

# INFORMATION TECHNOLOGY SERIES



**GOLDEN STATE CHAPTER**  
CLUB MANAGEMENT ASSOCIATION OF AMERICA



10:00 a.m. – 11:00 a.m.

Upto 4 CMI Credits Available

**REGISTER**

THURSDAY, NOVEMBER 7

THURSDAY, NOVEMBER, 14

THURSDAY, NOVEMBER, 21

TUESDAY, NOVEMBER 26



**COLIN READ**  
Co-founder and CEO  
Whoosh

**JUSTIN BEDNARZ**  
Account Executive  
Whoosh

**ROBB SMYTH**  
Sr. VP of Business Development  
Cobalt Software

**TRAVIS LI**  
Head of Technology  
Caddy Robotics

**GREG FLOWERS**  
CEO & Founder  
Castle Rock Solutions

## DATA FOR DECISION-MAKING AND THE MEMBER EXPERIENCE

- See how thoughtful data management supports long-term planning and gain insights into building an org. structure that uses KPIs to drive continuous improvement and member satisfaction.
- Discover how accurate data entry, integrated systems, and consistent processes improve efficiency, billing accuracy, and overall club management.
- Understand the importance of accessible insights for every level of your organization. We'll explore strategies for seamlessly integrating data tools into daily operations and ensuring staff can track and update member information in real-time.

## AI AND ITS EVOLVING ROLE IN CLUBS

- Interpret trends in the language AI space
- Examine examples of successful language AI integration into existing software and club operations
- Appraise language AI outputs in real-time

## MAKING THE CASE FOR AI

- Understand AI fundamentals and current adoption trends in operations
- Explore strategies to implement AI for better operational management
- Address challenges and prepare for the future of AI in your organization
- Q&A

## THE GOLF CLUB OF THE FUTURE

- Secure – Discuss password strategy, multi-factor authentication, and cyber security
- Lean (Cloud-First) – Focus on optimizing on-premises hardware and software
- Flexible – Support mobile access and remote workers

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Private Club  
**HISTORICAL**  
DISPLAYS | EXHIBITS | DISCOVERY | DESIGN

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