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| Your Club’s Needs | How World Conference Attendance Will Meet These Needs |
| Business Financial Intelligence | Paul Butler, Newleaf Training and Development |
| Culture, Values, and Purpose | The Wawa Way with Wawa’s Lead Goose Chris Gheysens |
| Enhancing Member Service | Dee Ann Turner, Chick-fil-A |
| Market Disruption and Innovation | Closing Business Session Featured Speaker Sarah Robb O’Hagan, Former CEO of Flywheel Sports, Former President of Equinox, and Former Global President of Gatorade |
| Membership Retention | Let’s Take Action on Membership Retention! Fresh, Specific, and Effective Retention Strategies with Steve Graves, Creative Golf Marketing |
| New Ideas for Club Events | The Idea Fair with 200-plus club-tested examples |
| Recruiting and Retaining Staff | Attending the Career Opportunities and Mentoring Showcase and accessing 300 CMAA Student members who have a demonstrated interest in working in the club industry |
| Team Leadership | New Discoveries in Leadership with Dr. Gerald Bell, Bell Leadership Institute |
| *Fill In Your Club’s Need* |  |