

# Chapter *DIGEST*

The Official Publication for CMAA Chapter Leaders



**CLUB  
MANAGERS  
ASSOCIATION  
OF AMERICA**

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

February 2010

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

## WEAREGOLF

### WE ARE GOLF Announced as Industry Initiative for Changing Perceptions

The Club Managers Association of America, the Golf Course Superintendents Association of America, the National Golf Course Owners Association and the PGA of America have joined forces to form a new coalition that will represent the economic, human and environmental benefits of the industry at federal, state and local levels of government. WE ARE GOLF builds on the momentum of the past two National Golf Day events conducted in Washington, D.C., and our collaborative efforts in executing numerous state economic impact studies. The 2 million jobs generated by the multi-billion-dollar industry and the industry's vast economic impact are at the core of the coalition's message. The face of the campaign will be the stories of the dedicated men and women who directly and indirectly benefit from the greatest sport in the world.

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The coalition has engaged The Podesta Group, a Washington, D.C.-based government and public affairs firm, which brings an experienced team to address the golf industry's legislative challenges and help with advocacy efforts. WE ARE GOLF will work to share information, case studies and articles with the media, elected officials, regulators and other key constituents to educate them on issues of concern for the industry in running these small businesses (labor, tax, environ-

mental, etc.). We will also coordinate messaging to the industry's vast infrastructure.

While the four associations are the creators of WE ARE GOLF, the coalition is intended to be broad-based to maximize the industry's synergy and reduce redundancy. Coalition membership will include participation from association members, multi-course owners, manufacturers and golf facilities.

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As the WE ARE GOLF campaign develops, tools and resources for CMAA members to join the effort will be available at [WeAreGolf.org](http://WeAreGolf.org).



**CLUB  
MANAGERS  
ASSOCIATION  
OF AMERICA**

**PGA**

**GCSAA**

### BMI Golf Management Reminder for April

Each January, immediately after the holidays, the Education Department receives a large increase in registrations for the upcoming BMI programs. This year is no exception. Within the first two weeks of 2010, many of the classes have reached capacity or are very close to becoming full.

One of the programs that still has seating available at the time of this printing is the BMI Golf Management Program, which will take place April 12-16, at the World Golf Village in St. Augustine, FL. This program is one of the newest professional development offerings from CMAA and includes instruction from Florida State faculty, the PGA of America, the PGA Tour Academy, the Golf Course Superintendents Association of America, The World Golf Foundation, CMAA National staff and other industry professionals. Course curriculum includes topics such as: The History of Golf, Rules of Golf, Turf 101, Environmental Challenges and Opportunities, Developing Your Turf Team, Golf Shop Procedures, Tournament Operations and much more. Highlights of the week include instruction from the PGA Tour Academy in both full-swing and short game, a shotgun golf tournament and a private tour and closing dinner banquet at the prestigious World Golf Hall of Fame.

For members of CMAA who are interested in achieving the CCM designation, one of the requirements is the completion of either BMI Golf Management or the BMI Food & Beverage Program. Since the BMI Golf Management program is limited to only 50 participants, please be sure to encourage your chapter members to register early for the 2010 class. Tuition is \$2,095 for CMAA members and \$2,195 for non-members. Additional information and registration forms are available at [www.cmaa.org](http://www.cmaa.org) or by contacting the Education Department at (703) 739-9500.

### Heard Any Good Speakers Lately?

Did you know that 40 percent of Conference speakers in San Diego earlier this month spoke at Conference for the first time? Did you know that most of the new speakers came to CMAA's attention by recommendations from chapters and members? The Education Department is constantly seeking out new and exciting speakers to present at Conference, and it needs your help.

*Most new speakers  
have come to CMAA's attention  
by recommendations  
from chapters and members*

Have you recently attended an education session presented by a speaker who you felt had an excellent message and would be a perfect fit for CMAA's education program? If you have, we want to hear from you. Please contact David McCabe, senior director, Education, at (703) 739-9500 or [david.mccabe@cmma.org](mailto:david.mccabe@cmma.org) with the speaker's name and contact information. The Education Department will be sending out invitations to submit proposals for the 2011 World Conference on Club Management within the next month. In addition, CMAA is constantly looking for candidates to add to its database and the *Guide to Speakers and Workshops* throughout the year.

## Career Services

### The Chapter With an Olympic Dream

By Kevin MacDonald

I can tell you that it is pretty exciting to be living in a city that is hosting the Olympic Games. For me that excitement began in 2001 when my friend John Furlong, a former member of the Dogwood Chapter of CMAA, took on the challenge of leading the bid to get the games. On July 2, 2002, a club manager friend and I were two of about 18,000 people lining up at GM Place at 5:00 a.m. to enter the hockey arena and watch a big screen. Our purpose was to hear which of the three bidding cities would be granted the games. The place erupted in jubilation when we heard the head of the I.O.C. announce "Vancouver." After the games were awarded to Vancouver, a decision had to be made to choose the person who would lead the Olympic

Organizing Committee. John Furlong was chosen to do that as well.

As a friend, I was thrilled for John, but I was also worried for him. Getting the games is a process that demands so much time and energy. It is a marathon of Olympic proportions. I was so proud of John, and amazed that after he crossed the finish line he immediately signed up metaphorically to do 100 "iron mans."

I have been very privileged to have many quiet one-on-one conversations with John over the past nine years. One of the things that strikes me about the experience is that John has been on a parallel path with every Olympian that will compete in the games. He has been working at a pace for nine years that the average person would have trouble doing for two weeks. I have learned many lessons from our conversations,

and here are a few that can translate to you and your chapter.

Before I tell you what they are, I would like to invite you to take on an Olympic challenge. What would happen if you decided to be an Olympian for the next three months? What would happen if your chapter took on some project of Olympic proportion? This doesn't mean you have to become a world-class athlete. I am just wondering what would happen if each of us decided to dream, think, feel and act like an Olympian for three months.

### Lessons Learned

#### The Olympic Dream

What happens when we have an extraordinary, big, exciting, inspiring dream? For most people it helps them to do what they wouldn't normally do.

### The Chapter With an Olympic Dream

(continued from page 2)

When Shelley MacDougall and I interviewed John for the Extraordinary Leader Program, he told us that his vision for the 2010 Winter Olympics was to create an event that would be seen as a human enterprise, not just a sporting event. He wanted to create something that would inspire every citizen to be better, to help every person see what they could do to make their city; province and country better. He said that when that vision is so compelling and so clear it enables you to get out of bed in the morning and take on the challenge even when the critics and the challenges you face are daunting.

What dream could your chapter have for the next three months that would inspire its members like that?

### The Olympic Decision

It is great to have that exciting, compelling dream; and some people have had it for years. Some people will have it all of their lives. It is one thing to dream of what is possible and entirely a different thing to decide to take it on. Some decisions may seem to take forever. Those big juicy decisions will be met with resistance and fear. But the time it takes to make a decision is really about a nanosecond. Most are convinced they don't have the time. When the decision is truly made, you shift from thoughts of "I might," "I could" and "I should" to "I am," "I have" or "I do." The energy needed to achieve your Olympic dream begins with an Olympic decision. What will your chapter decide to be, have and do for the next three months?

### The Olympic Plan

When the games begin, John and his organizing committee will have put almost eight years of planning into two, two-week events. So often people have a dream but don't decide. Sometimes they have a dream, decide and then never really have a plan that is going to end in success. I can tell you that someone like the CEO of the Olympic Organizing Committee doesn't make plans in isolation. He draws on the expertise of people from inside and outside of the committee. They learn from people who have put on previous games and support those who will put on future games. The plan is critical.

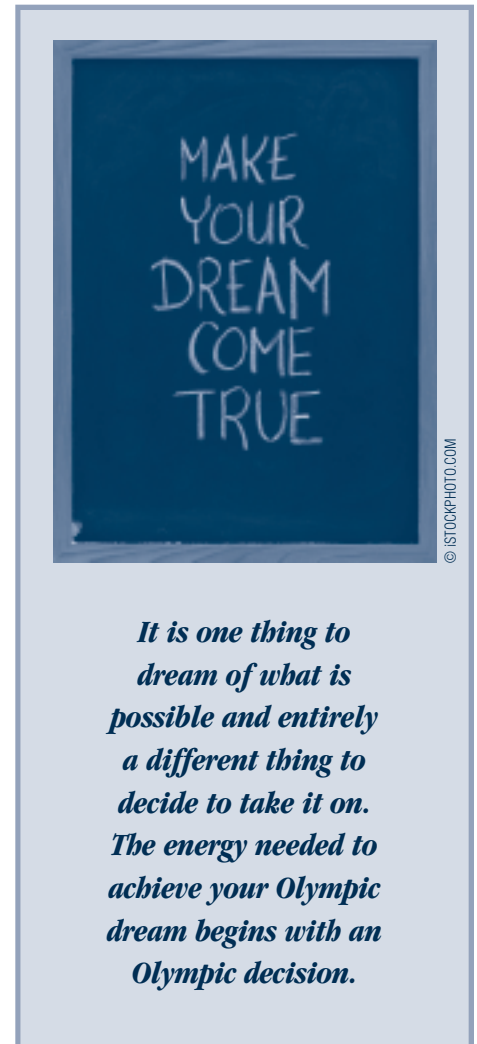
How much time will you spend on your chapter's three-month plan? What kind of world class support will you seek?

### The Olympic Execution

Whether you are an Olympic athlete or an organizer of the games themselves, what counts is the execution of the plan and the practice. It takes a monumental work ethic. It takes discipline. It takes drive and determination. It means doing what you have committed to do even when you don't feel like doing it. It means never taking your eyes off the prize. In John's case, it is obvious that he has dedicated almost nine years to this project; and it could be argued that as an athlete, involvement in organizing other games, a member of the IOC and experience as a club manager he has been working toward this particular goal for years. An Olympic athlete can train and rehearse for a lifetime, for what could be only hours, minutes or seconds of performance at the games.

What execution are you and your colleagues willing to commit to in order to realize your chapter's three-month Olympic dream?

I am writing this article prior to the games. You may be reading it during or after the games. From this vantage point in time, I can tell you that my friend, my city, my family, my friends and my country are about to experience a very special time in our lives. It all begins with a dream. ■



## Membership

### Roster Updates Are Due

At the end of January, managing directors or chapter secretaries were mailed their chapter's roster as we have it listed at National, post drops (an official drop list was also included in this mailing). It is imperative that you compare our National roster to your chapter roster.

All members must belong to *both* National and a chapter. If there is someone on National's roster who is not on your roster, we need to work together to make sure they become current with your chapter. If there is someone on your roster and not on the National roster, we need your help in making sure they reinstate their membership so as to be considered a current CMAA member.

Please take the time to thoroughly compare the rosters and send back a marked-up version of the roster that was included in this mailing and not a copy of your own chapter roster. If you have any questions, please contact Erica Buschner, director, Member, Chapter & Industry Relations, at (703) 739-9500 or [erica.buschner@maa.org](mailto:erica.buschner@maa.org).

Thank you in advance for your help in making all of CMAA's information as accurate and up-to-date as possible.

## Membership

### Congratulations to the 2009 New Member Recruitment Contest Winners

Congratulations to the chapters below on an exceptional recruitment year and to *all* chapters and members for helping to lead new managers in their path of professional development with the Association. The Association welcomed 352 new members this year.

Please help us in recognizing the **2009 New Member Recruitment Contest** winners:

#### Small Chapter Category

Arkansas Razorback.....	150%
Central Pennsylvania .....	80%
Volunteer .....	80%
Illini .....	75%

#### Medium Chapter Category

City of New York.....	150%
Greater Cleveland.....	86%
St. Louis District.....	86%
Alabama .....	83%
New York State .....	83%

#### Large Chapter Category

Greater Chicago .....	133%
New Jersey .....	93%
Golden State.....	76%

We look forward to your continued support and recruitment efforts throughout 2010 as we welcome many more new members to CMAA. Please refer to page 7 of this edition of *Chapter Digest* to see what your chapter's recruitment goal is for the year – and make sure to consult that same section every month, as recruitment totals and standings are posted monthly. ■

## The Club Foundation

### Congratulations to the 2010 Willmoore H. Kendall Scholarship Recipients

The Club Foundation established the Willmoore H. Kendall Scholarship Fund in memory of CMAA Past President Bill Kendall. The scholarship provides tuition support to assistant club managers interested in pursuing the Certified Club Manager (CCM) designation.

#### 2010 Recipients:

**Mr. Travis Dale**  
*Point Lake & Golf Club*  
Mooresville, NC

**Mrs. Deanna Holaday**  
*Twin Oaks Country Club*  
Springfield, MO

**Mr. Michael Redmond, CEC**  
*Metropolitan Club – Washington*  
Washington, DC

Recipients of this valuable scholarship receive the tuition costs associated with BMI I, BMI II, BMI III, BMI Food & Beverage or BMI Golf Management (if required for certification eligibility), the Certification Review Course & Study Guide and the CCM Exam Fee.

Congratulations again to these worthy individuals on receiving the scholarship. For more information, please visit [www.clubfoundation.org/kendallschbr.html](http://www.clubfoundation.org/kendallschbr.html).

## Corporate Advantage Partners

### E-Z-GO Introduces TXT® 48 Fleet Golf Car

E-Z-GO, a Textron Company, introduces the TXT 48 fleet golf car, the next generation of the classic E-Z-GO TXT vehicle. The TXT 48 updates the proven E-Z-GO TXT electric golf car platform with a 48-volt DC drivetrain and exclusive TruCourse Technology system that allows golf course operators an unprecedented degree of freedom in tailoring the vehicle's performance to match the unique topography and conditions of their course.



*“E-Z-GO is excited to be able to improve the already outstanding TXT golf-car platform with the introduction of the TXT 48”*

*– Kevin P. Holleran  
President, E-Z-GO*

TruCourse Technology offers more customization settings than any other fleet golf car on the market, allowing course owners to alter

TXT 48 performance characteristics such as acceleration and motor-braking to best fit conditions of their course. An optional handheld

## Corporate Advantage Partners

### E-Z-GO Introduces TXT® 48 Fleet Golf Car

diagnostic tool provides even greater customization capabilities.

The combination of the 48-volt DC drivetrain and TruCourse Technology also makes the TXT 48 more energy-efficient. The vehicle offers 10 percent greater energy efficiency than the previous 36-volt TXT golf car, and its improved regenerative braking system provides up to 10 percent more power back into the batteries under normal operating conditions – lowering operating costs for the golf course operator.

The same technology gives the TXT 48 better on-course performance than its predecessor with greater, more consistent power and hill-climbing from the first hole of the day to the last and downhill speed control that offers a comfortable ride over even steep paths and grades.

“E-Z-GO is excited to be able to improve the already outstanding TXT golf-car platform with the introduction of the TXT 48,” said Kevin P. Holleran, president of E-Z-GO. “The TXT 48 is the perfect complement to the E-Z-GO RXV, which continues to change the industry

with its own unmatched technology and performance.

“Whether a golf facility needs the industry-leading, second-to-none energy efficiency and performance of the RXV or the enhanced performance, classic styling and increased efficiency of the TXT 48, E-Z-GO offers the fleet golf car to meet those needs,” Holleran said.

Like all E-Z-GO vehicles, the TXT 48 is manufactured in Augusta, GA, at E-Z-GO’s world headquarters, recently honored as one of the top 10 manufacturing facilities in North America by *Industry Week* magazine. ■



## 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.

PLATINUM



A Textron Company

GOLD



SILVER



BRONZE



**KOPPLIN & KUEBLER**

“The Most Trusted Names in Private Club Executive Placement”

**RSM! McGladrey**  
Accounting | Tax | Business Consulting

## Association Calendar

### MARCH 2010

7-11 **BMI I**  
Georgia State, Atlanta, GA  
*Contact:* Joe Patrick/CMAA  
(703) 739-9500

14-18 **BMI IV**  
Cornell, Ithaca, NY  
*Contact:* Joe Patrick/CMAA  
(703) 739-9500

28-Apr. 1 **BMI III**  
Michigan State, Lansing, MI  
*Contact:* Joe Patrick/CMAA  
(703) 739-9500

### APRIL 2010

10-16 **BMI Golf Management**  
World Golf Village, St. Augustine, FL  
*Contact:* Joe Patrick/CMAA  
(703) 739-9500

25-29 **BMI V**  
UNLV, Las Vegas, NV  
*Contact:* Joe Patrick/CMAA  
(703) 739-9500

### JUNE 2010

12-17 **BMI II**  
Cal-Poly, Pomona, CA  
*Contact:* Joe Patrick/CMAA  
(703) 739-9500

### SEPTEMBER 2010

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

7-11 **BMI Food & Beverage Management**  
UNLV, Las Vegas, NV  
*Contact:* Joe Patrick/CMAA  
(703) 739-9500

14-19 **Certification Review Course**  
Georgia State, Atlanta, GA  
*Contact:* Sharon Means/CMAA  
[sharon.means@cmaa.org](mailto:sharon.means@cmaa.org)  
(703) 739-9500

### FEBRUARY 2011

25-Mar. 1 **84<sup>th</sup> World Conference on Club Management**  
Orlando, FL  
*Contact:* Guy Doria/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 January 31, 2010

	2009 Total	2010 Goal	2010 Total
AK-SAR-BEN	1	4	-
Alabama	5	6	-
Arkansas Razorback	3	2	-
Carolinas	22	43	5
Central New York	1	2	-
Central Pennsylvania	4	4	1
City of New York	6	4	-
Connecticut	9	16	2
Detroit	4	7	1
Dogwood	-	0	-
European	-	1	-
Evergreen	3	5	1
Far East	1	2	-
Florida	64	83	4
Georgia	7	22	2
Golden State	39	49	11
Greater Baltimore	2	8	-
Greater Chicago	16	13	-
Greater Cleveland	6	7	-
Greater Southwest	11	20	2
Illini	3	3	-
Inland Empire	1	4	-
Iowa Tall Corn	2	4	1
Metropolitan	7	17	3
Michigan	2	5	-
Mid-America	4	6	-
Mile High	5	11	-
National Capital	10	15	1
New England	15	26	3
New Jersey	13	14	1
New York State	5	5	-
Ohio Valley	6	14	-
Oklahoma-Kansas	1	4	-
Oregon	1	3	-
Paradise of the Pacific	1	3	1
Pelican	3	5	-
Philadelphia & Vicinity	13	18	3
Pittsburgh	6	12	1
St. Louis District	6	6	1
Texas Lone Star	18	24	1
Toledo	-	1	-
Upper Midwest	2	10	2
Utah	1	3	-
Virginias	8	12	-
Volunteer	4	5	-
Wisconsin Badger	4	8	1
Non-Chapter Area	1	5	1
Total Recruited as of 1/31/10	352	540	51

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 January 31, 2010

<b>Active</b>	<b>3,113</b>
<b>Provisional</b>	<b>745</b>
<b>Alumnus</b>	<b>14</b>
<b>Associate</b>	<b>34</b>
<b>Continuation</b>	<b>177</b>
<b>Faculty</b>	<b>53</b>
<b>Honorary</b>	<b>33</b>
<b>Retired</b>	<b>333</b>
<b>Student</b>	<b>897</b>
<b>Surviving Spouse</b>	<b>4</b>
<b>Total</b>	<b>5,403</b>

### 2010 Chapter Size Categories

#### Small Chapters

AK-SAR-BEN, Arkansas Razorback, Central New York, Central Pennsylvania, Dogwood, European, Far East, Illini, Inland Empire, Iowa Tall Corn, Michigan, Oklahoma-Kansas, Oregon, Paradise of the Pacific, Toledo, Utah, Volunteer

#### Medium Chapters

Alabama, City of New York, Detroit, Evergreen, Greater Baltimore, Greater Cleveland, Mid-America, Mile High, New York State, Pelican, Pittsburgh, St. Louis District, Upper Midwest, Virginias, Wisconsin Badger

#### Large Chapters

Carolinas, Connecticut, Florida, Georgia, Golden State, Greater Chicago, Greater Southwest, Metropolitan, National Capital, New England, New Jersey, Ohio Valley, Philadelphia & Vicinity, Texas Lone Star