

FOOD AND BEVERAGE SERIES

10:00 A.M – 11:00 A.M.

Upto 5 CMI Credits Available

REGISTER



GOLDEN STATE CHAPTER
CLUB MANAGEMENT ASSOCIATION OF AMERICA



TUESDAY, OCTOBER 1



RANDALL BERTAO, CCM, CCE, MS
Retiring General Manager,
Los Altos Golf and Country Club

KEY ELEMENTS TO A SUCCESSFUL WINE PROGRAM

- Have a Leading Program!
- Insights into selling events
- Maintaining program integrity

THURSDAY, OCTOBER 3



JEFF WIELGOPOLAN
Service Director,
Meadowood Napa Valley,
& The Napa Valley Reserve

SERVICE TRAINING THAT WORKS

- What we learn from each other and how we set each other up for success (or failure)
- Core service standards
- How to keep the message alive within your organization

THURSDAY, OCTOBER 10



LYNNE LAFOND DELUCA
Executive Director,
Association of Club Catering &
Event Professionals

CLUB REVELRY: UNVEILING THE ALLURE OF TRENDSETTING EVENTS

- Explore the latest event design and entertainment trends
- Gain strategies for tailoring events to your specific member preferences and boosting member engagement and excitement
- The impact of sustainable events on your club
- Plus... Holiday Season Bonus! Event ideas for a phenomenal holiday season!

Sponsors



TUESDAY, OCTOBER 15



LORI LEBARD, CCM
Assistant General Manager,
El Niguel Country Club

MIXOLOGY PROGRAMS

- Introducing creative cocktail menus to enhance member experiences
- Offering hands-on mixology classes for engagement and education
- Highlighting seasonal ingredients and trends in drink offerings

Sponsor:

EDEN.MILL
ST ANDREWS

THURSDAY, OCTOBER 17



EVERETT DIEM
National Brand Manager,
Eden Mill St. Andrews



ZACK MUSICK
Director of Education,
The German Wine Collection

INVENTORY CONTROLS/POURING COSTS, MARGINS

- Building Blocks of a successful Beverage Program
- Managing a more efficient inventory
- Cocktail Construction 101

Sponsor:



Sponsor:

