2009 Award for Excellence in Education

1. Which of the ten competency areas did your chapter’s educational program cover? Briefly describe how your chapter covered each one (what were the topics of the programs).

The chapter addressed all ten competency areas with a wide variety of programs and educators. The Education Committee placed a major emphasis on programs that would assist the CMAA member’s ability to operate in the current economic climate and hosted a number of motivational leadership seminars. The following is a summary of our education programs:

1. **Club Governance - 3 Programs/total of 13 hours (13 credits)**
   - Strategic Planning - Annual Planning Meeting
     - McGlaudry and Pullen & Harvey Hodz
     - Roger Hietbrink, Beth Meister, Jim Riscigno (2 4-hour sessions)
   - GM-President/Owner Forum
     - Kurt Kuebler
   - How to Manage your Club Career
     - Kurt Kuebler

2. **Food and Beverage Management - 11 Programs/total of 29 hours (29 credits)**
   - The Evolution of Member Service
     - Andy Stangenberg (4 3-hour sessions)
   - Honig Wine Dinner
     - Michael Honig
   - Wine/Scotch Whiskey Education
     - Andrew McNamara
   - Bulletproofing Food & Beverage Operations (CMI Class)
     - Bill Schwartz, CHTP
   - Food & Beverage Education and It's Value
     - Panel discussion with American Culinary Federation
     - Chef Shane Cheshire, Chef Jason Hall, CEC, Chef Perry Kenney, CEC, Chef Marcos Fernandez and Chef Mike Ramsey
   - Club Chef's Dinner & Wine Education
     - Chef Mike Ramsey
   - Wine Promotion and Merchandising Programs
     - Ronn Wiegand, MW, MS
   - Best Practices and Pitfalls in Club Wine Programs
     - Ronn Wiegand, MW, MS

3. **Accounting and Financial Management - 2 Programs/total of 2 hours (2 credits)**
   - Club Technology Security in an eWorld
     - Mark Lipsitt
   - Cool Tools: Great Software Solutions You’ve Never Head Of
     - Mark Lipsitt

4. **Human and Professional Resources - 6 Programs/total of 12.5 hours (12.5 credits)**
   - Management Business Etiquette
     - Etiquette School of Florida
   - Professional Business Attire
     - Bloomingdales
   - International Staffing
     - Mike McNeilly
   - Florida Gulfcoast University Internship Program
     - Jennifer Jordan McGurk
   - Future of Human Resources Ensuring Strategic Partnership
     - Charlie Walsh
   - Creating a High Performance Management Team
     - Alyson Austin

5. **Leadership - 11 Programs/total of 37 hours (37 credits)**
   - Weathering the Storm
     - Kevin MacDonald & Shelley MacDougall
   - The Star Within You
     - Kevin MacDonald & Shelley MacDougall
   - Leadership Strategies in Today's Economic Environment and Creating a Service Culture at Your Club
     - Kurt Kuebler
   - Creating a Club's Culture
     - Gregg Patterson (4 3-hour sessions)
Don’t Waste a Good Recession  Dan Clark  4  
Tough Times Don’t Last…Tough People Do  Larry Helms  4  
Contented Cows Moove Faster  Richard Hadden  4  
Leading in Tough Economic Times  Clint Swindall  4  

6. Membership & Marketing - 5 Programs/total of 15 hours (15 credits)
Membership & State of the Industry  Henry DeLozier  3  
Great Club Events  Dick McPhail, CCM & Tom Noyes, CCM  3  
Membership Marketing & Retention  Steve Graves  3  
Membership Marketing & Retention in an Ailing Economy  Rick Coyne & Kathy O’Neal  4  
Roundtable Discussion Session  David Colclough, CCM & John Newman  2  

7. Golf, Sports and Recreation Management - 3 Programs/total of 5.5 hours (5.5 credits)
Roles Tennis Professionals Play in the Mgmt of Tennis Facilities  Paula Scheb & David Richardson  1  
Working Together to Grow the Game of Golf  Ralph K. Dain, Jr.  1.5  
Golf 101  Marty DeAngelo, Todd Lytle, Kyle McClone  3  

8. External & Governmental Influences - 2 Programs/total of 6 hours (6 credits)
Current Trends on Capitol Hill  Brad D. Steele  3  
New Legal Issues for Clubs  Ed Suarez  3  

9. Facilities Management - 5 Programs/total of 10.5 hours (10.5 credits)
Risk Management  Bill McCormick  3  
Soil & Water Conservation  South Florida Water Management  3  
Rising Costs of Water & It’s Impact on Maintenance  St. Johns River Water Management District’s  2  
(Tennis) Court Construction and Maintenance Issues  Dave Welch  1  
Property Insurance Overview  Barry Whitton  1.5  

10. Interpersonal Skills - 3 Programs/total of 8 hours (8 credits)
Best Club Practices  Jim Paluch  4  
Crisis Management: Ten Minutes to Plan and Prepare for an Emergency  Alan Achatz  2  
The 7 Steps to Intrinsic Validation  Teresa Smith  2  

2. How did your chapter determine which topics to address in its 2009 educational program?

The Education Committee consists of a Chairman and Assistant Chairman for the chapter and in each of the five regions. This 12-member Chapter Education Committee collaborates regionally and collectively to compile the list of topics to be addressed each year. It begins by reviewing the goals of the previous year, and clarifying the goals for the coming year. These include the primary objective of ensuring that all 10 certification competencies are covered. The 2009 regional planning process began in April 2008 and concluded in December 2008. The chapter follows the program listed below for planning the regional and chapter education schedules:

- In April, the Chapter and Assistant Chair contact Regional and Assistant Chairs and provide them with the Educational Planning Schedule, the Managing Education Regions Word file, the Regional Education Template Excel file, and the Regional...
Education Budget Word file. These planning tools outline in detail the 10 competency areas as well as the planning and budgeting process. A conference call meeting with all 12 committee members is convened and the tools and schedules are discussed and reviewed.

- In May, the Regional Assistants (who will be the Chairs for the following education year) start building their regional education grids by identifying what months they meet and what type of meetings they are going to have (ex. CMI, joint meetings, state tours, business meeting, charity golf, etc.) The grids are reviewed by the Chapter Chair and Assistant Chair and a conference call meeting is convened to assist in this step of the planning.

- In June and July, the Regional Assistant Chairs work with the Regional Administrators to locate venues and determine meeting dates. The dates and venues are added to the education planning grid and is reviewed at the Education Committee meeting at the June summer conference. Potential topics are discussed and considered by the Regional Chairs and Assistant Chairs at this meeting. Committee members unable to attend in person meet by conference call.

- In August, the Regional Assistant Chairs with the assistance of the Regional Chairs select speakers and negotiate rates and expenses based on the available funds for each region. The education committee meets again at the August summer conference to collaborate on potential speakers and topics. A conference call is available to committee members who are not able to attend the conference.

- In September, the regional education schedules are completed for the five (5) regions and the committee meets at the last summer conference for final review and approval.

- In October, the process of planning the summer conferences begins. The Chapter Chair and Assistant Chair review the competencies and topics planned for the regional meetings and discuss which competencies will be presented at each of the three (3) summer conferences.

- In November, the Chapter Chair and Assistant Chair discuss potential presenters and firm up which topics will be presented at each summer conference. In December, the Chapter Chair and Assistant Chair negotiate rates and confirm presenters, competencies, and dates and times.

3. How did your chapter market its educational programs to members in 2009?

The primary marketing tools used for promoting regional meetings and events is via the chapter website and broadcast e-mails. The annual calendar, with registration and meeting location details, is placed on the chapter website each Fall. One month prior to each regional meeting, a broadcast e-mail is sent to the members of each region with interactive registration forms, and specific meeting details. In one region, members take advantage of our online registration feature to allow administrators to track attendees online and ask specific questions related to the meeting (attending with a guest, planning to stay for golf, etc.). In the case of regional CMI Workshops, the e-mails are sent 60 days in advance to all chapter members, with follow-up correspondence sent weeks prior to the event. As members register, an attendee list is added to the chapter website.

The method for marketing the summer conferences started in December 2008 with a “Save the Dates” distribution to the chapter via e-mail along with a notice published in the newsletter. In March, a full color, tri-fold brochure reviewing session details and accommodations for the three summer conferences was posted to the website. Summer conference dates were also posted on the CMAA Association Calendar as well as on the calendars of our Allied Associations. In April,
June and August, a full color brochure for each conference is forwarded to chapter members and guests. Subsequent announcements include mailed postcards and e-marketing blasts. In an effort to increase attendance and make our conferences accessible to more individuals, the conference dates and educational offerings were extended to former CMAA members who have moved to other chapters, all CMAA Chapter Presidents and Managing Directors and representatives from local Allied Associations. CMAA members from other chapters are extended the same registration rate as members from our chapter. Over the course of our 2009 Summer Conference Series, 15 members from other CMAA chapters participated in our educational offerings. We understand the need to stay on top of the latest technology trends so in August, we launched our Twitter marketing campaign – posting “tweets” or short messages online with information about the presenter, links to YouTube videos and registration deadline updates. We have continued to use this quick, free method of advertising to highlight regional and state education programs and events throughout the year.

4. **How does your chapter address the diversity of professional development needs among its members (GMs/COOs vs. Assistant Managers)?**

We recognize that our members are at all levels of their professional development and our educational offerings must meet all of those needs. In collaboration with the Certification Committee, the Education Committee Chair, Assistant Chair and Regional Chairs designed workshops and programs that appeal to a wide variety of industry professionals. The committee utilized member feedback from surveys and evaluations throughout the year to develop the education schedule.

For example, in 2009 our chapter hosted two education tours specifically designed for mid-managers. The three-hour workshops focused on customer service and leadership and were held concurrently in four regions over the course of a week. 505 members and guests attended the January and August Mid-Management tours. In April, more than 60 general managers and club presidents participated in a GM/Presidents Forum to discuss ideas and formulate strategies for development in their club communities. In addition to the diverse regional offerings, our summer conference programs were designed to include topics that would appeal to all audiences. Examples include: Dan Clark’s inspiring leadership message, Rick Coyne and Kathy O’Neal’s session for Membership Directors, Mark Lipsitt’s program on technology for savvy and novice users and Ron Wiegand’s wine, food and beverage session. Additionally, the chapter welcomes student members to attend regional and state meetings at no cost.

5. **How does your chapter incorporate technology into its educational program?**

Marketing for all of our regional and state meetings starts with our web communication model. We created an e-blast template that the chapter and regions use to market upcoming programs and established a suggested schedule for sending out reminder e-mail blasts and announcements. Members are encouraged to register online which helps the regional administrator and host club stay organized as they prepare for the meeting and allows other meeting attendees to see who is registered for the event. Our online registration feature also provides a direct link to Outlook so members can add the event to their calendar immediately. In 2009, our chapter started using Twitter to announce meeting dates and registration deadlines. This has been a great way to keep members and Allied Associations informed about our educational offerings. We also post information about speakers and link post meeting commentary and handouts to the chapter website.
As a committee, the education team relies on e-mail and conference calls to ensure all 12 committee members participate in the planning process. At our statewide planning forum where our Chapter President reviews his/her agenda for the upcoming year, we invite committee members who were not able to attend in person, the opportunity to participate via conference call.

6. What does your chapter do in its educational program that is unique or innovative?

Each year, our chapter seeks ways to build upon the success of our past year’s programs by creating an in-depth education schedule that includes new speakers and topics. In 2009, our chapter found success with the following initiatives:

- Understanding the current economic downturn, members on Continuation status (unemployed) were invited to attend regional and state education programs at no cost. We recognize the importance of networking – especially in a situation where a member is out of work – and encourage these members to participate and stay active in their local club community.
- Two of our regions hosted interactive roundtable sessions with one or two members serving as facilitators. One region held their roundtable session program just before the busy season started so members were able to easily share ideas related to membership recruitment and renewal as well as entertainment and social event ideas. In another region, members were asked to bring ideas and literature related to their best club events. At each event, members left with a host of ideas and programs to integrate at their own clubs.
- At our September 2009 summer conference, 35 runners and walkers participated in the inaugural Run/Walk with the President. Following the lead of the National Association and The Club Foundation, the chapter planned and executed a 5K race for members and their families with proceeds to benefit The Club Foundation. All participants received a medal for their efforts and they proudly wore them for the rest of the conference. Going forward, this fitness program will be incorporated into our conference programming.
- In 2009, a number of members took advantage of our Single Seminar Ticket option at our Summer Conferences. The Single Seminar Ticket allowed the general manager to register up to three additional people per day for any of the daily four-hour seminars, provided that at least one manager from the club was registered for the full conference education program. This program afforded the general managers the opportunity to bring key department heads to summer conference seminars at a very affordable rate during a time when clubs were very sensitive to operating expenses.
- Our summer conferences are family friendly with ample time for professional development and networking. While members participate in education sessions, spouses and families have the option to participate in planned social and educational opportunities. In 2009, families participated in Kids Camp activities, hands on cooking demonstrations, Zumba dance classes and our inaugural 5K Run/Walk with the President. Spouses were also invited to attend our Keynote speaker presentations.

7. Does your chapter solicit individual attendee feedback for each educational program you offer and how do you track it?

Following each education session on a state and regional level, attendees are asked to complete a one to two page evaluation form. The survey asks questions related to the education program
topic, presenter, handout materials, meeting date/location and asks for suggestions for future programming topics. On the summer conference evaluation form, attendees are asked more detailed questions including reason for attending, future location suggestions and statistical data about the attendee. Following each meeting, the results are tabulated in Excel with comments and suggestions recorded in an accompanying Word document. The information is distributed to chapter leadership for evaluation, consideration and future planning.