

2020 Northwest Regional Conference for Club Management Professionals

Produced & Presented by



April 5 - 7, 2020

Overlake Golf & Country Club Medina, WA

Proud Conference Sponsors



2020 Northwest Regional Conference

April 5 - 7, 2020
Overlake Golf & Country Club

Washington Athletic Club
(for overnight rooms & April 5th Wine Reception)

20/20 Club Vision

This spring, we have the opportunity to gather with other area professionals and hear from nationally recognized experts on a variety of topics that will help refine our club's vision for 2020 and beyond.

A variety of subjects relevant to today's management challenges are included: club marketing, communications, governance and the latest information on data analytics and cyber security.

This isn't an event just for information gathering. It's also an opportunity to participate in the learning with Q & A's built into each session, to meet other participants at the scheduled socials, to share experiences at roundtables and panel discussions and to strengthen our network of Northwest club management professionals.

This event is also designed and priced to allow you to bring your team members. There are seminars geared for mid-managers.

The conference will be concluded with a not-to-be-missed "tribal" wrap-up by legendary club manager and thought leader, Gregg Patterson.

All events are to be held at Overlake Golf & Country Club in Medina, with the exception of the Washington Wine Reception held at the Washington Athletic Club.

Overnight rooms are available at the Washington Athletic Club.

15 CMAA credits are available from this event.

More Information

For questions and additional information on this event, please contact:

Susan Rogers
srr@comcast.net

or visit the Evergreen Chapter website for speaker bios and session details:

www.evergreencmaa.org

Washington Wine Reception **Sunday, April 5** **at the** **Washington Athletic Club**

The Washington Athletic Club is proud to host the wine reception for 2020 Club Vision Northwest Regional Conference.

This event will feature Spanish varietal wines from Washington's own Idilico Winery.

Owner and winemaker Javier Alfonso is the only winemaker in Washington focusing exclusively on Spanish varietals grown in his Washington vineyards. The Idilico Wines will include Albarino, Garnacha, Monastrell and Tempranillo.

The WAC culinary team will complement the Idilico wines with popular Spanish cuisine, such as paella and tapas.

This cocktail reception will begin at 6:30pm on Sunday in the Crystal Ballroom of the Washington Athletic Club.

SCHEDULE

Sunday, April 5

12:00pm - 2:00pm

Registration

2:00pm - 2:45pm

Welcome & Speed Networking

2:45pm - 3:30pm

Managing Moments of Truth

Presenter: Marcus King CCM, CCE, PGA

3:45pm - 5:15pm

Club Relevance in Member Recruiting, Retention & Referrals

Presenters: Shannon Hershbach and Michael Phelps of Pipeline Marketing. *Pipeline Marketing received Boardroom Magazine's 2019 Excellence in Achievement Award for a Private Club Branding Firm*

6:30pm - 9:00pm

Washington Wine Reception

Featuring Spanish varietal wines from Washington's Idilico Winery

Monday, April 6

8:30am

Royal Cup Continental Breakfast

8:45am - 10:15am

50 Ways to Improve your Board of Directors

Presenter: Robyn Stowell. *Attorney Robyn Stowell is a Boardroom Magazine's 2019 Excellence in Achievement Award recipient*

10:30am - 11:45am

Club Communications

Learn how to develop a communications plan across your website, Newsletter, club e-mails, social media, text messages, and more. Build your brand, leverage technology, and create lasting member relationships.

Presenters: Christian Thon CCM, CCE and Christina Lehman of Seattle Tennis Club

12:00pm - 1:00pm

Club Hot Topics - What Keeps you up at Night?

Panel Discussion

1:00pm - 1:45pm

Lunch

1:45pm - 3:15pm

Business Intelligence & Data Driven Decision Making

Presenters: Derek Johnston, Partner at Global Golf Advisors; Amilcar Davy, CMAA Manager of Research

1:45pm - 2:30pm

Team Building (Mid-Management Education)

Presenter: Chuck Nelson, President & CEO of the WAC

2:45pm - 3:30pm

F&B Trends (Mid-Management Education)

Presenter: Ken Batali of Batali Associates

3:30pm - 5:30pm

Spiegaulau Wine & Beer Tasting

5:45pm

Fireside Chats over wine & cocktails

OPEN NIGHT

Tuesday, April 7

8:30am

Royal Cup Continental Breakfast

8:45am - 10:10am

Club Cyber Security Fundamentals

Five key Cybersecurity Fundamentals every private club needs to know to dramatically reduce the risk of a cyber breach and help meet PCI compliance obligations.

Presenter: Luminant Digital Security

10:00am - 10:30am

Cyber Insurance Programs & Coverages

The proper insurance and coverage limits can save a club thousands of dollars, as the average cost of eradication is between \$15k-\$100k, not including any ransom or legal costs.

Presenter: Greg Twigg, Golf Insurance Solutions

10:45am - 12:00pm

Conference Wrap Up

We hear, learn and experience so much at conference, how do you decide what to take back and apply to our clubs and professional lives? This "debrief" will help us assimilate the information.

Presenter: Gregg Patterson

2020 Northwest Regional Conference REGISTRATION

CONFERENCE:

Overlake Golf & Country Club
8000 NE 16th Street, Medina, WA 98039

OVERNIGHT ROOMS:

Washington Athletic Club
1325 6th Avenue, Seattle, WA 98101

Please book overnight rooms directly with Peter Christian at the WAC: pchristian@wac.net

REGISTRATION FEES:

Registration fees include: all seminars, daily continental breakfasts, lunch on Sunday and both events (Wine Reception and Speigelauevents).

Number Registering

\$350 per person Members & Staff from sponsoring CMAA chapters
 \$450 per person All Others

With registraton and payment received by : January 31, 2020

\$275 per person Members & Staff from sponsoring CMAA chapters
 \$375 per person All Others

Individual Guest / Spouse Tickets:

\$95 per person for Washington Wine Reception
 \$45 per person Spiegelau Wine & Beer Presentation

Total Registering

Total Amount

Today's Date: _____

Club Name: _____ **Chapter:** _____

Club Address: _____

Member Name: _____ **Position:** _____

Email: _____ **Cell Phone:** _____

Emergency Contact: _____ **Emergency Phone:** _____

Other Attendees: _____ **Title/Position:** _____

_____ **Title/Position:** _____

_____ **Title/Position:** _____

_____ **Title/Position:** _____

Check enclosed

Please mail registration form and check to:

Evergreen CMAA, 1021 5th Avenue S. D101, Edmonds, WA 98020

Credit Card

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