



**Founded in 1927, the Club Management Association of America (CMAA)** is the largest professional association for club management professionals 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.

## What We Offer Club Management Professionals

### **Professional Development**

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[cmaa.org/ProfessionalDevelopment.aspx](http://cmaa.org/ProfessionalDevelopment.aspx)

CMAA's Lifetime Professional Development Program prepares our members to lead, succeed, innovate, stretch boundaries, expand expertise, and create a thriving club environment. Remaining steadfast to our mission and our long tradition of stellar professional development opportunities, CMAA works with a dynamic assemblage of committed, competent, and highly regarded educators in the hospitality and club industry to ensure that CMAA members benefit from an authentic academic experience. Each of CMAA's educational endeavors are developed using the highest academic standards.

### **Business Management Institutes (BMI)**

[cmaa.org/BMI.aspx](http://cmaa.org/BMI.aspx)

In the early 1980s, CMAA's leaders saw the need for a formal academic program for club industry professionals. Because managers at all phases of their careers need instruction, education, or inspiration, the concept of the "lifetime professional development program" was born. The vision was realized as a multi-campus-based program that provides tangible career benchmarks by which managers can track their progress and strive for various levels of competency, including a respected certification.

### **CMAA University**

[cmaa.org/CMAAUniversity](http://cmaa.org/CMAAUniversity)

CMAA University is a comprehensive online education platform that is complimentary for CMAA members. CMAA members can earn credits towards certification and further their career. Courses are self-paced and available on demand. Offerings include Archived Webinars, Certificate Programs, Conference Education, the Manager in Development program, Executive Level Education, and Micro Learning.

### **Certification**

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Since its inception in 1965, CMAA's certification program has been the most respected in the hospitality industry.

### **Certified Club Manager (CCM)**

[cmaa.org/certification.aspx](http://cmaa.org/certification.aspx)

The CCM designation is known as the hallmark of professionalism in club management. It is a valuable, internationally

recognized, and widely respected mark of a manager's commitment to professional development and the club industry. On average, Certified Club Managers earn 25 percent more than their non-certified counterparts.

### **Certified Chief Executive (CCE)**

[cmaa.org/cce.aspx](http://cmaa.org/cce.aspx)

The CCE designation was developed to recognize managers who have demonstrated the ability to successfully serve as the most senior management within a club.

### **Master Club Manager (MCM)**

[cmaa.org/mcm.aspx](http://cmaa.org/mcm.aspx)

The MCM designation is a certification and recognition program for professionals who have made extraordinary, long-lasting contributions to the club industry.

### **Career Development**

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[cmaa.org/careers](http://cmaa.org/careers)

ClubCareers provides online access to the most comprehensive job opportunities and employment resources available in the industry. Four distinctive job listings – including CEO/COO to entry level positions, interim roles, and internships – are accessible to members and non-members (limited) and assist both those seeking new positions or wishing to list open club opportunities. CMAA also offers résumé and LinkedIn review/writing services as well as career coaching.

### **Club Resource Center**

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[clubresourcecenter.org](http://clubresourcecenter.org)

A subscription to the Club Resource Center (CRC) allows your leadership and staff team access to hundreds of essential training courses and resources on a multitude of topics — from food safety and sexual harassment to conflict management and first aid. Each user's progress is recorded so that the team leader can monitor progress and identify areas in need of improvement. The comprehensive reporting features further simplify record keeping and helps keep you in compliance. The CRC also provides access to member education, industry surveys, and a library of resources to help you with day-to-day club operations.

## Conferences and Events

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### World Conference and Club Business Expo [cmaa.org/conf](http://cmaa.org/conf)

This is the largest network gathering of industry professionals, which is held in major cities throughout the United States, generally in February. Attendees engage in a variety of educational and networking opportunities, including more than 70 education programs tailored to the 11 core competencies needed for success in the club industry, a two day exposition, the Club Business Expo featuring innovative products and services, and the annual Idea Fair showcasing hundreds of club-tested ideas.

### Leadership/Legislative Conference [cmaa.org/llc](http://cmaa.org/llc)

CMAA's Leadership/Legislative Conference (LLC) features sessions focused on the education and instruction necessary to have an immediate impact on chapter-national alignment efforts and volunteer management. LLC is designed to emphasize leadership, legal, and strategic thinking for chapter officers/chairmen/managing directors, and national committee members. Attendees gain important information to help successfully execute chapter management and leadership responsibilities.

### Mid-Management Conference [cmaa.org/mmc](http://cmaa.org/mmc)

Offered in the fall, the Mid-Management Conference began as a grassroots effort in 1991 by the Greater Chicago Chapter to provide quality educational and networking opportunities for club management professionals who do not serve in the general manager/chief operating officer role. Education is focused on developing new skills, broadening horizons, and advancing career and certification goals.

### Summits [cmaa.org/summits](http://cmaa.org/summits)

CMAA's Summits are one- to three-day programs that focus on one specific competency area. These Summits are designed for one or more club team member(s) and provide an in-depth professional development experience on related subject matter for the betterment of the club industry. Several years ago, CMAA introduced these programs with the Club Leadership Summit and since then has created other programs on specific topical areas such as club communications, capital improvement projects, and membership and marketing.

## CMAA Subsidiaries

### The Club Foundation

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[clubfoundation.org](http://clubfoundation.org)

The Club Foundation was established by CMAA in 1988 with the mission of raising funds to financially support the professional development of club managers through education, research, and outreach initiatives. The Club Foundation is a 501(c)(3) non-profit organization and has distributed funds in excess of \$8 million to support scholarships and grants to benefit club management professionals, CMAA chapters, students and faculty, and the club industry at large. Every year donors, including thousands of CMAA members, give to support The Club Foundation's robust grant and scholarship portfolio.

### CMAA Connect

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[connect.cmaa.org](http://connect.cmaa.org)

CMAA Connect is an online platform used to connect groups of members into user communities. Communities are created for members based on interest areas, national committee or task force involvement, best practices sharing, or other criteria. Each community has its own landing page, complete with a discussion, library, roster of community members, and place for announcements.

### Government Relations and Advocacy

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[clubindustryvotes.org](http://clubindustryvotes.org)

CMAA leverages its grassroots influence to advocate on behalf of CMAA-educated professionals and the club industry. CMAA identifies legislative and regulatory issues on the state and national levels that affect the club industry; educates and informs members of these issues; and works in cooperation with its chapters, allied associations, and coalition partners to address issues of mutual interest.

### Industry-Specific Publications and Research

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[cmaa.org/research](http://cmaa.org/research)

The Association offers members the most current and useful information available on club operations, governance, trends, and management. Through various resources and publications such as *Club Management* magazine, the electronic *Outlook* newsletter, various research surveys, and its comprehensive website, CMAA provides the widest range of club industry resources found anywhere.

### Member Special Interest Groups

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[cmaa.org/membercommunities](http://cmaa.org/membercommunities)

CMAA's Member Special Interest Groups (SIGs) serve to connect members of similar character and shared interests within the Association at-large. These SIGs, and their related events and initiatives, cultivate the expertise that exists within the groups to share not only among themselves, but with other CMAA members as well. CMAA's active SIGs include: The Wine Society, YoPros, Women in Club Management, Yacht Club Managers, City Club Managers, and the Golf Council.

### Club Spa & Fitness Association

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[csfassociation.com](http://csfassociation.com)

Founded in 2007, the Club Spa and Fitness Association (CSFA) is the sole professional association for fitness, spa, and wellness professionals in the private club industry. A subsidiary association of CMAA, CSFA is committed to providing educational and networking opportunities to support members in advancing their careers. Members of CSFA have exclusive access to best practices and business standards for the private club wellness community.

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**CLUB  
MANAGEMENT  
ASSOCIATION  
OF AMERICA**

[cmaa.org](http://cmaa.org)