

EVENT INFORMATION & REGISTRATION



# SPRING MEETING & EDUCATION

Sunday, April 23, 2023  
Nissan Stadium | Hillwood Country Club

*Nashville, Tennessee*





# SCHEDULE *Sunday, April 23, 2023*

10:00 A.M. ARRIVAL AT NISSAN STADIUM

10:30 A.M. FEATURED EDUCATION

*"People First"*  
*with Three & Jackie Carpenter*

12:00 P.M. LUNCH

1:00 P.M. EDUCATION

*Ashley Stokely*  
*Vice President, Stadium Events & Experience*

1:45 P.M. TOUR OF NISSAN STADIUM

3:00 P.M. DEPART / BREAK

4:30 P.M. CHAPTER BUSINESS MEETING AT HILLWOOD CC

5:30 P.M. COCKTAILS & CLUB TOUR AT HILLWOOD CC

6:30 P.M. DINNER AT HILLWOOD CC





## Jackie Carpenter

has nearly twenty years of experience in the private-club industry. With an undergraduate and Master's degree in Hospitality Management, she has taken her passion for learning and education to a new level. Along with Three, she has been instrumental in creating caring work cultures and positive employee experiences at numerous organizations across the country. She developed a hiring and training method that focused on People First, which proved successful in consistently selecting and onboarding energetic and loyal employees. In every organization she has been a part of, Jackie acts as the director of experiences, chief culture czar and head cheerleader for the entire staff.

Having served as the Director of Extraordinary for the Coaching Department for over six years, she mentored and trained leaders of all levels of service organizations. She regularly speaks and trains on the subjects of hiring, onboarding and culture development.

Jackie is currently the editor of the Private Club Advisor, one of the major publications for the private club industry which is distributed monthly to private clubs all over the world. Jackie oozes energy and loves working with people. She's had unique titles over the years but her favorite is Mom.



## Three Carpenter

has more than twenty-five years of experience as a general manager of some of the most exclusive private country clubs. Three Carpenter is on a mission to help organizations develop work cultures that enrich employees and inspire results. His dedication to People First has revolutionized the organizations he's led by creating team-oriented, highly collaborative workplace environments. By emphasizing mentoring and coaching and placing great value on the contribution of every staff member Three has cultivated happy and engaged team members. Together he and his teams have transformed out-dated and financially struggling private clubs into hubs of activity that are growing and profitable.

As a respected thought-leader, Three is an in-demand speaker who loves to share his enthusiasm and passion with others. Three has been the GM/COO of Crow Valley Golf Club in Davenport, Iowa, for five years, continues to be an avid Hawkeye fan, and lives with his wife, Jackie, daughter and son in Bettendorf, IA.

# Ashlee Stokely

Vice President, Stadium Events & Experience



With a background in television and radio, Ashlee Stokely is uniquely qualified to work with some of the biggest live productions on network TV from NFL football, to primetime concert specials and country music's biggest night, the annual CMA Awards. Right out of college, Stokely began working in television production as a coordinator producing the live, weekly television show for the Grand Ole Opry.

"This was a dream come true and really opened my eyes to the larger scope of live entertainment," she said. "During my time in television, we continued to produce countless music specials and series for different networks - fueling my fire for live events."

During her college years at Western Kentucky University, she had an internship at Clear Channel Radio in Nashville, which led to 15 years as a part time on-air personality for Nashville's biggest Top 40 and country stations including WRVW and WSIX. "If I had more time in the day, I would, without a doubt, continue pursuing radio," she admitted. "It just makes so many people happy, including myself. I was the kid calling in every night to the radio station, trying to win the tickets or introduce the next song on the nightly countdown."

She joined Bridgestone Arena as event manager and worked on numerous concert and television events before joining the Tennessee Titans and Nissan Stadium as director of stadium events and experience. She was named vice president in April 2022. "During my time at the arena, I discovered that it takes everyone working in the same direction to truly be successful no matter what type of event you are producing," Stokely said. "It's important that you excel both on the back of house and the front of house side of the business. All the details mattered and it truly paid off."

Working at Nissan Stadium, Stokely has been involved in the growth of non-sporting events at the stadium.

"It's a very exciting time within our organization," she said. "We are in the process of hiring the right people, not just the position, and focusing on both sides of our business, football and non-football. It's a fun challenge to assist in turning the page to the next chapter of our stadium and team legacy."

# TRAVEL

## INFORMATION



### Nissan Stadium

**1 Titans Way  
Nashville, TN 37209**

**Parking: LOT H**

{Map will be emailed to registrants}

**Enter through the Wesley  
Mortgage Club Lobby**



### Hillwood Country Club

**6201 Hickory Valley Rd  
Nashville, TN 37205  
(615) 352-6591**

***Member Hosts:***

**Todd Heifner, GM**

**Lisa Stewart**

**Lore Cotten**



### Host Hotel

**21c Museum Hotel**  
**\*MUST BOOK by MARCH**  
**23, 2023 to get group**  
**rate and guarantee**  
**availability - \$289+/night**

Email Dori to book  
[tnvolcmaa@gmail.com](mailto:tnvolcmaa@gmail.com)





# **REGISTRATION**



**\$240 – CMAA MEMBER FULL REGISTRATION\***

**\$150 – CMAA MEMBER NISSAN STADIUM ONLY**

**\$290 – NON-MEMBER FULL REGISTRATION\***

**\$200 – NON-MEMBER NISSAN STADIUM ONLY**

\*Full registration includes food & beverages at Nissan Stadium, stadium tour, *People First* book, dinner & drinks at Hillwood CC.

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