



2017 Club of the Future Student Chapter Award Program

Modeled after the Idea Fair, this award program is a way for students to express their visions for the future of the club industry. Club trends are constantly evolving, and club members' needs are changing. Managers are challenged to stay a step ahead as club culture has continuously transformed over the years. Imagine yourself as a club member in 5, 10 or 15 years. What do you see at your club of the future? What are your needs? Imagine you are the general manager, how will you anticipate those needs and fulfill them to keep your members coming back?

This program challenges students to take strategic planning to the next level, look to the future and be ground-breaking. 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 the 90th World Conference on Club Management and Club Business Expo in Orlando, FL.

Online Entry Form

Please complete the online Club of the Future Entry Form by visiting www.cmaa.org/COFEntry. This will automatically send your text to CMAA National Headquarters and help us get all of the entries online more quickly and efficiently. You can then print out three copies of the completed form and attach them to the back of your entry board.

Program Categories

1. Ethics and Leadership

The millennial generation is on the rise, and with that, so is a new style in the workplace. How do you see leadership styles changing in the future? Think of new priorities, practices and programs that the leaders of the future will champion.

2. Family Programming

Innovative ways to engage whole families, making events fun for both children and adults alike.

3. Wellness

There are so many ways people like to stay active and healthy. What are some fresh ideas for incorporating new wellness activities and healthy eating at the club?

4. Social Media

Social networking has long been a tradition in clubs, but now so much of it is done online. How can you bring clubs to the table and establish their presence on social media? What new or existing platforms would work best for a club?

5. Entry-Level Management

Develop new ways to mentor and manage entry-level employees. Consider management styles, onboarding practices, mentorship opportunities.

Qualifications Criteria

- Displays 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 on site, 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 accepted.
- Previous year's entries may not be recycled or repurposed.

Judging Criteria

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

* All students are encouraged to attend the manager education session where the winning ideas are presented. All students, including presenters, are asked to stay for the session's entirety as a courtesy to presenters and attendees.



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Important Information

- Working with an industry professional as a project mentor is suggested.
- Participation in the 2017 Club of the Future Student Chapter Award Program does not necessarily merit an award.
- The winning group for each category will present during a 90-minute manager education session on **Thursday, February 9, 2017, from 3:15 p.m.–4:45 p.m.**
- 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 **2:30 p.m. on Saturday, February 11, 2017**. After this time, unclaimed entries will be discarded.

The winner for each category will present their idea in a 90-minute manager education session on **Thursday, February 9, 2017, from 3:15 p.m.–4:45 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.

Please have three copies of your completed entry form available. They should be securely attached to the back of each corresponding entry in a plastic document protector. You may use additional pages if necessary. Information received will be utilized by the National Headquarters as resource material.

All shipped entries must be received at the address below by **Monday, January 30, 2017**, to be eligible for judging. Hand-carried entries must be received by **12:00 noon on Tuesday, February 7, 2017**, in the Member Services Pavilion. **NO EXCEPTIONS!**

If you choose not to hand-carry your entries, please ship them to arrive between **January 6 – January 30, 2017**.

CMAA — Idea Fair
c/o Freeman
10088 General Dr.
Orlando, FL 32824-8570

Mark Entries: Hold for CMAA Club of the Future

All shipped entries must be received at the above address by **Friday, January 30, 2017**, to be eligible for judging. **NO EXCEPTIONS!**

