

## ***"Atmosphere of Excellence"***

A Passionate Perspective on  
Leadership and Diversity

*with*

**Passion Graham**

Director of Clubhouse Operations  
Governors Club, Chapel Hill, NC



The New Normal:  
Your 2022 Washington Update  
with **Brad Steele**  
Private Club Consultants



# Schedule of Events

All times are Central Standard Time (CST)

Sunday, November 6, 2022

*Westhaven Golf Club*, Franklin, TN

**10:30 a.m.**

Volunteer Chapter Board of Directors Meeting

**11:30 a.m.**

Volunteer Chapter Business Meeting

**12:15 p.m.**

Lunch

## Dress Codes

Sunday Meetings: Business Casual

Sunday Dinner: Business Casual

## *Featured Speakers*

**1:00 p.m.**

"Atmosphere of Excellence"  
with Passion Graham

**3:00 p.m.**

"The New Normal:  
Your 2022 Washington Update"  
Brad Steele, Private Club Consultants

**4:30 p.m.**

Beverage Education & Tasting

**6:00 p.m.**

Cocktail reception

**6:30 p.m.**

Wine Dinner hosted by  
Westhaven Golf Club

# Registration Information

## Meetings & Education Seminar

- No cost for CMAA members
  - (including allied and partners/sponsors)
- *Complimentary* entry for first time guests
- Non-member fee ~ \$50

Lunch at Westhaven ~ \$25

Wine Dinner at Westhaven ~ \$125

- (includes cocktail reception)

*Register*



WESTHAVEN GOLF CLUB

4000 Golf Club Lane | Franklin, TN 37064

(615) 224-2990

Mark Lammi, General Manager

## Need Hotel Accommodations?

Email Dori Paschall, chapter managing director, [tnvolcmaa@gmail.com](mailto:tnvolcmaa@gmail.com).

Please indicate when you are arriving and departing, plus any preferences.



## Featured Speaker Bio

*P*assion Graham has journeyed a road less traveled to reach the Director of Clubhouse Operations role at the Governor's Club in Chapel Hill, NC. Her passion and enthusiasm for serving others paired with her twenty-five years of experience within the hospitality industry is a story not to miss!

Passion has a management background in hotels, restaurants and is an entrepreneur, having owned and operated Passionate Productions, an event planning and production company since 2008. After deciding to return to higher education and attain her degree in Hospitality Management, she began her club career in 2014 at the Charlotte Country Club. Working her way up and through various roles, she has been learning the business ever since. Passion was recruited to Highland Country Club as the Director of Food & Beverage where she enthusiastically served the membership before being recruited to Scottsdale, AZ in 2018. Passion was tasked to manage the opening of Seven Desert Mountain, at the time the largest privately owned Club in North America. She credits this move for not only altering the trajectory of her career, but her life. She managed 3 clubhouses at Desert Mtn before moving into the role of Catering & Events Manager. Passion now brings all of her experiences and spirit to serve back home to North Carolina as the Director of Club Operation at Governor's Club.





## Featured Speaker Bio

**B**rad Steele has been an integral part of the private club industry for over 15 years. He started Private Club Consultants (PCC) to provide in-depth legal and operational answers for America's top private clubs. Over the years, Brad has become one of the leading resources for the private club industry on legal, legislative and regulatory matters.

Prior to opening Private Club Consultants, Brad served as the Vice President of Government Relations and General Counsel for the National Club Association. In that capacity, he directed legal and advocacy efforts for the club industry. Brad first cut his teeth in Washington working for the Vice President of the United States, a member of Congress, and on a national political committee. He then studied law at Oxford University and earned his degree from the University of Oklahoma. Upon graduation, he practiced law in Indiana and served as a county and city attorney as well as a judge of an Indiana court. While there, Brad returned to the political arena as a candidate for Congress and the Indiana State House of Representatives. Following his campaigns, he came back to Washington and has been helping private clubs ever since. Brad is a featured speaker for club management and allied industries and his perspectives have been sought by leading industry periodicals as well as the national media. All told, his over 25 years of experience as an attorney and industry leader allows PCC to offer actionable advice to clubs ensuring they function within the law – even when the law is hard to understand.







*Annual Meeting & Education Sponsor*



**Trey Scott**

**Regional Sales Manager,**

**Private Clubs**

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**(859) 469-2513**





**VOLUNTEER  
CHAPTER**  
CLUB MANAGEMENT  
ASSOCIATION OF AMERICA

## Board of Directors

President ~ Michael Murray, Chattanooga G&CC

Vice President ~ Chris Brown, Richland CC

Secretary/Treasurer ~ Shawn Wilkes, Cherokee CC

Immediate Past President ~ Ben Jones

CMAA National Liaison ~ Michael Seabrook, Belle Meade CC

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Education Co-Chairs ~ Chris Murray, The Honors Course /  
Steve Elliott, Chattanooga G&CC

Wine Society ~ Nate McLaughlin, Belle Meade CC

Golf Tournament Chair ~ Steve Elliott, Chattanooga G&CC

Student Liaison ~ Ellie Peterson, Belle Meade CC

# Thank You

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