

GOLDEN STATE



GOLDEN STATE CHAPTER
CLUB MANAGEMENT ASSOCIATION OF AMERICA



VOLUME 18, NUMBER 1 • MARCH/APRIL 2026

TGSC AT CMAA WORLD CONFERENCE 2026



MESSAGE FROM OUR PRESIDENT

BETH HUNTER, CCM

TGSC's President
General Manager
Ladera Golf Club



TGSC PRESIDENT

Beth Hunter, CCM
General Manager
Ladera Golf Club

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CALENDAR OF EVENTS



JANUARY/FEBRUARY

Wednesday,
March 4

Zoom Video Webinar
Your CMAA & TGSC Journey,
and New Member Welcome
Lindsay Pizarro, CCM, CCE
1:30 p.m. - 2:30 p.m.

Thursday,
March 5

Zoom Video Webinar
The Governance Puzzle: Shifting Board Mindsets
Through Education and Process (Session 1 out of 3)
Tom Wallace, CCM, CCE
10:00 a.m. - 11:00 a.m.

Tuesday,
March 10

Zoom Video Webinar
Using AI Tools Safely
Denis Kateneff
10:00 a.m. - 11:00 a.m.

Thursday,
March 12

Zoom Video Webinar
Effective Club Governance
Rob Oosterhuis, CCM, CCE, PGA
10:00 a.m. - 11:00 a.m.

Thursday,
March 19

Zoom Video Webinar
Understanding The Link Between
Governance And Financial Results
(Session 3 out of 3)
Eric Gregory, CCM, CCE
10:00 a.m. - 11:00 a.m.

Monday,
March 30

Aliso Viejo Country Club
Southern California Region Golf Tournament
Host: Mitchel Queen
All day

Thursday,
April 2

Zoom Video Webinar
Discovering the Innermost Parts of Leadership
(Session 1 out of 4)
Larry Gilman
10:00 a.m. - 11:00 a.m.

Wednesday,
April 8

Zoom Video Webinar
Your CMAA & TGSC Journey,
and New Member Welcome
Crystal Thomas, MCM, CHE, CAE
1:30 p.m. - 2:30 p.m.

Thursday,
April 9

Zoom Video Webinar
TBA - (Session 2 out of 4)
David Conforti, PGA
10:00 a.m. - 11:00 a.m.

Tuesday,
April 14

Zoom Video Webinar
Partner Education
InterWest Insurance Services
10:00 a.m. - 11:00 a.m.

Thursday,
April 16

Zoom Video Webinar
Women's Leadership (Session 3 out of 4)
Panel TBA
10:00 a.m. - 11:00 a.m.

Wednesday,
April 22

Southwestern Yacht Club
San Diego Wine Education and Dinner
Willamette Valley Vineyards
Host: Dan Post-Kennedy
3:30 p.m. - 8:00 p.m.

Wednesday,
April 28

Montreux Golf & Country Club
F&B and Events Mastery Summit
Host: John Scott
9:00 a.m. - 4:30 p.m.

Thursday,
April 29

Zoom Video Webinar
TBA (Session 4 out of 4)
TBA
10:00 a.m. - 11:00 a.m.



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JUST LIKE OUR OWN CLUBS, MEMBERS AND MEMBERSHIP DUES ARE THE LIFEBLOOD OF THE CHAPTER. EVERY YEAR WE HAVE MEMBERS WHO LEAVE FOR MULTIPLE REASONS, WHETHER IT IS TRANSITIONING TO A NEW JOB IN A DIFFERENT CHAPTER, LEAVING THE INDUSTRY COMPLETELY, OR RETIRING.



JENNY DUCE, CCM, LPGA
TGSC BOARD OF DIRECTOR
GENERAL MANAGER
NORTH RANCH COUNTRY CLUB
jenny@northranchcc.org

When vacancies occur, this also provides opportunities for new members who may transition into our Chapter. However, over the past few years, we have been treading water, and we have seen about the same number of members who join also leave.

At the September 2025 Strategic Planning meeting with the Board of Directors, we identified that there is a huge opportunity to gain members. We know not all clubs in California are represented in TGSC, and we

also know some members are not as engaged, do not take advantage of the opportunities that are provided, and drop their membership due to failure to use its benefits to advance their career and their clubs.

We are working to obtain fifty net new members in 2026, which contributes to our three-year goal of 150 new members from 2026-2028. Additionally, the Board of Directors aims to have 75% of total clubs in the state represented within the Chapter.

With the focus on attracting new members and retaining and engaging with our existing members, why be a TGSC member?

- Education opportunities relevant to enhancing club performance
- Networking opportunities for career development and club industry insight
- Virtual trainings, complimentary and convenient
- LAN Meetings (localized networking and education opportunities)

- Fall and spring conferences in prime locations
- TGSC Club Management Mentorship Program, giving rising stars access to some of our brightest leaders across the state

Who do you know that could benefit from the opportunities of education, networking, and career development that is not currently involved with CMAA and TGSC? If each of our members finds just one new person to join, JUST ONE, we will have exponential growth that raises the tide of the whole industry through increased knowledge sharing and networking.

TGSC really has something for everyone. Whether you are just starting out in the industry or a seasoned manager, opportunity awaits to connect, learn, and grow! The connections made are special. So, who do you know? Can you help us identify JUST ONE?



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A PLACE TO BELONG: LESSONS FROM THE CMAA WORLD CONFERENCE

ATTENDING MY FIRST CMAA WORLD CONFERENCE AS THE DIRECTOR OF PEOPLE AND CULTURE FOR MONTREUX GOLF & COUNTRY CLUB WAS MORE THAN A PROFESSIONAL MILESTONE. IT WAS AN EXPERIENCE THAT GENUINELY SHIFTED MY PERSPECTIVE.

From the moment I arrived, I felt something special: a true sense of community that wrapped around me like an old friendship. As a first-time attendee, I wasn't sure what to expect, but I quickly realized this was more than a conference. It was, as keynote speaker Vernice "FlyGirl" Armour described, a "place to belong."

Her words resonated deeply. She reminded us, "It is not about a gutsy thought. It is about a gutsy action." That message shaped my entire conference experience. Instead of hesitating, I chose to participate in everything I could, including volunteering, education sessions, networking events, early morning and evening gatherings, and even the ClubLove 5K Run. When doubts crept in, her advice echoed again: "Acknowledge the obstacle. Don't give it power." In an industry where challenges arise daily, that perspective was empowering. I left determined not to be weighed down by day-to-day obstacles but instead to move forward with intention and action.

Another powerful takeaway came from hospitality leader Bobby Stuckey, who reminded us that "it is an endless

journey to work on your hospitality craft." That sentiment perfectly captured the spirit of the conference. Every class offering, every hallway conversation, and every shared best practice became an opportunity to continue that journey. There is no finish line, only growth, curiosity, and a commitment to continual improvement.

Hearing from former NFL quarterback Drew Bledsoe added another layer of inspiration. His message to "listen, learn, and help" our teams and members was both simple and profound. Leadership, at its core, is about service. His words reinforced that success within our clubs and within our teams begins with truly listening and stepping up to support others.

And yes, I ran the ClubLove 5K. I encourage everyone to participate at least once because it is so much fun, even if you are not the fastest. Running alongside colleagues and friends and cheering each other on before the sun was fully up perfectly reflected the energy of the conference: supportive, joyful, and united.

Finally, Dr. Zach Mercurio challenged us with a simple yet powerful phrase: "If it wasn't for you...." It is a reminder to intentionally recognize the people who make a difference in our lives and careers. Reflecting on that question, I found myself asking: If it wasn't for the CMAA World Conference, The Golden State Chapter team, and my general manager, would I have experienced this level of support? Would I have felt this depth of encouragement and belonging?

This first CMAA experience affirmed that we are never alone in our journey. We are surrounded by professionals committed to excellence, growth, and one another. That sense of belonging may be the most powerful takeaway of all. I look forward to celebrating CMAA's Centennial in Chicago next year and hope to see you there.

If I did not have the opportunity to meet you, please reach out to me at Ann@Montreuxgolf.com. Or even better, come visit me at Montreux Golf and Country Club, Reno, Nevada.

ANN CAZALOT
DIRECTOR OF PEOPLE AND CULTURE
MONTREUX GOLF AND COUNTRY CLUB



A NIGHTCAP WITH FRIENDS AT WORLD CONFERENCE IN PHOTOS





2026 TGSC REGIONAL **GOLF TOURNAMENT DATES**



MONDAY, MARCH 30

SOUTHERN CALIFORNIA REGION GOLF TOURNAMENT

Aliso Viejo Country Club
Host: Mitchel Queen

[REGISTER HERE](#)

MONDAY, MAY 11

ROADRUNNER REGION GOLF TOURNAMENT

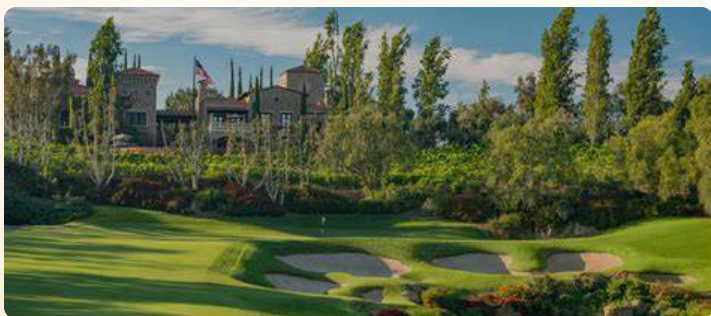
Mission Hills Country Club
Host: Michael Holyk, PGA



MONDAY, JULY 13

DONNA OTIS MEMORIAL SAN DIEGO REGION GOLF TOURNAMENT

The Bridges at Rancho Santa Fe
Host: James Miller, CCM



MONDAY, AUGUST 3

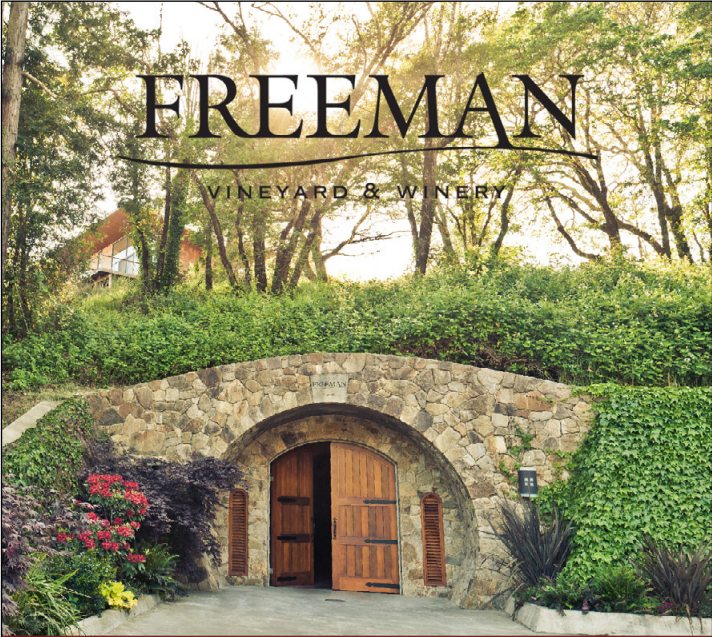
HENRY KAHN MEMORIAL NORTHERN CALIFORNIA REGION GOLF TOURNAMENT

Del Rio Country Club
Host: Duncan Reno, CCM, CCE



Looking ahead to another great year of golf tournaments, we have many opportunities for participation, contest sponsorships, and product support. If you or your club work with vendors you think would be a great fit, please feel free to share the flyer or connect them with Partnership Coordinator, Sarah Anselmo, at partners@thegsc.org.

These continue to be some of the most energizing and relationship-driven events we host—bringing partners and members together for a full day of connection, conversation, and fun on the course. We'd love to have them join us!



At Freeman, our commitment to the local community has been a cornerstone of our mission since our founding over 20 years ago. We take pride in supporting charitable organizations that enrich the arts, empower youth, and assist the underserved and food insecure. It is our honor to contribute 5% of all wine club sales to non-profit organizations.



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GOLDEN STATE CHAPTER FOUNDATION SCHOLARSHIPS

APPLICATIONS NOW OPEN FOR 2026 CCM & CCE AWARDS!

THE GOLDEN STATE CHAPTER FOUNDATION IS PLEASED TO ANNOUNCE THAT APPLICATIONS FOR THE 2026 CERTIFIED CLUB MANAGER (CCM) AND TURF STAR WESTERN'S CERTIFIED CHIEF EXECUTIVE (CCE) AWARDS ARE NOW OPEN. THESE AWARDS PROVIDE FINANCIAL SUPPORT FOR TUITION AND RELATED EXPENSES FOR THE CMAA WORLD CONFERENCE AND BUSINESS MANAGEMENT INSTITUTE (BMI) PROGRAMS, HELPING MEMBERS ADVANCE THEIR PROFESSIONAL DEVELOPMENT.

WHO THIS SUPPORTS

These awards are available to Golden State Chapter members pursuing their CCM or CCE designation who are seeking financial assistance to attend CMAA education programs. This is your opportunity to take the next step in your career.

WITH GRATITUDE TO OUR PARTNERS

These opportunities are made possible thanks to the support of Turf Star Western, Club Car, Dudum Financial, and InterWest Insurance Services. Their commitment to professional development helps ensure members have access to education and leadership growth.

A special note of appreciation goes to our double Diamond Partner [Turf Star Western](#) for sponsoring the CCE awards.

APPLICATION PROCESS

Careful attention to detail is essential. Applications will be evaluated for completeness with recommendations being submitted to the Foundation Board for approval. Applicants will be notified shortly after the Board's review.

The Foundation supports members and student chapters through scholarships, awards, and professional development initiatives. Eligible members are encouraged to apply and take advantage of this opportunity to advance their careers.

SUBMISSION DEADLINE

TUESDAY, MARCH 31, 2026

[Review the Foundation Guidelines and Apply Here](#)

[Click here to learn more about the Foundation's mission and impact](#)

SUPPORTING YOUR CAREER JOURNEY WITH THE TGSC CAREER SERVICES COMMITTEE



TOM SON, PGA
CAREER SERVICES CHAIR
GENERAL MANAGER
ARROWOOD GOLF COURSE
tson@arrowoodgolf.com

I AM HONORED TO CONTINUE SERVING AS CHAIR OF THE CAREER SERVICES COMMITTEE (CSC) FOR THE GOLDEN STATE CHAPTER OF CMAA. AS FIRST-YEAR CHAIR, I AM EXCITED TO SUPPORT OUR MEMBERS THROUGH THE TRAVAILS OF CAREER TRANSITIONS.



Our committee remains dedicated to offering relevant resources, meaningful connections, and compassionate guidance to help you navigate every stage of your professional journey.

TGSC's and CSC's mission is to provide support, continuing education, and access to our resources for members of TGSC who find themselves in a transition state.

FUNCTIONS OF CSC:

- Plan and arrange meetings to educate TGSC on Career Services
- Help unemployed managers and managers seeking career changes to receive services from TGSC
- Educate clubs and their managers on how to locate management personnel through TGSC
- Maintain contact with National Headquarters for updates and

current information regarding career services

- Explain Club Careers and all career resources to all club managers and clubs in TGSC's area, including the descriptions and explanations of the Managerial Openings List, the Mid-Management Career Opportunities Listing, the Entry-Level Opportunities List, the Internship Listing, and the Interim Management List

In accordance with CMAA's Bylaws, members who are currently unemployed may be eligible for Continuation membership status, which grants up to 12 months of due-free membership while they are job searching. If employment is secured during this period, please notify us so that your account information can be updated accordingly.

Being on Continuation, you will retain full access to CMAA's robust suite of career tools, including job boards, resume guidance, sample job descriptions, and professional coaching. We also encourage you to take advantage of a complimentary Education-Only badge for the World Conference and enjoy discounted admission to TGSC events. And we ask that you remain connected with your colleagues through LAN or any in-person education for additional networking opportunities.

Career transitions are significant lifechanging experiences, and we want you to feel supported every step of the way. If you have any questions or concerns or need help with your next move, please do not hesitate to reach out. We are here for you.



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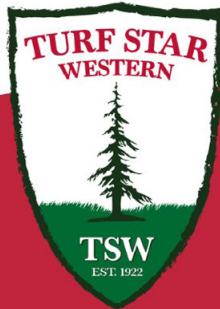


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SUPPORTING OUR CHAPTER THROUGH THE 2026 VIRTUAL AUCTION



JEREMY GREGORY, CCM, CCE
VIRTUAL AUCTION COMMITTEE CHAIR
GENERAL MANAGER / COO
CALIFORNIA TENNIS CLUB
jeremy@calclubtennis.com

THIS YEAR'S GOLDEN STATE CHAPTER VIRTUAL AUCTION IS MORE THAN JUST A FUNDRAISING INITIATIVE; IT IS AN INVESTMENT IN THE FUTURE OF OUR CHAPTER AND IN THE CONTINUED EDUCATION AND DEVELOPMENT OF OUR MANAGERS ACROSS THE REGION AND THE STATE.

WHAT IS THE ANNUAL VIRTUAL AUCTION ABOUT?

Our annual virtual auction is an online fundraising event that allows members and supporters to bid on donated items and experiences from anywhere, at any time, during the auction window. This format expands participation, increases visibility, provides greater accessibility than traditional in-person auctions, and helps us reach a broader audience while maximizing fundraising potential.

WHY THE VIRTUAL AUCTION MATTERS

The funds raised through this auction directly support manager education, leadership development, and professional growth opportunities throughout the Golden State. Your contribution, whether large or small helps ensure that our Chapter continues to offer high-quality

programs, training, and experiences that strengthen both current and future leaders. Simply put, your support has a direct and lasting impact.

DONATION ITEMS WE'RE SEEKING

This year, the committee is focused on gathering high-value, experience-driven items that inspire excitement and engagement. Your local LAN leaders will be making requests from you as well, and we need your participation. Here are some examples of the ideal donation categories:

- Experience or event-themed items (concerts, dining experiences, travel packages, behind-the-scenes access, etc.)
- Golf-related donations (foursomes, tee times, lessons, or golf experiences)
- Wine donations or curated wine packages
- Memorabilia
- Other unique or creative items that you believe would resonate with our members and bidders

If you work with vendors, partners, or club members who may be interested

in contributing, we are happy to provide a contribution request letter to assist with your outreach.

HOW YOU CAN HELP

- Donate an item or experience
- Ask a vendor or partner to contribute
- Share the auction within your club or professional network
- Encourage participation and bidding

Every contribution plays a role in the success of this chapter-wide effort.

If you have questions, need a letter of request, or would like additional information, please feel free to contact me directly or connect with any member of the [Virtual Auction Committee](#). Thank you for your continued support and commitment to The Golden State Chapter.

Together, we can make this year's virtual auction a meaningful and impactful success.

The auction item collection deadline is **April 8, 2026**. The auction goes live on **May 5, 2026**. Let's celebrate Cinco De Mayo with the start of an amazing array of auction items!





**GOLDEN STATE
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KIRK PHILIPPOU, CCM
CO-CHAIR
TGSC INTERNATIONAL WINE SOCIETY
ASSISTANT GENERAL MANAGER
ROUND HILL COUNTRY CLUB
kphilippou@roundhillcc.org



AS CO-CHAIR OF THE TGSC INTERNATIONAL WINE SOCIETY (IWS) COMMITTEE, I HAVE BEEN TASKED WITH WRITING THIS 2026 INAUGURAL TGSC IWS WINE ARTICLE ON BEHALF OF TGSC.

I would like to thank my partner in crime, Jenny Duce, CCM, LPGA, who chairs this committee, for the opportunity to write to you and for her leadership in assisting to guide the Chapter to even greater heights. I also want to recognize our predecessors for keeping members informed and engaged with the many outstanding IWS offerings over the years.

As we toast to 2026, it feels like the perfect moment to revisit a topic that continues to spark thoughtful debate across our clubs: the Wine Locker Program. For some, it is a cherished tradition; for others, an operational puzzle still waiting to be solved.

On the bright side, wine lockers foster pride, ownership, and deeper engagement. Members curate personal collections, celebrate milestones with “their” bottles, and connect more meaningfully with the club’s wine culture. When executed well, locker programs strengthen relationships between members, wine specialists/sommeliers, and beverage teams, unlocking opportunities for tastings, cellar dinners, and education. The club becomes not just a place where wine is consumed but where wine is experienced.

The cons, however, are real. Space constraints, inventory

tracking, compliance, temperature control, and staff bandwidth can quickly turn romance into reality. Financially, lockers may generate limited direct revenue while consuming valuable square footage better suited for higher margin uses. And without clear policies, they can also create unintended friction or perceptions of exclusivity.

Like many things in club life, there’s no one-size-fits-all answer. Culture, demographics, staffing, and long-term vision all matter. So, as we step into 2026, the question remains: Is the Wine Locker Program an iconic member amenity or an operational complexity not worth the squeeze?

STAY CONNECTED WITH THE CMAA NATIONAL WINE SOCIETY

The CMAA National Wine Society offers exclusive educational webinars, events, and resources for club wine programs throughout the year. To stay up to date on upcoming webinars, including opportunities to explore Premiere Napa Valley and other wine-focused sessions, visit the CMAA Wine Society page for the latest information.

[Visit the CMAA Wine Society Page](#)



WHY MEMBERS DINE AT THE CLUB AND WHY TRENDS RARELY BELONG AT PRIVATE CLUBS



ROBERT MANCUSO, CMC
SENIOR CONSULTANT
THE CLUB COUNCIL

WHY MEMBERS CHOOSE THE CLUB OVER RESTAURANTS

One of the most important questions a private-club culinary team can ask is deceptively simple:

Why do members choose to dine at the club instead of a restaurant?

The answer to that question should guide every decision that follows—menu design, staffing models, purchasing strategies, and even how often a menu changes.

Members do not come to the club for novelty alone. They dine at the club because of trust, familiarity, consistency, and social connections. A restaurant may excite them for a night; the club sustains them for years. Understanding this distinction is

essential for any executive chef or culinary leader working in a member-driven environment.

DINING PATTERNS: THE DATA EVERY CLUB NEEDS

Do you know your membership's dining patterns? Before discussing trends or innovation, clubs must first understand their own data. Knowing when members dine, what they order repeatedly, how often they visit, and which outlets they prefer is foundational.

Dining patterns reveal more than preferences—they expose habits. Habits are powerful. Members gravitate toward dishes that feel familiar, dependable, and aligned with their personal routines.

“If you haven’t reviewed your dining patterns recently, you’re not managing a menu, you’re guessing.”

CLUB MENU REALITY CHECK

- Do you know when members dine most frequently?
- Do you know which dishes they reorder again and again?
- Have you run a menu engineering report recently?

MENU ENGINEERING IS NOT OPTIONAL

Have you run a menu engineering report recently? Menu engineering is not a corporate exercise; it is a club necessity.

A proper menu engineering report identifies stars, plowhorses, puzzles, and dogs—but in private clubs, the interpretation is different. A “plowhorse” with high popularity but modest margins may still be indispensable if it anchors member satisfaction. Removing it because it doesn’t look exciting on paper can erode trust faster than it improves margins.

Menu engineering helps answer a critical question: What do members value enough to reorder again and again? Those insights—not trends—should drive menu stability.

WHAT HAPPENS WHEN MENUS CHASE TRENDS

When menus change frequently to chase trends, consistency becomes the first casualty. The result is uneven execution, confused staff, and members who no longer know what to expect.

“Private clubs succeed because they remove uncertainty from the dining experience. Trend-driven menus reintroduce it.”

Private clubs succeed because they reduce friction and remove doubt. Trend-driven menus reintroduce both.

WHY EIGHTY PERCENT CONSISTENCY MATTERS

A strong club menu is built on reliability. Tried-and-true offerings—those dishes members identify as

“their order”—should represent roughly eighty percent of the dining experience. These items define the club’s culinary identity and provide continuity.

Consistency is not stagnation. It is trust reinforced over time.

WHERE CHEFS CAN—AND SHOULD—INNOVATE

Can a club be both conservative and creative? Absolutely—but only with intention.

The most successful clubs create controlled outlets of expression for the executive chef. Seasonal features, tasting menus, rotating specials, or limited-time offerings allow for innovation without disrupting the core menu. These expressions satisfy the chef’s creative drive and the members’ curiosity, while protecting the consistency they rely on.

WHY TRENDS RARELY BELONG IN PRIVATE CLUBS

Food trends are designed for restaurants, social media, and rapid consumer turnover—not for institutions built on tradition and repetition.

Frozen yogurt once replaced ice cream overnight—until it didn’t.

“When trends fade, they leave holes in menus—and confusion among members.”

When was the last time you had a cronut? At one point, it was unavoidable. Today, it is a footnote. Food trends often burn bright and disappear just as quickly. When a club commits too heavily to a fleeting trend, it risks alienating members who never asked for it—and disappointing

those who briefly embraced it.

The cost of removing a failed trend is often greater than the benefit of adding it.

HOW TO TELL A LASTING SHIFT FROM A PASSING FAD

Not all trends are created equal. Some represent lasting shifts rather than passing fads. The smash patty is a good example. It is not a novelty—it is a technique that aligns with value, flavor, and approachability.

When evaluating a trend, ask:

- Does it improve consistency?
- Does it align with member behavior?
- Can it be executed flawlessly every day?

If the answer is yes, it may deserve a thoughtful place within the menu framework.

THE TAKEAWAY

Members dine at the club because they trust it. They expect to see their favorites, be greeted by familiar faces, and enjoy food that feels dependable and refined. The strongest club menus are conservative by design and creative by choice. They evolve quietly, respect tradition, and prioritize consistency over novelty.

“In private clubs, consistency is not the enemy of creativity—it is the foundation that allows it to exist.”



NEW MEMBER SPOTLIGHT



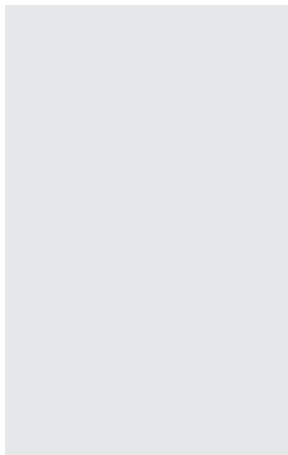
NICOLAS GALLI
Director of Finance
Porcupine Creek

Nicolas Galli serves as the Director of Finance at Porcupine Creek. He joined the club industry in March 2025 after building a 12-year career in hospitality finance within hotels and resorts. He is a graduate of Michigan State University with a degree in Hospitality Business.

Nicolas values the private club industry for its ability to serve repeat members in a more intentional and relationship-focused setting than traditional hospitality environments. His long-term goal is to transition fully from hotels and resorts into the club industry.

Through his CMAA and TGSC membership, Nicolas looks forward to networking with clubs in the area and learning about operational practices that are working well across different properties.

Outside of work, Nicolas is an outdoor enthusiast who enjoys road cycling year-round in the Coachella Valley.





TREVOR GARDNER

Assistant Director of Spa and Sports
Rolling Hills Country Club

Trevor Gardner serves as the Assistant Director of Spa and Sports at his club and has spent more than three years in the private club industry. His career is grounded in luxury hospitality, with prior experience overseeing departments in high-end hotels and fitness centers throughout Beverly Hills, where service excellence and attention to detail were essential to daily operations.

What Trevor values most about the private club industry is the opportunity to form authentic, long-standing relationships with members. He takes pride in creating tailored experiences by understanding individual preferences and delivering thoughtful, personalized service that makes members feel genuinely welcomed and cared for.

As a member of CMAA and TGSC, Trevor is eager to expand his knowledge of country club management and learn from industry professionals who share his passion for hospitality. He looks forward to exchanging ideas, gaining new

insights, and contributing innovative concepts that elevate the member experience while maintaining a personal and refined approach.

Outside of the club, Trevor enjoys time at the beach with his fiancé and their two dogs, a Mini Golden Retriever and an Irish Jack Russell. He is also passionate about food and travel, always seeking out new destinations and exceptional dining experiences. Trevor is grateful to be part of CMAA and TGSC and is excited to build meaningful connections within the Chapter.

RIBOLI FAMILY WINES
PASO PROUD
Four Generations of Winemaking Excellence in Paso Robles.

Riboli, Charles Kruger & Co. Paso Robles, CA

A family legacy built on hard work, family values, and a love for the land. Riboli Family Wines is proud to be stewards of the land and sustainability in Paso Robles.

RIBOLIWINES.COM

The advertisement features a scenic view of a vineyard in Paso Robles, CA, with a winding river in the background. In the foreground, five bottles of Riboli Family Wines are displayed: Highlands Cabernet Sauvignon, San Simeon Cabernet Sauvignon, Maddalena Cabernet Sauvignon, and Opaque Darkness Pinot Noir. The Riboli Family crest is visible at the top of the ad.



CURTIS HAYDEN

Head Golf Professional

Tradition Golf Club

Curtis Hayden is the Head Golf Professional at his club and a PGA Class-A professional with 15 years of experience in the private club industry. Throughout his career, Curtis has built a reputation for fostering meaningful connections and delivering high-quality experiences that positively impact club members.

Curtis is passionate about the relationship-driven nature of private clubs and values the opportunity to engage with individuals from all walks of life. He takes pride in contributing to an environment where service, professionalism, and member experience are at the forefront of daily operations.

Through his CMAA and TGSC membership, Curtis aims to deepen his understanding of the club industry and continue developing the skills needed to manage operations effectively. He looks forward to expanding his professional network and learning from peers across The Golden State Chapter.

Outside of the club, Curtis enjoys spending time with his wife and pets, cheering on Detroit sports teams, and following auto racing. He is enthusiastic about being part of CMAA and TGSC and is eager to build lasting connections within this dynamic professional community.



TYLER STATEN

Director of Memberships

Ruby Hill Golf Club

Tyler Staten serves as the Director of Memberships at Ruby Hill Golf Club. He brings 10 years of experience in resort fitness clubs and has spent the past two years in the golf club sector.

He holds certifications including ServSafe Food Handlers Manager, Responsible Beverage Service (RBS), and CPR/AED through the American Red Cross.

Tyler appreciates the private club industry for the daily challenges it presents and the opportunity to solve new problems while supporting member engagement.

Through his CMAA and TGSC membership, Tyler aims to build the skills and network necessary to become a General Manager of a private club.

Outside of the club, he enjoys following the NFL and participating in fantasy football. He is married to his wife, Kelsey, and is the father of their daughter, Haylei.



GOLDEN STATE CHAPTER
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



SHARE THE CHAPTER THIS MARCH!

When You Refer a New Member, They Receive a Complimentary
Virtual Registration for the Spring Conference.

Know someone who would benefit from being a member
of the Golden State Chapter of CMAA?

Email membership@thegsc.org to refer them today.

New member application and payment must be completed in March to qualify.

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Food & Beverage Services



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info@theclubcouncil.com



MEMBERSHIP NEWS | WELCOME OUR NEW MEMBERS

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》 DIAMOND

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- Avendra Clubs
- Beynon Sports | Zaino Tennis Courts
- CDA Design
- Clubessential
- Club Leader 360
- DLL Group
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- Strategic Club Solutions
- The Club Council
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2025 - 2026

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Jeremy Gregory, CCM, CCE

Rigo Headley, CCM, CCE

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***Executive Committee**

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The Golden State Chapter Newsletter is a publication of The Golden State Chapter of CMAA. If you have an article to submit, please contact The Golden State Chapter office at **(310) 741-6031** or md@thegsc.org.