



Candidate's Full Name: *Jeff S. Isbell, CCM*

Candidate's Present Club: *Renaissance*

Year Joined CMAA: *2001*

My professional journey has provided its fair share of unique career opportunities, difficult challenges, and wonderful friendships. Fortunately, each step on this path has been guided by the connections and knowledge gathered through my membership in CMAA. It is an honor to be considered for a National Director position so that I might have the opportunity to take my 22 years of membership and the insight gained as an active member and leader to give back to the association that has given so much to me.

Annually, CMAA leaders vote at the Leadership/Legislative Conference on the theme for the next year. This theme reflects both the current conditions in the industry and aspirational goals to embrace; for whatever reason, it's often a three-word mantra. This year the words chosen were Engage, Enrich, Unite. I am eager to use this three-word directive to help CMAA continue to thrive as the gold standard of professionalism, education, and leadership.

Engage: We must engage with our future leaders in new and different ways. No longer can we be passive in our approach to college students. CMAA must take a fresh approach as it relates to our future leaders. Part of growing our brand is building it from the ground up. We must engage with Deans, Department Heads, and Faculty, in and out of the traditional "schools and programs". Let's engage with Marketing, Communications, Exercise Science, and Accounting majors as much as a Hospitality major. You can join the student chapter no matter what your major may be.

As an organization, we must engage and recruit more people of color to our industry, we should engage at historic black colleges and universities with hospitality programs and in technical schools and community colleges. A more diverse workforce starts with us as

leaders actively engaging with people different from who we are and sharing our world with them. We must be better about creating awareness of our business!

Enrich: Our membership levels are at record numbers. We should all be proud that so many new members are choosing CMAA because we are the best-in-class example of professional development. But we must ensure that the membership is receiving the value they expect. We must enrich our current offerings to meet the evolving needs of our new and existing members. It is time to reexamine our calendars, BMI offerings, Conferences, and Summits to make sure they are evolving with the times and not repeating what's always worked. In a post-COVID world it is time to think and do differently.

Unite: Over the last few years, CMAA has had great success in creating club communities to better unite members from around the country and the globe. We have had great success with the creation of groups such as the Communication, Club Wellness, and Women in Club Management Communities. We can and should continue to grow our community groups. Could Wine Society evolve into a similar community to further unite club industry professionals at different career stages who aren't necessarily members of the CMAA? Could the NCA and CMAA be stronger partners for the better of our industry? How could we unite with other professional associations to better serve our members? These are questions I look forward to answering in the coming year.

I am so grateful for the opportunity to serve alongside the existing national board members and work closely with our amazing national staff. I look forward to learning from them and working for you.

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Chapter Activities

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| 2022-Present | New England Chapter Nominating Committee Chair |
| 2019-2021 | President, New England Chapter |
| 2019-Present | Director, New England Chapter Foundation |
| 2018 | Vice President, New England Chapter |
| 2015-2017 | Secretary, New England Chapter |
| 2015 | National Student Education Conference Chair |
| 2013-2014 | Education Chair, New England Chapter |
| 2012 | CMAA Mid-Management Conference Host Committee |
| 2009-2012 | Wine Society Chair, New England Chapter |
| 2009-2021 | Board of Directors, New England Chapter |

National Activities

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| 2023 | Advocacy Committee Chair |
| 2023 | National Director |
| 2022 | Membership Committee |
| 2022 | Credentials At-Conference Committee |
| 2021 | Advocacy Committee |
| 2020 | Chapter Relations Committee |
| 2020 | Chapter of the Year Judging Committee Co-Chair |
| 2019 | Membership Committee |
| 2019 | Idea Fair Judging Committee |
| 2018 | Communications Committee |
| 2018 | Elections Committee |
| 2017 | Corporate Relations Committee |
| 2016 | Communications Committee |
| 2015 | Technology Committee |

Conferences Attended

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| 2021-2023 | CMAA World Conference |
| 2018-2019 | CMAA World Conference |
| 2015-2022 | Leadership/Legislative Conference |
| 2015 | National Student Education Conference |
| 2014 | CMAA World Conference |
| 2009-2012 | CMAA World Conference |
| 2006 | CMAA World Conference |
| 2003 | CMAA World Conference |
| 2000-2001 | CMAA World Conference |

Workshops Attended

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| 2017 | Club Governance Summit |
| 2013 | BMI IV |
| 2007 | BMI Certification Review Course |
| 2005 | BMI III |

Experience as a Management Professional

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| 2023-Present | General Manager/COO, Renaissance, Haverhill, MA |
| 2017-2022 | General Manager/COO, North Andover Country Club, North Andover, MA |
| 2013-2017 | Clubhouse Manager, Tedesco Country Club, Marblehead, MA |
| 2011-2013 | Events Director, Braeburn Country Club, West Newton, MA |
| 2007-2011 | Food and Beverage Manager, Belmont Country Club, Belmont, MA |
| 2004-2007 | Clubhouse Manager, Bald Peak Country Club, Moultonborough, NH |
| 2003-2004 | Main Club Dining Room Manager, Jupiter Island Club, Hobe Sound, FL |
| 2001-2003 | Dining Room Manager, Bald Peak Country Club, Moultonborough, NH |
| 2001-2002 | Dining Room Manager, Yeomans Hall Club, Hanahan, SC |

Education

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| 2001 | BS – Individual Concentration: Hospitality and Human Resources, University of Massachusetts – Amherst, Amherst, MA |
| 1999-2001 | University of Massachusetts – Amherst Student Chapter, CMAA |

Other Activities

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| 2015 | Club Manager of the Year, New England Chapter |
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