

2010 CLUB OF THE FUTURE STUDENT CHAPTER AWARD PROGRAM



This new take on the Idea Fair for Student Chapters is a way for students to express their visions for the future of the club industry. As club trends are ever changing, and club members needs are evolving, managers are challenged to stay a step ahead. Club culture has continuously transformed over the years. Imagine yourself as club member in 5, 10, 15 years and beyond. What do you see at your club of the future? What are your needs? Now, imagine you're the general manger. How will you anticipate those needs and fulfill them to keep your members coming back?

This program charges students to look to the future and be innovative. Take this opportunity to showcase your chapter's creativity and foresight. The winner of each category will be given the opportunity to present their idea during a 90-minute manager education session at World Conference.

Program Categories

- 1. Fitness and Wellness**
Facilities, activities, personnel
- 2. Technology**
Communications, equipment, procedures, training, software
- 3. Club Governance**
Board, management, owners
- 4. Concierge Services**
Member services and benefits
- 5. Membership/Marketing**
Member recruitment

Judging Criteria

- Transferability of idea into a club operation
- Creativity/clarity/content
- Uniqueness of idea
- Presentation
- Adherence to the qualifications criteria

Qualifications Criteria

- Entries can be up to, but no larger than, 30" wide x 40" high and 6" deep.
- Each entry must be accompanied by a PowerPoint presentation that can be accessed, as the winner of each category will be asked to present their idea at a 90-minute manager education session.
- Entries may not include glass (inclusive of frames) nor electronic devices, batteries or perishable items.
- Each project must be clearly identified by category on the front of the entry.
- A brief description of the idea must be on the front of the entry.
- The entry form must be completed, and three copies must be attached to the back of the entry.
- PowerPoint slides may be printed, but not displayed electronically except during the presentation.
- This is a student chapter award program and must be completed by a group (individual entries will not be excepted).

Important to Note:

- Participation in the 2010 Club of the Future Student Chapter Award Program does not necessarily merit an award.
- Entries are the responsibility of the student chapter.
- CMAA will not be responsible for the shipment or return of entries.
- Should you choose to keep your entry, it must be picked up by 4:00 p.m. on Friday, February 12, 2010.
- After this time, unclaimed entries will be discarded.



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The winner for each category will present their idea in a 90-minute manager education session on Tuesday, February 9, 2010, from 4:30 p.m. - 6:00 p.m. Therefore, every entry **MUST** be accompanied by a PowerPoint presentation 10 minutes in length. Those students who worked on the winning entries and are in attendance will be responsible for the presentation. After each of the five presentations, 10 minutes will be provided for questions and answers from managers.

Category Number: _____ Category Name: _____

Student Chapter (University): _____

Name of Faculty Advisor(s): _____

Name of Liaison Manager(s): _____

Name of Student Member Participant(s): _____

Additional industry professionals who provided council: _____

Phone number for a group member who will be present at Conference: _____

Describe your idea. Why do you think your idea will fulfill the needs of club members in the future? How will you implement your idea? _____

Please complete this form and attach three copies to the back of the entry. Information received will be utilized as resource material for articles, publications or CMAA's database.

If you choose not to hand-carry your entries, please ship them to arrive between January 25 – February 5, 2010, to:

CMAA — Idea Fair
c/o Freeman
6060 Nancy Ridge Drive, Ste C
San Diego, CA 92121-3210

MARK ENTRIES:
HOLD FOR CMAA CLUB IDEA PROJECTS

All shipped entries must be received by Friday, February 5, 2010.

Hand-carried entries must be received by 5:00 p.m. on Monday, February 5, 2010, in the Member Services Pavilion.

No exceptions!