

2015 Conference Speaker Ratings							
Average Overall Rating: 4.48 (out of 5.00)							
Average Content Rating: 4.46							
Average Presenter Rating: 4.44							
Average Relevancy to Operation Rating: 4.52							
Bolded Speaker = First Time Presenter							
Club Governance							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Board Dynamics Session	Dick Kopplin & Kurt Kuebler, CCM	4.87	4.85	4.83	4.91	93	2 hours
Strategic Planning Initiative...Converting Strategic Thinking into a Strategic Plan	Henry DeLozier	4.59	4.61	4.50	4.67	20	6 hours
Great Committees: Advancing Club Culture by Optimizing Member Participation	Gary Hamilton, J.D,	4.49	4.43	4.44	4.60	99	1.5 hours
21st Century Governance for Private Clubs	George Pinches	4.41	4.42	4.43	4.40	121	1.5 hours
Past Perfect: Effective Methods to Activate your Heritage	Andrew Mutch, Ph.D.	4.40	4.42	4.45	4.33	37	1.5 hours
Leadership Skills for Effective Club Governance	Daniel Denehy, CCM, Kirk Reese, CCM, Joe Bendy, CCM, CCE and	4.12	4.09	4.08	4.20	144	1 hour
Food & Beverage Management							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Witness to the Wine Revolution and Beers of the World	Kevin Zraly & Garrett Oliver	4.84	4.82	4.82	4.88	52	6 hours
Wine Society Business Meeting	International Wine Society	4.76	4.78	4.77	4.73	87	1.5 hours
Crafting Beverage Profits	Ben Pitts & Marshall Malone	4.76	4.67	4.75	4.86	30	1.5 hours
Elevating the Craft Beer Experience	Meagen Anderson	4.75	4.68	4.75	4.82	73	1.5 hours
Food & Beverage Profitability: Working With Club Boards and Committees	Charles Dorn, CCM	4.63	4.61	4.58	4.69	193	1.5 hours
The Birth of a Drink	Michael Bombard	4.29	4.24	4.20	4.42	106	1.5 hours
Chef to Manager Live	Jerry Schreck	4.10	4.13	4.03	4.15	158	1.5 hours
Trends in Clubhouse Hospitality	Russell Scott	3.33	3.37	3.33	3.30	493	1.5 hours
Accounting & Financial Management							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Can "Food-to-Go" Be the Death of 501 (c)(7) Tax Exemption?	Mitchell Stump, CPA	4.68	4.63	4.65	4.75	94	1 hour
Budgeting for Clubman® Aftershave, Single-Use Toothbrushes & Other Cool Stuff	Jeffrey Kreadle	4.68	4.67	4.61	4.74	72	1.5 hours
Capital Needs Assessment – Planning Your Club's Future Now	Paul Mueller & Mark Bado, MCM, CCE	4.59	4.59	4.58	4.59	123	1 hour

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Process Trumps Politics: Lead By Measuring Key Performance Indicators	Ray Cronin, Michael Wheeler, MCM, CCE & Jim Butler, CCM	4.57	4.59	4.55	4.57	327	1 hour
Tax, Financial and Lifestyle Trends in a Recovering but Uncertain Economy	Kevin Reilly, CPA	4.56	4.49	4.57	4.61	51	1 hour
Applying Macro Trends to Your Operation	Henry DeLozier & Phil Newman, CPA	4.53	4.57	4.47	4.57	30	1.5 hours
Maximizing Hotel Room Revenues	Toni Jacaruso	4.47	4.29	4.39	4.74	43	1.5 hours
Using Data to Make You a Better Manager	Greg DeRosa	4.44	4.41	4.36	4.54	378	1.5 hours
How to Audit Your Operation: Real World Case Studies & Findings	Phil Newman, CPA	4.43	4.44	4.41	4.43	55	1.5 hours
If We Were Your Employees, We Could Rob You Blind	Robyn Stowell, Mike Holtzman & Ned McCrory, CPA	4.36	4.37	4.38	4.33	133	1.5 hours
Human & Professional Resources							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Giving to Get": Creating the Buzz, Finding Answers and Going Deep into the Club Experience by Doing Mentor	Gregg Patterson	4.85	4.83	4.84	4.89	100	1.5 hours
Preparing for the Next Opportunity	Dick Kopplin & Kurt Kuebler, CCM	4.77	4.76	4.73	4.82	199	1.5 hours
Developing a "Ritz" Style Culture at a Private Club	Steve Freund, Brad Cance & Jack Sullivan, CCM	4.72	4.71	4.72	4.71	259	1.5 hours
Let's Get Engaged! How to Get Your People More Engaged at What They Do Every Day!	Jeff Tobe	4.66	4.60	4.55	4.83	130	1.5 hours
The Club Management Suitcase: Deconstructing and Reconstructing Your Narrative for Success (Student)	Mona Olsen, Ph.D.	4.54	4.56	4.43	4.64	221	1.5 hours
Creating Sustainable Performance: Thriving at Work	Christine Porath, Ph.D.	4.51	4.50	4.48	4.57	157	1.5 hours
Winning Connections Across the Generations	Jim Welch	4.51	4.49	4.47	4.57	105	1.5 hours
Hiring and Training of Youth Program Staff as It Relates to Youth Activities	Andrea Curthoys, CCM	4.48	4.41	4.43	4.60	100	1.0 hour
Managing Labor Relations in 2015	Pamela Ross	4.46	4.38	4.43	4.57	14	1.5 hours
Club Mergers, Combinations & Organizational Health	Ned Welc, CCM, CCE	4.43	4.34	4.34	4.60	36	1 hour
Top HR Mistakes Clubs Should Avoid	Ann Fontes	3.98	4.01	4.08	3.84	264	1 hour
Leadership							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
The Forging and Reforging of a Navy SEAL Leader	Jason Redman	4.86	4.83	4.82	4.92	335	1.5 hours
Against the Grain	Bill Courtney	4.83	4.82	4.80	4.88	1881	1 hour
Strength-Based Leadership: The 10-80-10 Principle	Sunjay Nath	4.81	4.79	4.78	4.85	231	1.5 hours

Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Getting Where You Want to Go (Student)	Tom Wallace	4.80	4.82	4.78	4.82	248	1.5 hours
Executive Leadership at a Higher Level	Dick Kopplin & Kurt Kuebler, CCM	4.79	4.81	4.77	4.81	47	6 hours
Private Club Leaders ... from Good to Great - The Characteristics/Traits of Great Club	Michael Leemhuis, CCM, CCE	4.77	4.75	4.73	4.85	237	1.5 hours
As Long as You're Going to Think, Think BIG	Nino Qubein	4.74	4.70	4.69	4.82	789	1 hour
Awards Ceremony and Conference Finale: Find a Way	Merril Hoge	4.65	4.64	4.63	4.69	628	2 hours
CMAA Talk – Manager	Kurt Kuebler, CCM	4.57	4.56	4.51	4.65	141	1.5 hours
Team Development – From Manager to Leader	Tom Wallace, CCM & Jack Sullivan, CCM	4.56	4.57	4.57	4.54	238	1.5 hours
The Four Percent Program: It's All the Little Details That Make the Difference	Phil Koreteski	4.51	4.51	4.48	4.55	211	1.5 hours
No Excuses	Bob Gassoff	4.38	4.33	4.33	4.47	268	1.5 hours
Club Management in 2020	Michael Rogers	4.37	4.28	4.36	4.47	348	1.0 hour
Creating Leaders at Every Level	David Marquet	4.20	4.20	4.18	4.21	176	1.5 hours
The Whole-Hearted Organization (Student)	Gary Schwantz, Ph.D.	4.04	3.98	3.96	4.18	217	1.5 hours
A.C.E. Leadership. Accountability, Culture, & Execution	Chris Artinian	3.35	3.47	3.35	3.24	114	1.5 hours
Membership & Marketing							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Judgment Day	Gregg Patterson	4.84	4.82	4.81	4.89	152	1.5 hours
From Worst to First; How the Union League of Philadelphia Re-Invented Itself Through Innovation and Innovative Thinking	Jeff McFadden, CCM, CCE	4.84	4.81	4.81	4.89	245	1.5 hours
Memberships: Market Research & Sales	Steve Graves & Steve Johnston	4.71	4.71	4.67	4.75	61	1.5 hours
Story Telling and Your Club	Corey Saban	4.71	4.67	4.66	4.79	296	1 hour
This Technology Thing Is Not a Fad	Steve Graves & Brandon Towns	4.48	4.44	4.41	4.59	100	1.5 hours
Thinking Outside of the Box: Alternative Revenue Streams for Private Club Fitness & Wellness Programs	Nicole Mains	4.29	4.25	4.23	4.38	126	1.0 hour
Who Killed Leisure?	Gary Schwantz, Ph.D.	4.27	4.22	4.18	4.40	82	1.5 hours
Ten Keys to Recruit & Retain Members	Karen Woodard	4.11	4.08	4.08	4.16	148	1.5 hours
Relevance of a Membership Director	Brandon Towns	3.52	3.55	3.50	3.49	118	1 hour
Exceeding Expectations One Sense at a Time: Showcasing the Club's Multisensory Branding and Marketing	Ali Poorani, Ph.D.	3.19	3.25	3.24	3.08	323	1.0 hour
Golf, Sports & Recreation Management							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
CEO Panel	Jeff Morgan, Pete Bevacqua, Mike Davis & Rhett Evans	4.70	4.68	4.66	4.74	191	1.5 hours

Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Educating Your Board on Trends in Sports & Fitness	McMahon Group	4.61	4.63	4.61	4.60	35	1.5 hours
Team Green: The GM/GCS/Green Committee Alliance	Greg DeRosa	4.60	4.59	4.56	4.65	46	1.5 hours
Trends in Golf Course Renovations & Design	Kipp Schulties	4.44	4.35	4.37	4.61	62	1.5 hours
Starting From Scratch: Building the Infrastructure and Management Team for Private Fitness & Wellness Programs	Nicole Mains	4.43	4.40	4.41	4.48	84	1 hour
Managing the Game and Course	USGA Green Section	4.41	4.41	4.44	4.39	82	1.5 hours
Hallmarks of a Successful Tennis Program	Peter Burwash	4.13	4.16	4.12	4.12	84	1 hour
Tees to Please: 5 Keys to Inviting and Keeping Female Golfers at Your Club	Jan Bel Jan	3.91	3.92	4.00	3.82	52	1.5 hours
External & Governmental Influences							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Legal Compliance Review for Private Clubs	Stephen Barth, J.D.	4.89	4.89	4.87	4.90	65	1.5 hours
Demystifying Government Relations for the Club Industry	Melissa Low & Brad Steele	4.69	4.66	4.66	4.74	52	1.5 hours
Lightning Round: Legal Issues	Robyn Stowell	4.60	4.57	4.56	4.67	78	1 hour
ICE Ain't Cool: What Can We Do to Survive an Audit?	David Whitlock	4.54	4.50	4.63	4.50	17	1.5 hours
The ABCs of the ACA: How Health Care Reform Affects Your Club	John Barlament	4.06	4.10	4.07	4.02	61	1.5 hours
Buildings & Facilities Management							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Not Worried About Your Data Security? You Should Be	Daimon Geopfert	4.64	4.65	4.62	4.65	27	1.5 hours
How to Achieve Great Facilities for Attracting Members	McMahon Group	4.25	4.30	4.24	4.22	71	1.5 hours
Proven Strategies in Developing Facilities Improvement Programs while Improving the Capital Improvement Process – Alternative Delivery Methods for Managing Risk & Ensuring Success	Rick Snellinger & Mike Jenkins	4.15	4.23	4.16	4.06	32	1.5 hours
Learning from the Masters	Walter Sedovic & Jill Gotthelf	3.88	3.78	3.87	4.00	25	1.5 hours
Safety in a Dangerous Club World	Kevion Peters	3.88	3.91	3.84	3.88	49	1.0 hours

Interpersonal Skills							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Enhance Your Presentation Effectiveness	Stephen Barth, J.D.	4.87	4.84	4.83	4.95	223	1.5 hours
Triple Your Memory, Triple Your Business	Ron White	4.86	4.84	4.81	4.93	394	1.5 hours
Going Retro: Amplifying "Touch" in an Age of Tweets	Gregg Patterson	4.74	4.71	4.68	4.84	182	1.5 hours
Crisis Management 101, What to Do When the Unexpected Happens at Your Club	Corey Saban	4.68	4.65	4.61	4.79	121	1.0 hour
Negotiations: The Three M's; Me, Mine and Measure	Bill Garcia	4.47	4.47	4.42	4.52	208	1.5 hours
All Competency Areas							
Session Title	Speaker(s)	Overall	Content	Presenter	Relevancy to Operation	# of Attendees	Length
Yacht Club Roundtables	Jack Sullivan, CCM	4.93	4.95	4.89	4.95	41	1.5 hours
Looking Into the Future of Sailing	Gary Jobson	4.78	4.67	4.67	5.00	3	1.5 hours
City Club Roundtable	Charles Dorn, CCM	4.70	4.71	4.66	4.74	44	1 hour
Innovative Leaders and Breaking the Mold	Sarah Bal, Jill Philmon, CCM, CCE, Christine Pooler, CCM, Marcie Mills, CCM and Hannah Petersen	4.68	4.64	4.60	4.80	113	1.5 hours
What's Keeping You? Myths, Mysteries and Realities About the Master Club Manager Program	Joe Basso, MCM, CCE	4.64	4.63	4.60	4.70	46	1 hour
Trends in Sailing in the United States	Georgia McDonald & Stu Gilfillen	4.57	4.62	4.56	4.52	55	1.5 hours
Opening Business Session	CMAA	4.56	4.55	4.52	4.60	1045	1.5 hours
International Sympoium	CMAA	4.55	4.57	4.50	4.58	44	2 hours
Forecasting the Club of the Future (Showcasing the Student Award Program Winners)	Dick Kopplin	4.43	4.43	4.42	4.44	126	1.5 hours
Working Together: Effective Ways to Build Successful Teams	Jerry Teplitz, Ph.D.	4.33	4.33	4.33	4.34	116	1.5 hours
Technology Everywhere	Michael Zisman	3.84	3.84	3.74	3.95	92	1.5 hours