

Meeting Locations

~ Sunday, August 6, 2017 ~



Michael Murray, GM
(423) 266-6178
1511 Riverview Road
Chattanooga, TN 37405

~ Monday, August 7, 2017 ~



Ashton R. Harris, CCM
(423) 238-9110
9603 Lee Hwy
Ooltewah, TN 37363

Accommodations

The Honors Course Guest Houses
Available for Sunday, August 6th ONLY
for \$175++, per room,
all subject to availability.
4 bedroom and 2 bedroom houses
available.

For reservations, contact Dixie White,
(423) 238-9129 or
dwhite@honorscourse.net

Our Partners

The Volunteer Chapter would like to thank our gold partner, John Deere, and our silver partners, Purchasing Association of Private Clubs (PAPC), VGM Club, and MembersFirst for their support of our association.

The Volunteer Partnership Program creates a bridge between our Chapter's club management professionals and the companies most closely connected and committed to serving our industry. It offers organizations year-round exposure to club professionals though marketing, education and networking opportunities.



JOHN DEERE
GOLF



MembersFirst®



**CLUB
MANAGERS
ASSOCIATION
OF AMERICA**

2017 Quarterly Meeting & Education Seminar



Chattanooga Golf & Country Club
Sunday, August 6, 2017

The Honors Course
Monday, August 7, 2017

SCHEDULE *All times Eastern Standard

Sunday, August 6, 2017 Chattanooga Golf & Country Club

10:30 a.m. - 11:30 a.m.
TN Volunteer Chapter Board Meeting
Donald Ross Room

12:00 p.m. - 1:00 p.m.
Complimentary Brunch
Overlook or Fairway Grill

1:00 p.m. - 1:30 p.m.
TN Volunteer Chapter Business Meeting
(1 Association Activity Credit)
Ballroom

1:30 p.m. - 3:30 p.m.
Michael Murray, GM, Chattanooga G&CC
Clubhouse, Pool, Fitness Renovation Tour,
Process Review, Q&A
(2 of 6 CMI Education Points)

4:00 p.m. - 5:30 p.m.
Dawn Taylor, MembersFirst
Social Media for Private Clubs, Marketing to Millennials
(2 of 6 CMI Education Points)

6:00 p.m. - 7:00 p.m.
Cocktail Reception - Tavern

7:00 p.m.
Dinner, Heavy Hors d'oeuvres - Overlook Grill

Monday, August 7, 2017 The Honors Course

8:30 a.m. - 9:00 a.m.
Continental Breakfast

9:00 a.m. - 11:00 a.m.
Jack Matens, Running Mate, LLC
Teamwork & Generation Gaps

11:00 a.m. - 11:30 a.m.
Lunch Service

11:30 a.m. - 4:00 p.m.
Optional Round of Golf



TENNESSEE VOLUNTEER CHAPTER
CLUB MANAGERS ASSOCIATION OF AMERICA

Fees & Registration

CMAA Member Fees:

Sunday, August 6th, Chattanooga G&CC:
Meeting & Seminar - No fee

Brunch - complimentary

Dinner - \$50

Monday, August 7th, The Honors Course:
Breakfast & Lunch - \$20

Golf at The Honors Course - \$50 *includes favors

Non-Member Guest Fees:

Sunday, August 6th, Chattanooga G&CC:
Seminar - \$50 (Attend both days for \$75)

Brunch - complimentary

Dinner - \$50

Monday, August 7th, The Honors Course:
Seminar - \$50

Breakfast & Lunch - \$20

Golf, The Honors Course - \$50 *includes favors



If the link does not direct you to online registration,
you can go to www.cmaavol.com
or contact,
Dori Paschall, dpaschall@member.cmaa.org

FEATURED SPEAKERS

Jack Matens, Running Mate, LLC

Jack Matens is a Human Resources professional with a strong background in training, development and mediation. A sought-after HR consultant and keynote speaker, Jack is founder and president of Running Mate, LLC, an HR consulting firm.

Jack has written articles for national publications and given numerous presentations on the local, regional, and national level. He was chosen as a speaker at the national SHRM conference in San Diego. He also has facilitated the Annual Chattanooga SHRM Leadership Conference.

Jack's areas of expertise are Business Ethics, Communication Skills, Conflict Management, Customer Service, Employee/Executive Coaching, Leadership, Motivation, Strategic Planning and Team Building. His workshops have received rave reviews from thousands of participants throughout the United States and Canada.

Dawn Taylor, MembersFirst

Dawn has spent over 10 years with MembersFirst working with hundreds of clients to enhance their online marketing and communication programs. Dawn brings creativity and ideas to the club industry on ways to increase member satisfaction, retention and participation.

Most recently, Dawn has been called upon to provide Social Media workshops and education for her clients to boost their Facebook "Likes", be more effective with Twitter and overall increase member communication and community awareness through Social Media.

Michael Murray, GM, Chattanooga G&CC

Michael has been in the club business for almost 30 years serving as Executive Chef at the Northriver Yacht Club in Tuscaloosa AL then as Executive Chef, Director Of F&B then Clubhouse Manager at Vestavia Country Club in Birmingham. Michael took over as GM at Chattanooga Golf & Country Club in April of last year. The club was in process of a clubhouse renovation during that time and six month later started a \$7 million addition with new resort style pool, adult oasis pool & bar, state of the art fitness center and upscale outdoor dining.

Michael will share his experience of taking over as GM with a project underway and preparations, funding and member marketing for the new facility. As a former chef Michael was tasked to take the club to another level in the dining operations and how hiring the right chef has resulted in a 40% increase in dining revenues.

Michael will also share how his team has used the new facility to market the club to a new generation of club members and millennials to record growth in membership.