

CHAPTER MEETING ★ EDUCATION SEMINAR ★ DINNER
SUNDAY, MAY 2 - MONDAY, MAY 3, 2021
CHEROKEE CC ★ KNOXVILLE, TN



VOLUNTEER CHAPTER

CLUB MANAGEMENT
ASSOCIATION OF AMERICA



Featured Speakers

JEN ROTHE

Wellness Director, Belle Meade CC

JOE MENDEZ, CCM, CCE

General Manager, Riverton CC



KATHERINE LORD, LSW

Managing Director, Club Spa & Fitness Association

2Hemispheres

MOLLIE PLOCHER

Owner/CEO, 2Hemispheres

REGISTER

Sunday, May 2

Cherokee CC

All Times are Eastern Standard Time (EST)

11:15 am Board Meeting

Lunch available 11:15 - 12:15

12:15 pm Chapter Meeting

1:00 - 3:00 pm

**Leveraging Wellness in
Private Clubs Panel
Discussion**

3:15 - 4:30 pm

**Converting Your Pro Shop to a
Member Shop & Fitting Studio
Implementation**

6:00 p.m.

**Drinks & Dinner to follow
Cherokee Country Club**

**Monday, May 3
Cherokee CC**

8:30 a.m.

Breakfast

9:00 - 11:00 a.m.

Education

Optional golf after

REGISTER

Thank You

CHAPTER PARTNERS



ClubProcure

A Foodbuy Company



SuperSource®

MembersFirst®



The Boothe Group, LLC



EXECUTIVESEARCH

Jonas

Club Software

HOST CLUB

Cherokee Country Club
5138 Lyons View Drive
Knoxville, TN 37919
Shawn Wilkes, CCM,
General Manager

SUGGESTED HOTEL

COURTYARD by Marriott
Knoxville/West Bearden
250 Brookview Centre Way
Knoxville, TN 37919

[BOOK](#)



KATHERINE LORD

LSW, Managing Director
of the CSFA

Katherine Lord, LSW, joined CMAA in March of 2020 as the Director of Club Services and serves as the Managing Director for the Club Spa & Fitness Association. She brings more than a decade of experience in marketing; communications; event management; and project development and management.

WELLNESS PANEL

JOE MENDEZ, CCM, CCE

General Manager
Riverton CC



Joe Mendez joined Riverton Country Club in 2020 after serving in various positions in food and beverage service and country club management in Chester County and Philadelphia. He is an active member of CMAA, sitting on the Philadelphia Club Foundation Board of Directors and is Past President of the PVCMA Board of Directors. Joe also sits on the National Board of CMAA and is currently the Advocacy Chair.



JEN ROTHE

Wellness Director
Belle Meade CC

Jen Rothe is the Wellness Director of Belle Meade Country Club, located just outside Nashville, TN. Jen received her bachelor's degree in Marketing, and has a fitness, wellness, and nutrition background, holding certificates in Personal Training, Fitness Nutrition Specialist, and Group Fitness Instructor Training.

2Hemispheres

Business owner, mom, soccer player, coach, aspiring golfer...

I grew up in Beaverton, OR. and like every kid, dreamed of working at NIKE. In 1985 that dream came true and the timing was perfect. As if meant to be, a few years later I was able to couple my college education with working at one of the most innovative companies in our history. I spent 15 years learning everything I could and caught the retail marketing bug. Long story short – its all about passion and timing. Our team is made up of kind, generous, talented individuals from a wide range of brands and industries, offering over 40 years of experience in developing design strategies, business analysis and visual merchandising solutions to brands, retailers and properties.

MOLLIE POLCHER

Founder/CEO 2Hemispheres

