

# Chapter *DIGEST*

The Official Publication for CMAA Chapter Leaders



**CLUB  
MANAGERS  
ASSOCIATION  
OF AMERICA**

[www.cmaa.org](http://www.cmaa.org)

August 2010



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## Clubs That Care: Des Moines Club Bring Christmas Cheer

During the 2009 holidays, members of the Des Moines Golf and Country Club did more to celebrate the season than just attend their club's holiday parties. In an effort to give back to their community, they volunteered their time to the Salvation Army.

For the past seven years, club member Hal Higgs has been recruiting, organizing and coordinating a team of club members to man the Salvation Army's red kettles, and ring the bells so easily associated with the holiday season. Motivated by learning that 86 percent of money raised goes to benefit needy families, seniors and the homeless, Higgs increased his efforts to spread the word about the worthy cause for which he was organizing. With his help, more than sixty members of his club volunteered to ring bells. "The colder the weather, the more money people put in the kettle," Higgs said. "Person after person said 'Thank you for doing this.'"

Ultimately, they raised more than \$16,000 that helped add to the Salvation Army's total donations that help more than 4.5 million families from Thanksgiving to Christmas each year. The Des Moines Golf and Country Club's volunteers were so uplifted by their unanimously positive experience that many members have already asked to join the team next year. "We are proud our members are participating in this worthy activity," said Mark Salem, club president. "They find it rewarding and appreciate the opportunity to help the Salvation Army."

"It is a winning combination for country clubs," commented Higgs. "Our members enjoy it, we help



the Salvation Army and money raised goes for a great cause. Think of the great good we could do if more country clubs participated in this voluntary activity. Wouldn't it be great if more clubs in the US rang the bell?"

If you would like more information on organizing this type of volunteer effort at your club, contact Jim Cutter, CCM, general manager, Des Moines Golf and Country Club at (515)440-7500 or [jcutter@dmgcc.org](mailto:jcutter@dmgcc.org).

*The Club Managers  
Association of  
America Advances  
the Profession of  
Club Management by  
Fulfilling the  
Educational and  
Related Needs of Its  
Members.*

## Register by August 31<sup>st</sup> for LLC

The Leadership/Legislative Conference is closer than you think. This year's event, taking place in San Francisco, CA, September 11-13, features expert presentations on leadership skill-building and legislative/regulatory developments that will have an immediate impact on volunteer management and your chapter members.



Visit [www.cmaa.org/llc](http://www.cmaa.org/llc) for more information and to register. See you in San Francisco.

Please reprint the entire *Chapter Digest*, or any part, in your chapter newsletters.

### The Ideal Time

It has been more than 10 years since I have been a club manager. It's hard to believe it has been that long. I loved my years in club management and I truly wish the benefit of coaching that exists today for members of CMAA existed when I was in the business. Maybe I would still be in the business or maybe I wouldn't, but one way or the other I would have benefited. Knowing what I know now, it would have part of my plan for continuous improvement and a source of support and energy.

In this article, I want to talk about the ideal time to have a coaching session. I am asking you as a chapter leader to consider having one, but I am also hoping you can help some of your fellow chapter members to decide to book a coaching session.

I frequently have people tell me that they have been thinking about booking a coaching session for the past year and finally did it. The ideal time to book a coaching session varies for each person and some times it makes sense to not wait for the ideal time, but here are some times that you or members of your chapter might recognize.

#### When you have a big project or initiative

When you have something big you are working on professionally or personally, a coach can support you in a number of ways. It is time to gain clarity about what you are trying to accomplish and why. It can be helpful to bounce your ideas off of someone who doesn't have a personal interest in the project. It's also valuable to get someone else's perspective. The coach's job is to help you get there and to help you get there as quickly as possible. A coach can see some things from the outside that you may not see from the inside. The coach isn't there to judge or tell you it can't be done but is there to optimize your odds of success. Some need the coach to hold them accountable and keep them on track. Coaches love to work with someone who is playing in a big game.

#### When you have something or someone that is sucking your energy

In order to achieve big things we need lots of energy to put toward our goals. Coaches help you to maximize your energy. They help you learn how to deal with people who take your energy and assist you in surrounding yourself with people who give you energy. If this resonates with you or someone you know, call toll-free 1 (866) 822-3481 and start re-energizing.

#### When things are out of balance

When life seems one dimensional, when it seems like it is all work and no play, it is the perfect time to call a coach. Success without the balance you need is not really success.

#### When you need someone that you can brainstorm with in confidence

One paradox in club management is that there are times when there are lots of people to share ideas or discussions. There are presidents, directors, staff, members, colleagues and family. There are also times when it would be nice to have a conversation without memory, judgment and desire. Confidentiality is a given in a great coaching relationship. Call a coach and have a conversation that is focused on making you win.

#### When you are going through a transition like losing a job

There are lots of transitions that we go through in life and a coach can support you in successfully navigating through them. Here are some: losing a job, retirement, divorce, a change in health, a change in leadership, kids leaving home, kids coming back home, changes in the economy. . . you get the idea.



#### When you have a challenge that you are constantly dealing with

If you notice that you are currently dealing with a problem that seems to be very recognizable, it might be time to stop recycling. When we think the way we have always thought, there is a good chance we are going to get what we always got. A coach can help identify patterns that contribute to getting the same results that you would rather not be getting.

#### When you are really busy

Many people use the excuse that they are too busy. If you find that you are too busy, that might actually be an optimal time to talk to a coach. It might be time to duplicate, delegate, automate or eliminate. It might be time to re-focus to make sure your activities are in alignment with your goals and values. It might be time to figure out what your current goals and values are, but it is definitely time to figure out if being really busy is serving you or if it's just a habit.

#### When you have lots of time

At times when life slows down it is the perfect time to work with someone who can help you prepare for the life you want to live. When you have the time it can be a lot of fun to dream and plan. Having someone who can guide you through the process will enhance the exercise.

#### Right now

The best time to plant a tree is twenty years ago. The second best time is today. E-mail [kmacdonald@dccnet.com](mailto:kmacdonald@dccnet.com) or call toll-free 1 (866) 822-3481 right now to take advantage of your CMAA benefit of coaching.

#### Questions for Chapter Leaders

- How can Kevin and Shelley support you?
- What do you need from us to help your chapter members understand how to use this resource?
- Would it help if a coach came to one of your chapter meetings?
- Can you think of two or three people in your chapter that might recognize one of the ideal times for a coaching session?
- Have you experienced a coaching session?

## Election Day Is November 2

According to the U.S. Census, less than half (48 percent) of voting-age citizens cast a ballot in 2006. Of the 136 million people who reported that they were registered to vote, 40 million (29 percent) did not vote in the 2006 congressional election. Of these registered nonvoters, the most frequent response for why they percent reported that they did not vote because they were too busy or had conflicting work or school schedules.\*

The right to vote is a duty as well as a privilege. CMAA has joined with the US Chamber of Commerce's "VoteForBusiness.com," a Web-based employee education program designed to help maximize participation in the election process. By visiting [www.clubindustryvotes.org](http://www.clubindustryvotes.org), you and your employees can visit a single, highly-information, nonpartisan Web site. CMAA is pleased to provide this resource to help you be well-informed about upcoming elections and candidates running for office. Through the Voter Resources section, you'll find the tools you need to ensure you are able to vote and are an educated voter. Find details about registering to vote and early voting. Learn about your local representatives as well as candidates seeking office. Simply enter your zip code to get started.

You can also use this Web site through the Grassroots Action Center to get involved in the issues that affect the club industry, immediately contact your Members of Congress when it matters the most and review current priority issues. CMAA will alert you via electronic Legislative Alerts when pressing issues need your attention and action.

Remember to be part of the process to keep your voice heard. CMAA strongly encourages you and your employees to participate in the electoral

process. If you have any questions concerning the Web site or would like more information on this effort, please contact Melissa Low, senior director, Communications and Government Relations, at (703) 739-9500 or at [melissa.low@cmaa.org](mailto:melissa.low@cmaa.org).

\*Source: Voting and Registration in the Election of November 2006, <http://www.census.gov/prod/2008pubs/p20-557.pdf>.



## Wine Society

### Wine Program Awards Deadline September 15

The International Wine Society sponsors a program that gives CMAA members an opportunity to showcase their club's wine program. The Wine Program Awards recognize the best club wine programs on an annual basis and laud CMAA member clubs that establish and maintain fine wine programs for their membership. These awards are meant to be a hallmark of quality, an assurance of an eminent wine program and should be used to market the club's food and beverage program to its membership.

You can access additional information and the official entry form on the [CMAA International Wine Society Web page](#) or call National Headquarters at (703) 739-9500. The submission deadline for this year's program is September 15. Remember, all CMAA member clubs can participate, you do not have to be a Wine Society member.



## Education

### Certification Review Course Reminder

The next Certification Review Course will be November 14-18, 2010, at Georgia State University in Atlanta, GA. The CCM exam will be offered on Friday, November 19 after the Certification Review Course. The cost of the course is \$1,550 or \$1,615 with the Certification Study Guide. All members will need the Certification Study Guide if you attend the course. A \$195 registration fee is also required to take the exam. Managers who submitted a Certification Petition to the Education Department and have met the exam requirements are eligible to take the exam. Members can register for the exam by submitting an Exam Registration form along with the exam fee of \$195 (\$150 for retaking the exam) by October 29.

For more information on registering for the CCM exam or taking the Certification Review Course, members should contact Sharon Means, manager, Certification and Education, at (703) 739-9500 or [sharon.means@cmaa.org](mailto:sharon.means@cmaa.org).

### Enter the Idea Fair for Chapters Competition in San Francisco

The Idea Fair for Chapters competition will be held at the Leadership/Legislative Conference in San Francisco, CA, on September 11-12. Entries will be accepted on site until 3:00 p.m. on Friday, September 10. If you choose not to hand-carry your entries, please mail them to arrive between September 6-10 to:

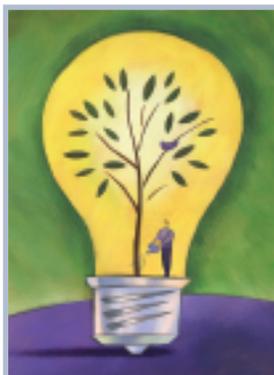
Marines' Memorial Club & Hotel  
609 Sutter Street  
San Francisco, CA 94102  
Contact: Nicky Broderick, DOS&M

\*Please mark boxes as "Hold for Idea Fair for Chapters."

There are two important reasons why your chapter should enter:

- It's a great way to showcase your chapter's innovative ideas to all those in attendance at this year's Leadership/Legislative Conference; and
- You have the potential to win a \$1,000 grant from The Club Foundation (overall winner).

For all other questions, please contact the National Headquarters at (703) 739-9500 or e-mail Erica Buschner at [erica.buschner@maa.org](mailto:erica.buschner@maa.org).



Visit <http://www.maa.org/assets/0/344/250252/59b934af-531d-4d7f-abdb-826d9df1cbff.pdf> for an entry form.

### Deadline Approaching for the International Staff Exchange Program

CMAA acts as the clearinghouse for Club staff exchanges through its International Staff Exchange Directory, which lists various positions at clubs across the United States and abroad. For a full program overview and to list your club's positions in the 2011 Directory, go to the International Staff Exchange Web page. Access the questionnaire from the link at the bottom of the page "How to Participate." Return it to the CMAA National Headquarters by August 31, 2010. If you have any questions, contact Marisa Reilly at CMAA National Headquarters at (703) 739-9500 or [marisa.reilly@maa.org](mailto:marisa.reilly@maa.org).

### 2010 National Student Education Conference in the City of Brotherly Clubs

Save the date. The Philadelphia & Vicinity Chapter is hosting the Seventh Annual National Student Education Conference, November 4-7, in Philadelphia, PA. This conference, geared specifically toward students, covers a variety of topics as they pertain to club management. It promises to be a weekend filled with unique educational, practical and networking opportunities.

For more information and to register, visit [www.maa.org/nsec.aspx](http://www.maa.org/nsec.aspx).

Questions? Contact Kate Wilkens at (703) 299-4277 or [kate.wilkens@maa.org](mailto:kate.wilkens@maa.org).

The NSEC is supported by a grant from The Club Foundation through contributions made by E-Z-GO, a CMAA Platinum Advantage Partner.

### 2011 National Membership Renewals

By now, all CMAA members should have received the first notice for their 2011 membership renewal. Please note: CMAA memberships expire on October 31, 2010. Chapter officers should remind members to renew their memberships at their earliest convenience so as not to incur any late fees that may be assessed in the future.

If you or your chapter members have any questions concerning membership renewals for 2011, please contact the Membership Department at (703) 739-9500 or [membership.dept@member.maa.org](mailto:membership.dept@member.maa.org).

Please remind members to use the CMAA

lockbox address for all mailed credit card and check payments:

**Club Managers Association of America  
PO Box 1918  
Merrifield, VA 22116-1918**

Members also can renew quickly and easily online by visiting [www.maa.org/conf/register/renewal/index.asp](http://www.maa.org/conf/register/renewal/index.asp). Just have your membership number and credit card on hand.

Thank you, and we look forward to yet another great membership year.

## Jonas and csg Introduce New Tee Time Application

Jonas Club Management and clubsystems group have released their latest member-facing application, Online Tee Times 4.0, for their ClubHouse Online e3 Web site solution. Online Tee Times 4.0 allows Jonas and csg clients to enhance overall performance of their online tee times system while concurrently using new, member-facing features to generate additional revenue and improve the online booking process.

In addition to improved system architecture, which ensures better performance during times of peak system utilization, the enhanced user interface will further decrease the time neces-

sary to create a booking through quicker access to available tee times. Members will also revel in the ability to make group bookings for multiple threesomes or foursomes, simultaneously.

For the first time ever, Online Tee Times 4.0 provides clubs with the option to open specific tee times to the public, through their ClubHouse Online e3 Web site. For many clubs, allowing public play is a strategic move to combat decreased revenues which are being felt as a result of the industry wide drop in memberships, while simultaneously affording clubs the opportunity to expose their facility to potential members. Jonas Club Management and clubsystems

group are proud that they can now both accommodate and automate this process.

“The release of Online Tee Times 4.0 is a reflection of our ability to forecast and exceed our clients’ needs, as the club business landscape changes,” says Steve Cowan, Vice President of Online Services for Jonas Club Management. “We are both eager and proud to grow with our clients, as they grow their revenue this season,” he continued.

Jonas Software is a CMAA Silver Advantage Partner.



### CMAA Corporate Advantage Program

The generous investment made by CMAA’s Corporate Advantage Partners enhances the high-quality professional development programs and services that prepare CMAA members for the challenges ahead.

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## Association Calendar

### SEPTEMBER 2010

- 10**      **Tee It Up for the Troops - National Day of Golf**  
[www.teeitupforthetroops.com](http://www.teeitupforthetroops.com)
- 11-13**    **Leadership/Legislative Conference**  
San Francisco, CA  
*Contact:* [Kim Pasquale](#) and [Melissa Low](#)  
(703) 739-9500
- 19-23**    **BMI III**  
Michigan State, Lansing, MI  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500
- 25-30**    **BMI II**  
Cal-Poly, Pomona, CA  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500

### OCTOBER 2010

- 3-7**      **BMI I**  
Georgia State, Atlanta, GA  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500
- 10-13**    **Mid-Management Conference**  
Metropolitan Chapter  
*Contact:* [David McCabe/CMAA](#)  
(703) 739-9500
- 14-19**    **BMI International**  
Dublin, Ireland  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500
- 24-28**    **BMI V**  
UNLV, Las Vegas, NV  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500
- 31-Nov. 4**    **BMI III**  
Michigan State, Lansing, MI  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500
- 31-Nov. 4**    **BMI IV**  
Cornell, Ithaca, NY  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500

### NOVEMBER 2010

- 1**      **Kendall Scholarship Due to Chapter**  
*Contact:* [Nichole Rhodes/CMAA](#)  
(703) 739-9500

- 4-7**      **National Student Education Conference**  
Philadelphia, PA  
*Contact:* [Kate Wilkens/CMAA](#)  
(703) 739-9500
- 7-11**    **BMI Food & Beverage Management**  
UNLV, Las Vegas, NV  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500
- 14-18**    **Certification Review Course**  
Georgia State, Atlanta, GA  
*Contact:* [Sharon Means/CMAA](#)  
(703) 739-9500
- 15**      **CCM Exam – Local Proctored \***  
*Contact:* [Sharon Means/CMAA](#)  
(703) 739-9500
- 19**      **CCM Exam**  
Georgia State, Atlanta, GA  
*Contact:* [Sharon Means/CMAA](#)  
(703) 739-9500

### DECEMBER 2010

- 1**      **Kendall Scholarship Due to the Club Foundation**  
*Contact:* [Nichole Rhodes/CMAA](#)  
(703) 739-9500

### JANUARY 2011

- 9-13**    **BMI II**  
Cal-Poly, Pomona, CA  
*Contact:* [Joe Patrick/CMAA](#)  
(703) 739-9500

### FEBRUARY 2011

- 19-23**    **Certification Review Course**  
Orlando World Center Marriott Resort & Convention Center, Orlando, FL  
*Contact:* [Sharon Means/CMAA](#)  
(703) 739-9500
- 21**      **CCM Exam – Local Proctored \***  
*Contact:* [Sharon Means/CMAA](#)  
(703) 739-9500
- 24**      **CCM Exam**  
Orlando Marriott World Center, Orlando, FL  
*Contact:* [Sharon Means/CMAA](#)  
(703) 739-9500

\* Managers can arrange to have an exam proctored at a local college or university.



**CMAA's Association Calendar**

is available online at [www.cmaa.org/calendar](http://www.cmaa.org/calendar).

## New Member Totals Through July 31, 2010

	2009 Total	2010 Goal	2010 Total
<b>AK-SAR-BEN</b>	<b>1</b>	<b>4</b>	<b>4</b>
Alabama	5	6	1
Arkansas Razorback	3	2	-
Carolinas	22	43	16
Central New York	1	2	-
<b>Central Pennsylvania</b>	<b>4</b>	<b>4</b>	<b>5</b>
City of New York	6	4	2
Connecticut	9	16	2
Detroit	4	7	6
<b>Dogwood</b>	<b>-</b>	<b>1</b>	<b>1</b>
European	-	1	-
Evergreen	3	5	2
<b>Far East</b>	<b>1</b>	<b>2</b>	<b>3</b>
Florida	64	83	20
Georgia	7	22	9
Golden State	39	49	32
Greater Baltimore	2	8	4
Greater Chicago	16	13	2
Greater Cleveland	6	7	-
Greater Southwest	11	20	7
Illini	3	3	1
Inland Empire	1	4	-
Iowa Tall Corn	2	4	2
Metropolitan	7	17	9
Michigan	2	5	-
Mid-America	4	6	1
Mile High	5	11	4
National Capital	10	15	3
New England	15	26	14
New Jersey	13	14	4
<b>New York State</b>	<b>5</b>	<b>5</b>	<b>6</b>
Ohio Valley	6	14	6
Oklahoma-Kansas	1	4	3
Oregon	1	3	2
Paradise of the Pacific	1	3	2
Pelican	3	5	4
Philadelphia & Vicinity	13	18	7
Pittsburgh	6	12	3
St. Louis District	6	6	1
Texas Lone Star	18	24	10
<b>Toledo</b>	<b>-</b>	<b>1</b>	<b>1</b>
<b>Upper Midwest</b>	<b>2</b>	<b>10</b>	<b>11</b>
Utah	1	3	-
Virginias	8	12	4
Volunteer	4	5	4
Wisconsin Badger	4	8	4
Non-Chapter Area	1	5	3
Total Recruited as of 7/31/10	352	540	226

New member totals do not include transferring or student members. **Bold** lettering indicates chapters that reached or exceeded their 2010 goals.

If you have any questions regarding new member totals, contact Erica Buschner at National Headquarters at (703) 739-9500 or via e-mail at [erica.buschner@cmaa.org](mailto:erica.buschner@cmaa.org).

### Member Counts Membership Statistics Through July 31, 2010

<b>Active</b>	<b>3,263</b>
<b>Provisional</b>	<b>814</b>
<b>Alumnus</b>	<b>19</b>
<b>Associate</b>	<b>45</b>
<b>Continuation</b>	<b>167</b>
<b>Faculty</b>	<b>53</b>
<b>Honorary</b>	<b>32</b>
<b>Retired</b>	<b>352</b>
<b>Student</b>	<b>1049</b>
<b>Surviving Spouse</b>	<b>4</b>
<b>Total</b>	<b>5,798</b>

### 2010 New Member Recruitment Contest

January 1 through December 31, 2010  
(standings through July 31, 2010)

<b>Small Chapters</b>	<b>%</b>
Far East	150%
Central Pennsylvania	125%
AK-SAR-BEN	100%
Dogwood	100%

<b>Medium Chapters</b>	<b>%</b>
New York State	120%
Upper Midwest	110%
Detroit	86%

<b>Large Chapters</b>	<b>%</b>
Golden State	65%
New England	54%
Metropolitan	53%