



# CMAA

Club Managers Association of America



Professionalism. Education. Leadership.



## CMAA Is

With more than 7,000 members, partners and affiliates, CMAA represents the interests of every facet of the club industry. CMAA is fully-staffed with seasoned professionals all working with one goal in mind: to help you apply cutting-edge learning and best practices to your club environment.

As the largest professional association representing the club management industry, CMAA gives you the support you need to succeed. We enhance our members' success by offering professional leadership development, ethical standards and responsive services. We do this by centering on the following areas:

- Education
- Networking
- Career Development
- Research/Resources
- Industry Relations and Partnerships
- Leadership

## Education

The club management career path is demanding – both personally and professionally. CMAA's educational programs help club managers attain a productive and balanced future. Annually, members are offered more than 150 learning opportunities, all geared toward making members more competent and marketable as club executives.

As such, club managers must invest in their professional growth to achieve top performance. National conferences, education and workshops, chapter education and Business Management Institute (BMI) programs – the core of the CMAA Lifetime Professional Development Program – were all created to help managers increase productivity, meet the challenges of leading and managing both staff and volunteers and also maintain a sense of work and life balance. Please consult the CMAA Web site for a complete listing of professional development programs, webinars and conferences.



## Certification

A successful career marked by an appropriate degree of professional development and verified by a credible certification program brings recognition from both the public and one's peers.



CMAA takes great pride in its voluntary certification program. Since its inception in 1965, it has become recognized as the hospitality industry's most respected certification program. The Certified Club Manager (CCM) designation is known as the hallmark of professionalism in club management.

The CCM designation is awarded to members who:

- Maintain active membership in CMAA for a minimum of five years;
- Are active in club management (as defined by CMAA); and
- Fulfill specific education requirements and participate in Association activities.

Certified Club Managers are required to actively continue their participation in professional development activities to be recognized by CMAA with the Certification Maintenance Requirement, membership in the CMAA Honor Society, the Certified Chief Executive (CCE) and for those who meet the challenging requirements, the Master Club Manager (MCM) designation.

## The Club Foundation

The Club Foundation, the only 501(c)(3) charitable organization for the club industry, was established by CMAA in 1988. The mission of The Club Foundation is to financially support the professional development of club managers through education, outreach and research initiatives.



## Success

"'The Only Constant Is Change' was the topic of an extremely valuable education program offered by CMAA. The concept remains valid and clearly underlines the context of what CMAA offers. The continuing education program that I have enjoyed has availed certain successes to me as a member."

Thomas L. Gilbertson, CCM  
General Manager  
Newport Harbor Yacht Club  
Newport Beach, CA  
Member since 1979

In order to accomplish this goal, the Foundation has developed its Scholarship and Grant Program, which targets the following five funding areas:

- Student scholarship grants
- Faculty grants and internships
- Manager scholarships and grants
- Chapter grants
- Industry grants

## Networking

CMAA members are part of the largest network of club management professionals anywhere. Each program and event CMAA holds is designed to help members connect with peers, industry experts and service providers - providing a myriad of opportunities to meet, socialize and discover where interests overlap.

Held in major US cities, the largest networking opportunity – the CMAA World Conference and Club Business Expo – is the centerpiece of the Association's yearly activities and offers between 80 to 100 education programs from which to choose. Attendees from diverse club environments and the club industry have found a home at this highly practical, participatory meeting and welcome the networking opportunities. This event features:

- Pre-Conference workshops
- Continuing education seminars
- Management clinics
- Round-table discussions
- Networking events

Benefits to attendees include:

- Specialized seminars presenting information about industry trends, legislation and regulations affecting the club industry and best practices;
- Club Business Expo providing a venue to learn about the latest products and services within the industry; and
- Opportunities for making contacts, networking and building friendships with attendees from around the globe.

## Relationships

"Without even a close second, my membership in CMAA has been – and still is to this day – the most valuable investment I have made in my career. The quality of continuing education, professional development opportunities and career management resources has made my dues seem like a bargain. But when I factor in the number of meaningful relationships I have made over the years through CMAA, my membership becomes priceless."

Tony D'Errico, CCM, CCE  
General Manager  
Westwood Country Club  
St. Louis, MO  
Member since 1993

# Career Development

## Career Services

The CMAA ClubCareers Web site provides online access to the best career counseling, job opportunity listings and employment services available in the club industry.

The ClubCareers Web site includes:

- Comprehensive job searches/listings access
  - Managerial Openings List
  - Mid-Management Career Opportunities list
  - Internships
  - Selective Search Bulletin
- Résumé posting
- Interim Management Service
- Employment Service Specialist list
- Management Company Resource list

In addition, CMAA offers the following career resources:

- Toll-free coaching hotline
- Individual coaching sessions
- Online career-related information kits (for clubs and managers)
- Résumé writing and critiquing services
- Performance Goals and Expectations document
- General Manager/Chief Operating Officer Concept Kit
- CMAA World Conference Career Services Center

## Opportunities

"From team building and coaching programs to national and international travel opportunities, CMAA has become a world-wide community for those who choose to make the club management profession their life's work. While the Association has benefited me personally over the various stages of my career, its greatest success is in its ability to evolve."

Luke A. O'Boyle, CCM, CCE  
General Manager  
Chevy Chase Club  
Chevy Chase, MD  
Member since 1993



# Resources/Research

## Resources

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

CMAA's home on the Internet includes thousands of pages of Association- and industry-related information. Accessed more than two million times per month, CMAA members use the Web site to communicate with each other, national staff and other industry organizations as well as to take advantage of the multitude of CMAA services:

- Up-to-the-minute CMAA news and information
- Access to real-time membership directory
- Complimentary CMAA e-mail address
- Member-only sections, including club and chapter resources
- Association Calendar
- Guide to Speakers and Workshops
- Online Forums

Members have access to a wide range of reference/resource materials and services that are designed to help club management professionals thrive. These include:

## Results

"My personal achievements and my value to my employer are direct results of my involvement with CMAA throughout my career. The level of contacts, education and professional resources available for the club manager through CMAA are, quite simply, not obtainable from any other sources."

Patricia Calder, CCM, CCE  
General Manager/COO  
Thornblade Club  
Greer, SC  
Member since 1986

*Outlook* – A monthly newsletter keeps members informed of the latest events, Association news and professional development programs.

*Club Management* magazine – CMAA's official bi-monthly magazine provides members with in-depth information on issues affecting the club industry, current and future trends in club management and information about new products and services.

*Chapter Digest* – A monthly newsletter for chapter officers and chairmen.



Online Research Archives – CMAA’s research archives allows for 24/7 access to a large collection of industry publications and club-specific information, within which members can search by keyword or by category.

Document Central – All CMAA-related forms and documents are housed within this section of the Web site.

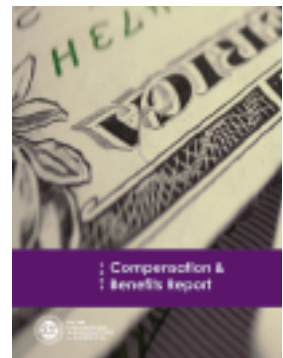
*Club Connection* – This weekly electronic newsletter contains information on Association initiatives, professional resources and industry news and events complete with Web links, all delivered straight to members’ e-mail accounts.

*Yearbook* – An annual online yearbook, which serves as the Association’s official comprehensive handbook and real-time membership directory.

Bookmart – A collection of self-published books, CDs and DVDs that are all created to help you operate your club in the most effective manner possible.

## Research

CMAA members have unlimited access to our robust database of club and hospitality-related articles, white papers, guidelines and statistics covering virtually every aspect of the club management universe. Additionally, members receive discounts off CMAA’s major research publications including the *Compensation & Benefits Report* and the *Operations and Financial Data Report*. These comprehensive reports provide you with reliable data to benchmark, support, justify and inform.





## Support

“The companies that participate in the Corporate Advantage Program have a history of supporting our profession. These companies are not just selling products or services; they are making a personal commitment to advancing my career through their support of CMAA and The Club Foundation.”

Jay DiPietro, CCM  
President/General Manager  
Boca West Country Club  
Boca Raton, FL  
Member since 1977

## Industry Relations and Partnerships

The Association benefits from cooperative efforts and joint initiatives with allied associations and industry organizations. Recent initiatives include the government relations coalition of We Are Golf; the sustainability initiative with the Golf



Environment Organization; efforts to increase participation in golf including Get Golf Ready and Play Golf America; and nationwide fundraising for the members of the Armed Forces through Tee It Up for the Troops. Each of these initiatives contributes to the overall health of the industry and encourages positive growth and perception for the future of our profession.



The Corporate Advantage Program was established to channel the support of leading corporations into resources and programs designed to benefit CMAA members. Each selected Advantage partner makes a five-year commitment to provide significant monetary support to CMAA and The Club Foundation. Such corporate funding is essential to enhance education programs, conduct research and assist club managers with additional resources and tools.



The CMAA Affiliate Program offers businesses that provide products, services and information to the club industry a competitive advantage. Affiliates enjoy an opportunity to access a network of nearly 7,000 club management professionals. Companies that participate in the Affiliate Program help support CMAA-related initiatives and promote shared business interests.



# Leadership



As a leader in the club management industry, CMAA recognizes its responsibility to build strong, vibrant, accessible, established club leaders. From student membership to reaching the pinnacle club executive spot, it is critical to distinguish between the skill of management and the skill of leading the management team. CMAA is there from the beginning to the height of your career.

In addition to the educational and networking opportunities that help you become a leader, CMAA's Premier Club Services® serves as a one-stop resource center for club industry professionals who would like to accelerate the operating efficiency of their staff, board and management team. A PCS subscription provides club management professionals with the most innovative programs, products and support services available in the industry today.

## Guidance

"CMAA's commitment to education has afforded me the opportunity to mentor students, staff and assist many Board members to become role models within the industry. In addition, CMAA's forward thinking and willingness to always respond to its membership, trends and economic challenges are reasons I support and will continue to support CMAA in any manner possible."

Terra S.H. Waldron, CCM, CCE  
General Manager/Vice President  
The Desert Highlands Association  
Scottsdale, AZ  
Member since 1984

# Join CMAA

The future is approaching with remarkable speed, bringing with it new challenges and changes in the way the club industry will conduct business. Membership in CMAA guarantees that each new development will be met head-on and that you will be prepared to respond to change. Simply put, membership in CMAA is the best way to ensure your continued success.



To be eligible for membership, a person must be connected with the management of clubs. The application process begins at the local chapter level; to determine which chapter boundaries your club falls into, please contact the Membership Department at the CMAA National Headquarters. Once elected into chapter membership, the individual simultaneously becomes a member of the National organization.

## Commitment

“God, family, CMAA!”

Todd Cromie, CCM, CCE  
General Manager  
Biltmore Forest Country Club  
Asheville, NC  
Member since 1997

CMAA strives to provide you with the resources needed to progress and succeed on the club management career path. CMAA will work with you on ways to utilize our array of benefits and services to get the largest return on your membership investment. We look forward to welcoming you.





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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.





**CLUB  
MANAGERS  
ASSOCIATION  
OF AMERICA**