



# Governance/Leadership Summit

**Uniting Club Presidents and Executives  
Pursuing Effective Club Leadership and Governance**

Wednesday, September 27, 2017 • Interlachen Country Club • Minneapolis, MN



This one-day summit is designed to bring together a club's **General Manager/CEO** and the **Club President or a Board Member** for cooperative education on club leadership and governance.

The summit will provide a concentrated day of education around the topic of Private Club Board Governance and Leadership. The subject matter will encompass what “model clubs” are doing with regard to best leadership practices, including:

- Roles and responsibilities
- Self-evaluation practices
- Alignment of Board members and General Manager/CEO
- Strategic thinking
- Planning and board organization
- Board succession planning

## Presenters and Facilitators:

**The Club Managers Association of America (CMAA)** is the largest professional association for managers of membership clubs with 6,500 members throughout the US and internationally. Our managers operate more than 2,500 country, golf, athletic, city, faculty, military, town and yacht clubs. The objectives of the association are to promote relationships between club management professionals and other similar

professions; to encourage the education and advancement of members; and to provide the resources needed for club managers to operate efficiently and successfully.

**Kopplin Kuebler & Wallace, LLC**, is the leading recruiting firm assisting clubs with executive level positions for GM/COOs, Golf Professionals, Golf Course Superintendents, Executive Chefs, Assistant General Managers, and Clubhouse Managers for private, resort, and developer owned properties. Kopplin Kuebler & Wallace has provided hundreds of seminars and workshops for private club boards, CMAA Chapter meetings, and the World-wide CMAA Conferences. Our Board Dynamics/Model Clubs, Team Development, and Leadership workshops are available to private clubs seeking help in “bullet proofing” success in this economy.

## Registration:

The full day of education, breakfast, lunch and evening reception, which includes both the club's General Manager/CEO and the Club President or Board Member is \$700. Registration is available at <http://www.cmaa.org/governancesummit/>

## Additional Information:

Please contact CMAA's Education Department at (703) 739-9500.



**KOPPLIN KUEBLER & WALLACE**

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING



## Governance/Leadership Summit

Purpose: To provide the most effective governance model and enhance partnerships between the Chief Executive and the President Elect/President or Chairman of the Board.

### Agenda:

#### The Set-Up

- 7:00 a.m. – 8:00 a.m. **Registration and Breakfast**
- 8:00 a.m. – 8:30 a.m. **Program Overview, Learning Objectives and Introductions**  
*Dick Kopplin,  
Kopplin Kuebler & Wallace, LLC*



#### Part I Theory: Club Governance

- 8:30 a.m. – 10:15 a.m. **Effective Governance Models and Organizational Structure**  
*Kurt Kuebler, CCM,  
Kopplin Kuebler & Wallace, LLC*
- Organizational Health
  - Trends
  - Leading Club Best Practices – Successful Boards
  - Roles and Responsibilities – Term limits, etc.
  - Board and Committee Orientations – Engagement
  - Board Self Evaluations

#### 10:15 a.m. – 10:30 a.m. Networking Break



#### Part I Practice: Club Governance

- 10:30 a.m. – 12:00 p.m. **Interactive Panel Discussion on Current Governance Challenges**  
*Facilitated by Tom Wallace, CCM,  
Kopplin Kuebler & Wallace, LLC*

#### Learning from each other Panelists:

TBD –  
*Interlachen Country Club*

*Eric Dietz, CCM, CCE, PGA –  
Chief Operating Officer/GM  
Interlachen Country Club*

- 12:00 p.m. – 1:00 p.m. **Lunch, Club Tour and Board Member Networking**



#### Part II Practice: Change and Innovation

- 1:00 p.m. – 2:30 p.m. **Club Trends**  
*Jeff Morgan, FASAE, CAE –  
CEO, CMAA, and  
Tom Wallace, CCM, Partner,  
Kopplin Kuebler & Wallace, LLC*
- Strategically/Forward Thinking to Meet Member Needs
  - Evolution of the Club Industry
  - Engagement of Multi-generations of Members
  - Strategically Setting up the Board
  - Strategy Model – VUCA, Pestel, Competitive Forces vs. Internal Resources
  - Data Driven Decisions vs. Emotional Decision Making

#### 2:30 p.m. – 2:45 p.m. Networking Break



#### Part II Theory: Change and Evolution – Filling in the Details

- 2:45 p.m. – 3:30 p.m. **Self-Awareness and Personality in the Boardroom**  
*Jason P. Koenigsfeld, Ph.D.,  
CHE – Senior Vice President,  
Professional Development, CMAA*
- Personality in the Boardroom
  - Self-Awareness
  - Communication Strategies
- 3:30 p.m. – 4:00 p.m. **Summary and Q&A**  
*Dick Kopplin, Partner,  
Kopplin Kuebler & Wallace, LLC*
- 4:00 p.m. – 5:00 p.m. **Cocktail Reception**