



# VOLUNTEER CHAPTER

CLUB MANAGEMENT  
ASSOCIATION OF AMERICA

Fall Meeting & Education Seminar  
September 8-9, 2019 | Chattanooga G&CC

**MembersFirst**

**Jonas**  
Club Software



**TBG** The Boothe Group, LLC



EDUCATION SEMINAR

*featuring*

Dr. Brian Williamson



"Employee Retention and  
Staff Development"



Dawn Taylor

**MembersFirst**

"Social Media Strategy  
Across Multi-  
Generations"

# Schedule of Events

All times are eastern standard time (est)



## Sunday, September 8th

- 11:00 a.m. ~ Brunch Available, Tavern Room
- 11:00 a.m. ~ Board Meeting, Donald Ross Room
- 11:30 a.m. - Chapter Meeting, Ridgeview Room
- 12:00 p.m. ~ Education Seminar, Ridgeview Room  
to 5:00 p.m.
- 6:15 p.m. ~ Cocktails, Overlook Grill
- 7:00 p.m. ~ Dinner

## Monday, September 9th

- 8:30 a.m. ~ Breakfast Available
- 9:00 a.m. ~ Education Seminar  
to 11:00 a.m.

Chattanooga G&CC  
Michael Murray, CCM  
General Manager  
1511 Riverview Rd.  
Chattanooga, TN  
37405  
(423) 266-6178



## Registration Information & Fees

THE VOLUNTEER CHAPTER WELCOMES ANY FIRST TIME GUEST TO OUR BUSINESS MEETING & EDUCATION SEMINAR AT NO CHARGE.

Volunteer Chapter Members, Partners,  
& Sponsors:

- Meeting & Education ~ \$0
- Brunch ~ Complimentary
- Dinner & Drinks ~ \$75
- Breakfast ~ Complimentary

**REGISTER**

Guest Fees:

- Meeting & Education ~ \$50
- Brunch ~ \$20
- Dinner & Drinks ~ \$75
- Breakfast ~ \$15

## About our Speakers

### *Dr. Brian Williamson*

Brian brings a unique combination of leadership experiences to the GiANT Worldwide team including: serving in the U.S. Marine Corps, starting an organization, serving on the senior team of a multi-million dollar non-profit, and being involved as a leadership coach, communicator, and consultant professionally for 8 years. He has earned a PhD in Organizational Leadership and has contributed unique research in the area of positive organizational scholarship. Brian is a certified Myers-Briggs practitioner and is passionate about serving leaders and teams to function at their highest capacity. He has served as a GiANT in manufacturing, government, medical, start-up, non-profit, agriculture, and multi-national contexts. Brian and his wife Bethany live in the Lansing, Michigan area along with their four children.



Dr. Brian Williamson, Senior Partner  
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715.410.0839

### *Dawn Taylor*

Dawn has spent over 14 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 Inbound Marketing workshops and education for her clients to increase lead generation, enhance member communication and improve community and brand awareness.



Dawn Taylor, Client Development  
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