD IN IF UTILIZED>**

**Idea Fair**

Between education sessions and networking breaks, I took the opportunity to browse the Idea Fair (think the science fair of great club operations ideas). There were more than 200 entries submitted by clubs from all over the country across 18 operational categories. Archived digitally, I will be able to reference these ideas throughout the year for new programming ideas for our members and employees.

**<SHARE A SPECIFIC ENTRY THAT WOULD BE A GREAT IDEA AT YOUR CLUB>**

**<ADD IN IF UTILIZED>**

**Open Space**

Between sessions, I took advantage of the 30-minute Open Space sessions. These sessions are mini think tanks hosted by other club management professionals who come up with the topic. Options included *Women’s Clubs, Overcoming the Staffing Challenge in 2022,* and *Investment Markets Update and Retirement Plan Trends.*

**<LIST WHICH SPECIFIC OPEN SPACE YOU ATTENDED and SHARE A KEY TAKEAWAY.>**

**<ADD IN IF UTILIZED>**

**Recruitment**

I utilized the complimentary job boards to advertise our club openings and seek new talent for our team. These job boards are highly sought after by professionals seeking new opportunities on site.

**<INSERT A SENTENCE ABOUT AN INTERACTION WITH PROFESSIONAL WHO MAY BE INTERESTED IN WORKING FOR YOUR CLUB OR NUMBER OF LEADS GENERATED.>**

**Ideas for Immediate Implementation**

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| **Idea** | **Department** |
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**Ideas for Implementation in Q3&4 in 2022**

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**Planning for 2023-2026**

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# About CMAA, the CCM, and Future World Conferences

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 more than 40 professional chapters and more than 40 student chapters and colonies. Learn more at [**cmaa.org**](http://www.cmaa.org).

The Certified Club Manager (CCM) designation was established in 1965. The CCM indicates that a club management professional has completed a rigorous course of study and training and shows a dedication to proficiency and expertise in club management. The CCM is the hallmark of professionalism in club management. It is a valuable and widely respected mark of a manager’s commitment to professional development and the club industry. In order to receive the CCM designation, one must be a Professional member of CMAA for at least six years, invest time in specified education requirements, attend at least one World Conference and Club Business Expo, and maintain activity within their local Chapter. After these conditions have been met, the individual must pass the CCM Exam. On-going maintenance requirements are required every five years for individuals to continue to use the designation. Attainment of the CCM title shows a long-term commitment to professional development and club management.

The 2023 World Conference and Club Business Expo will be held in Orlando, FL, February 24-28. Future Conferences are slated for Las Vegas, NV (2024), Tampa, FL (2025), Anaheim, CA (2026), and Chicago, IL (2027 – where CMAA will celebrate its 100th anniversary.)