



**Candidate's Full Name:** *Rob Oosterhuis, CCM, CCE, PGA*

**Candidate's Present Club:** *Royal Palm Yacht & Country Club*

**Year Joined CMAA:** *2009*

It is an honor to be nominated as a candidate for a National Director position of the CMAA. My motivation is rooted in a deep commitment to collaborative leadership and passion for strengthening our industry's appeal to prospective employees and retaining our leaders and rising stars. By working closely with fellow Directors, committees, and National Staff, I aim to help drive the execution of our Strategic Plan with a focus on tangible outcomes that benefit our entire community.

I am confident we can build on the extensive efforts already undertaken to educate club boards and their committees, ensuring we continuously improve our work atmospheres with a holistic view on employee wellness and inclusion. Continuing and expanding our education programs and professional development initiatives is critical and I support evaluating and enhancing the CCM and CCE certification programs, ensuring they meet the evolving needs of our industry and provide robust career advancement opportunities for all members.

Regarding long-range organizational planning, I recognize the importance of strategic foresight. This includes thoughtful CEO succession planning and the development and maintenance of key strategic partnerships. Supporting our Chapters and ensuring their alignment with the broader goals of the CMAA is essential. I will advocate for the Board as we develop tactics to assist our dedicated CMAA staff, whose work is fundamental to our success.

With strong connections in Florida and deep ties throughout the western United States, I hope to help foster a unified national approach, ensuring we meet the diverse needs of our members across the country. I am committed to leading with integrity, transparency, and a positive, collaborative spirit, ensuring that our industry remains resilient and forward thinking. Together, we can create an even more supportive and dynamic environment that attracts, develops, and retains top talent, making club management the industry of choice.

**Chapter Activities**

- 2024 100 Hole Challenge Committee, Florida Chapter
- 2023-Present Education Committee, Florida Chapter
- 2023 Young Professional Program, Florida Chapter
- 2017-2020 Board of Directors, Golden State Chapter
- Chair, Career Services Committee
- Chair, Membership Engagement Committee

**National Activities**

- 2024 At-Conference Elections Committee
- 2020-2022 Professional Development Committee

**Conferences Attended**

- 2024 Leadership/Legislative Conference
- 2018-2024 CMAA World Conference; Conference Mentor 2022-2024
- 2016 CMAA World Conference
- 2013 CMAA World Conference

**Workshops Attended**

- 2024 Chapter General Manager/Board Summit
- 2022-2023 Chapter Conference
- 2020 Culinary Leadership Workshop
- 2019 GGA Strategy Workshop
- 2019 Chapter Workshop
- 2018 Wine Society Workshop
- 2017 Chapter Conference
- 2017 Chapter Workshop
- 2017 Business of Golf Summit
- 2017 BMI Strategic Leadership
- 2017 BMI Tactical Leadership
- 2016 Executive Leadership Workshop

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2013 Chapter Conference  
2013 Chapter Workshop  
2012 BMI Food & Beverage Management  
2012 BMI GM/COO  
2012 BMI Leadership Principles  
2011 BMI Club Management  
2011 Chapter Conference  
2010 Chapter Conference  
2010 Chapter Workshop

**Experience as a Management Professional**

2020-Present General Manager/COO, Royal Palm Yacht & Country Club, Boca Raton, FL  
2016-2020 General Manager/COO, Sherwood Country Club, Thousand Oaks, CA  
2009-2016 Director of Clubs, Four Seasons Resort Santa Barbara, Santa Barbara, CA  
2006-2009 Corporate Director of Golf, JC Resorts, San Diego, CA  
2003-2006 Director of Golf, Four Seasons Resort Costa Rica, Guanacaste, Costa Rica  
2000-2003 Head Golf Professional, Four Seasons Resort and Club Las Colinas, Irving, TX

**Education**

1992 BA, History, University of California, Los Angeles

**Other Activities**

2020 Golf Professional of the Year, Southern California PGA  
2019 PGA Professional Development Award, Southern California PGA  
2018 Bill Strausbaugh Award, Southern California PGA  
2015-2020 Southern California PGA Board of Directors  
2003-present PGA Member