



Candidate's Full Name: *Judith L. Higgins, CCM, CCE*

Candidate's Present Club: *Valley Lo Club*

Year Joined CMAA: *2000*

As a returning member of CMAA's National Board, my personal platform statement continues to encompass three key values: strategic vision, inclusive leadership, and ethical principles. These qualities have proven essential for effective governance and driving positive change within our association, and I remain dedicated to them as I seek to further our collective goals.

First and foremost, I bring strategic vision to the table. Throughout my previous term, I have committed to understanding the long-term goals and objectives of CMAA and have worked collaboratively with fellow board and committee members to update and implement CMAA's strategic plan. Moving forward, I will continue to diligently analyze external and internal trends, technological advancements, and emerging opportunities to ensure that CMAA remains adaptable and well-positioned to serve our association members and their teams.

Secondly, I am a strong advocate for inclusive leadership. My experience on the Board has reinforced my belief in fostering an environment that values diversity, embraces different perspectives, and encourages open dialogue. By actively seeking input from all industry professionals and promoting a culture of inclusivity, we can leverage the wisdom of our diverse CMAA Board and committees to make well-informed decisions that reflect the needs and objectives of all those we serve.

Lastly, I prioritize ethical principles. I remain committed to upholding the highest standards of integrity, transparency, and accountability. Over the past term, I have consistently advocated for responsible and sustainable practices that align with CMAA's values, ensuring that our actions positively impact the industry, our brand, and all clubs and CMAA members we serve.

In summary, my personal platform for Board service continues to center around strategic vision, inclusive leadership, and ethical standards. By leveraging these principles, I aim to further contribute to CMAA's success, foster innovation, and create a lasting positive impact for all involved.

Chapter Activities

2019	Ex-Officio, Advocacy/Legislative Chair, Greater Chicago Chapter
2018	Ex-Officio, Advocacy/Legislative Chair, Greater Chicago Chapter
2017	Chapter President, Greater Chicago Chapter
2016	Chapter Vice-President and Secretary, Greater Chicago Chapter
2015	Chapter Treasurer, Greater Chicago Chapter
2010	Director, Membership Chair, Greater Chicago Chapter
2009	Membership Chair, Student Development Co-Chair, and Finance Committee Member, Greater Chicago Chapter
2008	Education Chair
2008	Director, Education Chair, Greater Chicago Chapter
2007	Education Committee, Greater Chicago Chapter
2004	Tournament Committee and Student Development Committee, Greater Chicago Chapter
2003	Tournament Committee, Greater Chicago Chapter

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National Activities

2024-Present	National Director and Communications Committee Co-Chair
2023-Present	Centennial Task Force
2023-2024	Strategic Development Committee
2019-2022	Professional Development Committee
2018-2019	Membership Committee

Education

1985-1987	BA, Hotel, Restaurant, & Institutional Management; Michigan State University, East Lansing, MI
1985	William Rainey Harper College, Palatine, IL
1982-1984	University of Illinois, Champaign-Urbana, IL

Conferences Attended

2023-2024	Leadership/Legislative Conference
2023-2024	CMAA World Conference; Conference Mentor in 2023
2016-2021	CMAA World Conference; Conference Mentor in 2020
2016-2018	Leadership/Legislative Conference
2012-2013	CMAA World Conference
2008	CMAA World Conference
2001-2006	CMAA World Conference

Other Activities: (List professional society memberships, civic activities and honors, indicating years—any other pertinent data supporting the candidate may be included here.)

2018	Speaker, Women in Leadership Panel, Professional Club Marketing Association
	Speaker, Membership Panel, Chicago District Golf Association
2017	Speaker, Membership Panel, Chicago District Golf Association
2016	Speaker, Clubhouse Panel, Chicago District Golf Association
2015	Sally Burns Rambo Scholarship Recipient
2011-2018	Member, Professional Club Marketing Association
2010-2011	Member, Association of Golf Merchandisers
2009-2011	Member, American Camp Association
2004	Speaker, National Student Education Conference

Workshops Attended

2023	Strategic Planning with GGA
2023	Racquets Experience at USTA Headquarters
2022	BMI International
2021	BMI Strategic Leadership
2018	Club Leadership Summit
2015	BMI Tactical Leadership
2002	BMI Sports Management
2001	BMI Chief Operating Officer

Experience as a Management Professional

2018-Present	Valley Lo Club, Glenview, IL - General Manager
2007-2018	Valley Lo Club, Glenview, IL - Assistant General Manager
2005-2006	Turnberry Country Club, Lakewood, IL - General Manager
2000-2005	Wynstone Golf Club, N. Barrington, IL - Clubhouse Manager
1993-2000	Wynstone Golf Club, N. Barrington, IL - Catering Director
1991-1992	Park Ridge Country Club, Park Ridge, IL - Food and Beverage Manager
1989-1991	Wynstone Golf Club, N. Barrington, IL - Catering Director