



GOLDEN STATE CHAPTER
 CLUB MANAGEMENT
 ASSOCIATION OF AMERICA



FALL CONFERENCE 2020

HARNESSING THE WINDS OF ADVERSITY



Conference Host

Josh Tanner, CCM, CCE, is a Past President of The Golden State Chapter, and he is currently the President of The Golden State Chapter Foundation. In his volunteer role, he oversees the GSC Foundation's efforts to raise money to subsidize our educations and create scholarships for managers pursuing their CCMs. He is also TGSC's Golf Sponsorship Chair and is an ex-officio member of TGSC's BOD. You will see his familiar, friendly face throughout October, welcoming you to this CMI as well as to each portion of our first ever virtual conference!

REGISTER ONLINE

TUESDAY, OCTOBER 20

Interactive Six-hour CMI Workshop - 6 Education Credits, 1 Activity Credit

Adaptive Leadership: Harnessing the Winds of Adversity

8:30 AM - 4:00 PM

8:30 AM - 8:45 AM

Welcome and Business Meeting

8:45 AM - 10:15 AM

"Three Templates for Driving New Memberships in the Current Economy"



Jeff DeKruif, CCM, AGM/CFO of Blackhawk Country Club will kick off our interactive, Six-Hour CMI Workshop facilitating a conversation with three managers who have had incredible success with increasing memberships during the pandemic, **Leslie Ludlow, GM of Spanish Hills Country Club**, **Nadine Liauw, Town Membership Director of Jonathan Club**, and **Ricky Potts, Membership Director of The Fountaingrove Club**. They will outline 1) their templates for success over the past months, 2) what is working now, and 3) what they project will continue to work over the next year.

10:15 AM - 10:30 AM

Break

10:30 AM - 12:00 PM

"Powered Productivity: Super Tech Tools to Get Stuff Done"



Beth Ziesenis has an engaging, humorous presentation in which she will share low-cost, high-value apps and tech tools that you can be using now. Her ideas will support you in using technology to increase your efficiency, improve your relationships, and get things done.

12:00 PM - 12:30 PM

Break for Lunch

12:30 PM - 2:00 PM

Response Plans That Worked Across the State in 2020



Rigo Headley, GM/COO of Almaden Golf & Country Club, will facilitate a conversation with managers from each of our four regions to discuss how they have successfully responded to the pandemic, **Donna Otis, CCM, CCE, Chief Executive/GM of The Bridges at Rancho Santa Fe** in the San Diego Region, **Beth Hunter, Controller of Toscana Country Club** in the Roadrunner Region, **Herve Levy, CCM, GM/COO of Griffin Club Los Angeles** in the Southern California Region, and **Tim Muessle, CCM, CCE, COO of The Olympic Club** in the Northern California Region.

2:00 PM - 2:15 PM

Break

2:15 PM - 3:45 PM

A Holistic Forecast for 2021



Ray Cronin, CEO of Club Benchmarking, and **Frank Vain, President of McMahon Group**, will offer innovative ideas and financial insights gathered from across the country during the pandemic. All signs indicate a continuing impact through the first half of 2021, and they will lead a discussion on strategic budgeting and planning opportunities that clubs have going into 2021.

3:45 PM - 4:00 PM

Six-hour CMI Test

REGISTER ONLINE