

# Professionalism. Education. Leadership.



**CLUB  
MANAGERS  
ASSOCIATION  
OF AMERICA**

## CMAA Is

With more than 6,500 members, partners and affiliates, CMAA represents the interests of every facet of the club industry. CMAA is fully-staffed with seasoned professionals all working with one goal in mind: to help you apply cutting-edge learning and best practices to your club environment.

As the largest professional Association representing the club management industry, CMAA gives you the support you need to succeed. We

enhance our members' success by offering professional leadership development, ethical standards and responsive services. We do this by centering on the following areas:

- Education/Certification
- Networking
- Career Development
- Research/Resources
- ClubSolutions<sup>SM</sup>
- Partnerships and Industry Relations
- Professionalism



"Without even a close second, my membership in CMAA has been – and still is to this day – the most valuable investment I have made in my career. The quality of continuing education, professional development opportunities and career management resources has made my dues seem like a bargain. But when I factor in the number of meaningful relationships I have made over the years through CMAA, my membership becomes priceless."

**Tony D'Errico, CCM, CCE**  
Member since 1993



## Education

The club management career path is demanding – both personally and professionally. CMAA's educational programs help club managers attain a productive and balanced future. Annually, members are offered more than 150 learning opportunities, all geared toward making members more competent and marketable as club executives. As such, club managers must invest in their professional growth to achieve top performance. National conferences, education and workshops, chapter education and Business Management Institute (BMI) programs – the core of the CMAA Lifetime Professional Development Program – were all created to help managers increase productivity, meet the challenges of leading and managing both staff and volunteers and also maintain a sense of work and life balance. Please consult the CMAA website for a complete listing of professional development programs, webinars and conferences.

## Certification

A successful career marked by an appropriate degree of professional development and verified by a credible certification program brings recognition from both the public and one's peers.



CMAA takes great pride in its voluntary certification program. Since its inception in 1965, it has become recognized as the hospitality industry's most respected certification program. The Certified Club Manager (CCM) designation is known as the hallmark of professionalism in club management.



The CCM designation is awarded to members who:

- Maintain Professional membership in CMAA for a minimum of six years;
- Are active in club management (as defined by CMAA); and
- Fulfill specific education requirements and participate in Association activities.

CCMs are required to actively continue their participation in professional development activities to be recognized by CMAA with the Certification Maintenance Requirement, membership in the CMAA Honor Society, the Certified Chief Executive (CCE) and for those who meet the challenging requirements, the Master Club Manager (MCM) designation.

"I joined the Association as a student member and have been hooked ever since. CMAA has been with me all the way guiding my career, fulfilling my education, introducing me to new friends and colleagues and keeping me current on issues that I need to know about."

**Randy Ruder, CCM, CCE  
Member since 1994**



### The Club Foundation

The Club Foundation, the only 501(c)(3) charitable organization for the club industry, was established by CMAA in 1988. The mission of The Club Foundation is to financially support the professional development of club managers through education, outreach and research initiatives.

In order to accomplish this goal, The Club Foundation has developed its Scholarship and Grant Program, which targets the following five funding areas:

- Student scholarship grants
- Faculty grants and internships
- Manager scholarships and grants
- Chapter grants
- Club Industry grants

## Networking

CMAA members are part of the largest network of club management professionals anywhere. Each program and event CMAA holds is designed to help members connect with peers, industry experts and service providers - providing myriad opportunities to meet, socialize and discover where interests overlap.

Held in major US cities, the largest networking opportunity – the CMAA World Conference and Club Business Expo – is the centerpiece of the Association's yearly activities and offers more than 70 education programs from which to choose. Attendees from diverse club environments and the club industry have found a home at this highly practical, participatory meeting and welcome the networking opportunities. This event features:

- Pre-Conference workshops
- Continuing education seminars
- Management clinics
- Round-table discussions
- Networking events

Benefits to attendees include:

- Specialized seminars presenting information about industry trends, legislation and regulations affecting the club industry and best practices;
- Club Business Expo providing a venue to learn about the latest products and services within the industry; and
- Opportunities for making contacts, networking and building friendships with attendees from around the globe.

## Social Networking

Although face-to-face connections remain important, CMAA has also embraced social networking and the benefits of online communities. We have a presence on LinkedIn, Facebook, Twitter, Flickr and Pinterest, where members can communicate virtually. You can look to these sites for information gathering and sharing ideas with your peers and other industry professionals.



"From team building and coaching programs to national and international travel opportunities, CMAA has become a worldwide community for those who choose to make the club management profession their life's work. While the Association has benefited me personally over the various stages of my career, its greatest success is in its ability to evolve."

**Luke A. O'Boyle, CCM, CCE**  
Member since 1993

## Career Development

The CMAA ClubCareers website provides online access to the best career counseling, job opportunity listings and employment services available in the club industry.

The ClubCareers website includes:

- Job searches/listings for all experience levels
- Interim Management Service
- Sample job descriptions and evaluation documents
- Contract, compensation and severance negotiation documents
- Resources for managers in transition
- Executive Search Firm List
- Management Company Resource List
- Guide to Developing an Internship

In addition, CMAA offers the following career resources:

- Selective Search Bulletin
- Complimentary coaching session with toll-free coaching hotline
- Coaching Newsletter
- Résumé critique and re-write services
- At-Conference Career Services Center



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**CLUBCAREERS**  
Comprehensive Job Listings • Ample Opportunities • One Goal.

CLUBCAREERS CAREER SERVICES CENTER EXPERIENCE CMAA CONTACTS MEMBER SERVICES INTERIM MANAGEMENT

**MANAGERIAL OPENINGS LIST**

Club Name	Club Type	Location	Posted
General Manager Bretton Woods Recreation Center	Country	MD	2/12/2013 View
General Manager Twin Arch Golf Club	Golf	NC	2/12/2013 View
General Manager The PLANTATION at Ponte Vedra Beach	Country	FL	2/12/2013 View
Manager Jensen Ridge Country Club	Golf	CA	2/12/2013 View
General Manager Brentwood Country Club	Golf	IA	2/12/2013 View
Club and Manager The Venetian Club	Country	NY	1/24/2013 View
Manager North Sherry Country Club	Country	ND	2/12/2013 View
General Manager Hedgecroft Country Club	Country	VA	2/12/2013 View
General Manager The Metropolitan Club of the City of Washington	City	WA	1/23/2013 View
Manager Irons Golf Club	Country	CO	1/28/2013 View
Assistant General Manager University Club of Boston	Country	MA	1/28/2013 View
General Manager University Country Club	Country	IL	1/28/2013 View
General Manager Resquet Club of Pennsylvania	Resort/Tennis	PA	1/28/2013 View
General Manager Berkshire Country Club	Country	PA	1/28/2013 View
General Manager Country Club of Scranton	Country	PA	1/17/2013 View
Manager River Oaks Country Club	Country	TX	1/16/2013 View
Assistant Deer Valley Club, Inc.	Tennis	NY	1/16/2013 View
General Manager Wind Park Country Club	Country	ND	1/16/2013 View
General Manager Hawthorn Golf Club	Country	NY	1/16/2013 View
General Manager Chickering Country Club	Country	VT	1/15/2013 View
Assistant WINDSOR TOWN AND COUNTRY CLUB	Country	VA	1/16/2013 View
Manager ECHOHILL TOWN AND COUNTRY CLUB	Country	VA	1/16/2013 View
Country Club Manager Silver Spring Golf Club	Golf	MD	1/27/2013 View
Manager Horseshoe Golf Club	Golf	PA	1/27/2013 View

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## Resources

[www.cmaa.org](http://www.cmaa.org)

CMAA's website includes thousands of pages of Association – and industry-related information. Accessed more than two million times per month, CMAA members use the website to communicate with each other, national staff and other industry organizations as well as to take advantage of the multitude of CMAA services:

- Up-to-the-minute CMAA news and information
- Access to real-time membership directory
- Complimentary CMAA e-mail address
- Member-only sections, including club and chapter resources
- Association Calendar
- Guide to Speakers and Workshops
- Online Forums

Members also have access to a wide range of reference/resource materials and services that are designed to help club management professionals thrive.

These include:

*Outlook* – A bi-monthly e-newsletter that keeps members informed of the latest events, Association news and professional development programs.



“My personal achievements and my value to my employer are direct results of my involvement with CMAA throughout my career. The level of contacts, education and professional resources available for the club manager through CMAA are, quite simply, not obtainable from any other sources.”

**Patricia Calder, CCM, CCE**  
**Member since 1986**

*Club Management* – CMAA's official quarterly magazine provides members with in-depth information on issues affecting the club industry, current and future trends in club management and information about new products and services.

*Chapter Digest* – A monthly e-newsletter for chapter officers and chairmen.

Online Research Archives – CMAA's research archives allow for 24/7 access to a large collection of industry publications and club-specific information, within which members can search by keyword or by category.

Document Central – All CMAA-related forms and documents are housed within this section of the website.



**Yearbook** – An annual online yearbook, which serves as the Association's official comprehensive handbook and real-time membership directory.

**Marketplace** – A collection of self-published books, CDs and DVDs that are all created to help you operate your club in the most effective manner possible.

## Research

CMAA members have unlimited access to our robust database of club and hospitality-related articles, white papers, guidelines and statistics covering virtually every aspect of the club management universe. Additionally, members receive discounts off CMAA's major research publications including the *Compensation and Benefits Report* and the *Operations and Financial Data Report*. These comprehensive reports provide you with reliable data to benchmark, support, justify and inform.

## ClubSolutions<sup>SM</sup>

CMAA has a tradition of offering club management products, programs and solutions that make your job easier so you can focus on what really matters – your members. Our newest endeavor, CMAA ClubSolutions<sup>SM</sup>, provides comprehensive programs that address the full scope of your management responsibilities.

CMAA is dedicated to providing club management solutions that fit every club's needs. Take advantage of our all lines insurance program through our most comprehensive program, Club DNA, or opt for Premier Club Services, a solution bundling program for clubs not ready to renew their insurance coverage. CMAA members may also purchase products and services individually, many at a discounted rate.



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"The companies that participate in the Corporate Alliance Program have a history of supporting our profession. These companies are not just selling products or services; they are making a personal commitment to advancing my career through their support of CMAA and The Club Foundation."

**Jay DiPietro, CCM**  
Member since 1977



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## Partnerships and Industry Relations

### Corporate Alliance Program

The Corporate Alliance Program was established to channel the support of leading corporations into resources and programs designed to benefit CMAA members. Each selected partner makes a five-year commitment to provide significant monetary support to CMAA and The Club Foundation. Such corporate funding is essential to enhance education programs, conduct research and assist club managers with additional resources and tools.



### Affiliate Program

The CMAA Affiliate Program offers businesses that provide products, services and information to the club industry a competitive advantage. Affiliates enjoy an opportunity to access a network of nearly 6,500 club management professionals. Companies that participate in the Alliance Program help support CMAA-related initiatives and promote shared business interests.



## Industry Relations

The Association benefits from cooperative efforts and joint initiatives with allied associations and industry organizations. Recent initiatives include the government relations coalition of We Are Golf; the sustainability initiative with the Golf Environment Organization; efforts to increase participation in golf including Get Golf Ready and Play Golf America; and nationwide fundraising for the members of the Armed Forces through Tee It Up for the Troops. Each of these initiatives contributes to the overall health of the industry and encourages positive growth and perception for the future of our profession.

"CMAA's commitment to education has afforded me the opportunity to mentor students, staff and assist many Board members to become role models within the industry. In addition, CMAA's forward thinking and willingness to always respond to its membership, trends and economic challenges are reasons I support and will continue to support CMAA in any manner possible."

**Terra S.H. Waldron, CCM, CCE**  
Member since 1984



## Join CMAA

The future is approaching with remarkable speed, bringing with it new challenges and changes in the way the club industry will conduct business. Membership in CMAA guarantees that each new development will be met head-on and that you will be prepared to respond to change. Simply put, membership in CMAA is the best way to ensure your continued success.

To be eligible for membership, a person must be connected with the management of clubs. The application process begins at the local chapter level; to determine which chapter boundaries your club falls into, please contact the Membership Department at the CMAA National Headquarters. Once elected into chapter membership, the individual simultaneously becomes a member of the National organization.

CMAA strives to provide you with the resources needed to progress and succeed on the club management career path. CMAA will work with you on ways to utilize our array of benefits and services to get the largest return on your membership investment. We look forward to welcoming you.

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[www.twitter.com/cmay](http://www.twitter.com/cmay)





**The Club Managers Association of America advances  
the profession of club management by fulfilling the  
educational and related needs of its members.**

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