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**Lessons Learned: Bringing My Best to the Table, So Our Members Feel Like VIPs**

**Prepared by <YOUR NAME HERE>**

# Lessons Learned Purpose and Objectives

It was my pleasure to attend the Club Management Association of America’s recent 2019 World Conference and Club Business Expo held in Nashville, TN. The Conference offered club management professionals the opportunity to take part in more than 70 education sessions, peer networking events and preview the latest products and services available in the industry at the Club Business Expo.

With up to 22.5 hours of continuing education credit available, the event was a sound investment of my time and club resources resulting in both tangible personal and professional benefits. Based on these sessions, coupled with industry networking opportunities, I can confidently validate several of our existing management practices and discovered new ideas that we can immediately implement.

The objective of this report is to share all relevant information for the implementation of new operational efficiencies within the club.

# Event Overview

**Day One: Sunday, February 24**

After arriving in Nashville and checking in, I registered and attended an afternoon of education. The twenty available sessions included *Performance Management: Adapting to a Changing Workforce, Cross-Pollination of Your Club’s Departments for Better Revenue Generation, Driving Profit in Food & Beverage,* and *IT Strategic Planning.*

**<NAME WHAT SPECIFIC SESSIONS OR ROUNDTABLE YOU ATTENDED. ADD A NOTE ABOUT APPLICABILITY TO YOUR CLUB. PRO TIP: USE THE DESCRIPTIONS WITHIN THE APP SO YOU DON’T HAVE TO REINVENT THE WHEEL.>**

**Day Two: Monday, February 25**

The morning started with Opening Business Session where attendees heard from featured speakers Archie and Cooper Manning. This father-son duo are examples of persistence, perseverance, and leadership that transcend the sports world. Archie Manning was the starting quarterback at the University of Mississippi for three years and was inducted into the College Football Hall of Fame in 1989. In the NFL, he spent the majority of his 13-year career with the New Orleans Saints, where he was a two-time Pro Bowl selection and part of the team’s inaugural Hall of Fame class in 1988. Cooper Manning is the host for the show “The Manning Hour” for Fox Sports, and Principal and Senior Managing Director of Investor Relations for AJ Capital Partners. He was one of the nation’s top wide receivers, signing with Ole Miss out of high school before a spinal stenosis diagnosis ended his playing career.

The afternoon’s general education session featured a 21-year veteran of the United States Air Force, Colonel Nicole Malachowski (USAF, Ret.). She wanted to fly military jets from the moment she saw them at her first air show when she was five years old. She achieved that goal – and then some. A leader, a combat veteran, the first woman pilot on the Thunderbirds Air Demonstration Squadron, an instructor, a White House Fellow, and an inductee into the Women in Aviation International Pioneer Hall of Fame, Nicole’s Air Force career exceeded her wildest dreams. Nicole inspired me with her experiences as a member and leader of exceptional teams.

Education continued on day two with sixteen additional concurrent sessions including *Simple Numbers for Business Segment Management, Small Footprint, Large Impact: Maximizing Your Boutique Fitness Center, Beyond Customer Service: Gracious Hospitality,* and *Taking Action on Membership Retention.* **<NAME WHAT SPECIFIC SESSIONS OR ROUNDTABLE YOU ATTENDED.>**

**Day Three: Tuesday, February 26**

The day began at 8:00 a.m. with featured speaker Scott Hamilton, Olympic Champion, television broadcaster, philanthropist, motivational speaker, author, husband, father, cancer survivor, and eternal optimist. In 1984, Scott captured the hearts of millions of viewers worldwide with his incredible Olympic gold medal-winning performance in Sarajevo. Since then he has entertainment millions more with his exciting performances, complete with backflips, artistry, and humor. Considered one of the greatest male figure skaters of all time, and figure skating’s voice of authority in the US, Scott has spent the last 30-plus years providing his infectious analysis of national and global skating competitions.

**<OR>**

The day began at 8:00 a.m. with *The Future of Fitness: Leveraging Unique Design and Innovative Programming.* This session explored how to design fitness offerings and programming by seamlessly blending our operational needs, current and future trends, along with delineating features that speak to each unique club*.*

Next, I had the opportunity to visit the Club Business Expo. Approximately 250 club-industry specific vendors shared their latest products, services, and resources. **<INSERT A SENTENCE ABOUT AN INTERACTION WITH A VENDOR/SERVICE PROVIDER WHO MIGHT HAVE A SOLUTION OF INTEREST TO YOU CLUB.>**

In the early afternoon, I participated in the Career Opportunities & Mentoring Showcase. At this job fair and networking forum, I connected with hospitality industry students and potential future team members for our club. Approximately 300 students from top hospitality programs around the country attended this event.

Following this event, education was available on several topics including *Creating and Maintaining a Thorough F&B Curriculum, Team Building for 2020 and Beyond, and Point-Counterpoint: The Committee Adventure*. **<INSERT WHAT SESSION YOU ATTENDED.>**

I also had the opportunity to attend the evening’s Networking Event which took me to the historic Ryman Auditorium. **<INSERT A SENTENCE ABOUT SOMETHING INTERESTING YOU SAW THAT WOULD BE RELEVANT TO YOUR CLUB OR A NETWORKING CONNECTION YOU MADE.>**

**Day Four: Wednesday, February 27**

Education sessions began at 8:00 a.m. with 90-minute educational sessions including *Active Threat: Preparedness, Response, & Recovery, Seven Most Frequent HR Mistakes and How to Avoid Them, and Industry Insights.*

**<INSERT WHAT SESSION OR ROUNDTABLE YOU ATTENDED.>**

After this session, I had the opportunity to browse the Idea Fair (think the science fair of great club operations ideas). There were more than 200 entries submitted by club managers from all over the country. **<SHARE A SPECIFIC ENTRY THAT WOULD BE A GREAT IDEA AT YOUR CLUB.>**

During the afternoon, attendees could choose from fifteen, one-hour educational sessions *including Financial Fundamentals, The Power of Video and How to Use It, A New Strategy for Human Resources Management,* and *The Fine Art of Cultivating Connections: One Member at a Time.*

**<INSERT WHAT SESSIONS OR ROUNDTABLES YOU ATTENDED.>**

**Day Five: Thursday, February 28**

It was another full day of education and opportunities, kicking off at 8:00 a.m. The day kicked off with five concurrent sessions including *Advanced Crisis Communications and Media Relations for Private Clubs, Club Law Boot Camp*, and *Building a World-Class Golf Operation*.

During the middle of the day, ten, 90-minute sessions were offered including *Rejuvenation and Innovation in Clubs, Transform Your Culture, Ten Best Governance Practices,* and *Make Sure Your Website Isn’t Working Against You.* **<INSERT WHAT SESSIONS OR ROUNDTABLES YOU ATTENDED.>**

The day ended at 3:30 p.m. with the Closing Business Session, spotlighting “The Pied Piper of Potential” and “Superwoman Undercover” Sarah Robb O’Hagan. Sarah is an executive, activist, entrepreneur, and now the founder and CEO of Extreme Living—a company designed to help individuals, teams, and organizations play to their highest potential. She is the former CEO of Flywheel Sports, the former president of luxury health club Equinox, the former global president of Gatorade, a former GM and marketing director at Nike, and a former marketing director at the Virgin Group. She is a rare blend of fierce businesswoman, cheer leading Mom, passionate women’s advocate, and high-energy innovator.

## The Sessions I Attended of Note

* ***Sample: Cross-Pollination of Your Club’s Departments for Better Revenue Generation Sample: Beyond Customer Service: Gracious Hospitality***
* ***Sample: The Future of Fitness: Leveraging Unique Design and Innovative Programming***
* ***Sample: The Fine Art of Cultivating Connections: One Member at a Time***

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**Ideas for Immediate Implementation**

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| **Idea** | **Department** |
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**Ideas for Implementation in 2019**

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| **Idea** | **Department** |
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**Ideas for Implementation in the Next Three Years**

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| **Idea** | **Department** |
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# About CMAA, the CCM, and Future Opportunities

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 42 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 and 2015 marked its 50th anniversary. 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 on Club Management 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 2020 World Conference and Club Business Expo will be held in February in Grapevine, TX!