

GOLDEN STATE



GOLDEN STATE CHAPTER
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



VOLUME 16, NUMBER 4 • SEPTEMBER/OCTOBER 2024



SHARE THE EXPERIENCE, RENEW THE CONNECTION

REVISIT OUR BEST MOMENTS, PREPARE FOR MEMBERSHIP RENEWALS,
AND INVITE A FRIEND TO JOIN TGSC/CMAA—NOW IS THE BEST TIME!



PAGE 02
**Message from
TGSC President!**

PAGE 06
**TGSC Career Services
Committee**

PAGE 08
**Call for TGSC Committee
Volunteers**

PAGE 10
**Fall Conference
in Del Mar**

MESSAGE FROM OUR PRESIDENT

RON PHIPPS, CCM

General Manager/COO
The Lakes Country Club



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CALENDAR OF EVENTS

SEPTEMBER/OCTOBER

ALL VIDEO WEBINARS ARE COMPLIMENTARY



Wednesday,

September 4

Zoom

Your CMAA and TGSC Journey

Lindsay Pizarro, CCM, CCE

1:30 p.m. - 2:30 p.m.

Wednesday,

September 4

Zoom

New Member Meeting & Welcome

TGSC Board of Directors and LAN Leaders

3:00 p.m. - 4:00 p.m.

Thursday,

September 5

Zoom

Capital Planning Best Practices

Eric Gregory, CCM

10:00 a.m. - 11:00 a.m.

Thursday,

September 12

Zoom

Blueprint for Success: Mastering Capital Improvements

10:00 a.m. - 11:00 a.m.

Julie Brown

10:00 a.m. - 11:00 a.m.

Tuesday,

September 17

Zoom

Partner Education

PHX Architecture: Erik Petersen

10:00 a.m. - 11:00 a.m.

Thursday,

September 19

Zoom

Comprehensive Club Facilities Master Planning

Bob Bodman & Ken Kelly

10:00 a.m. - 11:00 a.m.

Tuesday,

September 24

Long Beach Yacht Club

Southern California Region Wine Education and Dinner

Host: Norm Rich

Evening

3:30 p.m. - 8:00 p.m.

Wednesday,

September 25

Orinda Country Club

Northern California Region Wine Education and Dinner

Host: Brian Thomas, CCM

Evening

3:30 p.m. - 8:00 p.m.

Tuesday,

October 1

Zoom

Building a Robust Wine Program

Randall Bertao, CCM, MS

10:00 a.m. - 11:00 a.m.

Tuesday,

October 1

TBD

San Diego Region Wine Education and Dinner

TBD

Evening

3:30 p.m. - 8:00 p.m.

Wednesday,

October 2

Zoom

Your CMAA and TGSC Journey

Lindsay Pizarro, CCM, CCE

1:30 p.m. - 2:30 p.m.

Wednesday,

October 2

Zoom

New Member Meeting & Welcome

TGSC Board of Directors and LAN Leaders

3:00 p.m. - 4:00 p.m.

Thursday,

October 3

Zoom

Service Training that Works!

Jeff Wielgopalan

10:00 a.m. - 11:00 a.m.

Tuesday,

October 8

Zoom

Partner Education

Dudum Financial: Mike Bryant

10:00 a.m. - 11:00 a.m.

Thursday,

October 10

Zoom

Club Revelry: Unveiling the Allure of

Trendsetting Events

Lynne LaFond DeLuca

10:00 a.m. - 11:00 a.m.

Tuesday,

October 15

Zoom

Mixology Programs

Lori LeBard, CCM

10:00 a.m. - 11:00 a.m.

Thursday,

October 17

Zoom

Inventory Controls/Pouring Costs, Margins

Eden Mill St. Andrews: Everett Diem

10:00 a.m. - 11:00 a.m.

Sunday, **October 20**
Tuesday, **October 22**

L'Auberge Del Mar

Fall Conference

All Day

Monday,

October 28

TBD

RoadRunner Region Wine Seminar and

Dinner

TBD

Evening

3:30 p.m. - 8:00 p.m.

Tuesday,

October 29

Zoom

Chef Panel

TBD

10:00 a.m. - 11:00 a.m.

The top half of the page features a background image of three hikers silhouetted against a vibrant sunset sky. One hiker stands triumphantly on a peak with arms raised, while two others are climbing the rocky terrain below. The sky transitions from a deep blue at the top to a warm orange and red near the horizon.

THE CAREER SERVICES COMMITTEE

THE CAREER SERVICES COMMITTEE (CSC) IS DEDICATED TO OFFERING GUIDANCE, SUPPORT, AND RESOURCES TO OUR MANAGERS, WHETHER THEY ARE LOOKING TO ADVANCE THEIR CAREERS, IN TRANSITION, OR RELOCATING. WE ALSO EXTEND A WARM WELCOME TO ALL NEW MEMBERS OF OUR CHAPTER.

THE BENEFITS OF TGSC MEMBERSHIP

Since its inception, The Golden State Chapter (TGSC) has provided immense benefits, including support, education, professional opportunities, and valuable networking with exceptional professionals. The members of our Chapter are regarded as some of the finest in the hospitality industry. They demonstrate a deep commitment to their families and

clubs, dedicating countless hours to prioritize, support, and provide for them while solving daily challenges. Hence, having the opportunity to network with some of the finest in the industry is one of the best benefits the Chapter offers.

SUPPORTING MEMBERS IN TRANSITION

The Career Services Committee (CSC) focuses on helping members through transitions. We provide

resources to help members find new opportunities and encourage everyone to stay connected with the Chapter, especially during transitions. TGSC serves as a focal point for opportunities across California and beyond, offering networking events like LAN meetings and educational sessions, both in-person and virtual. These events help members connect with their club community, peers, and the broader club world.

ELEVATE YOUR CAREER WITH TGSC

Advancing your career is not just essential; it is a thrilling journey of growth and discovery. Climbing the professional ladder means continually moving upwards, with little room to step aside. TGSC is here to propel you forward, offering countless opportunities for career advancement. Our Chapter provides a wealth of resources, mentorship, and networking events designed to help you navigate your career path with confidence. We empower our members to seize new opportunities, overcome challenges, and achieve their professional aspirations. Let TGSC be your partner in reaching new heights and realizing your career dreams.

NETWORKING OPPORTUNITIES

TGSC offers a treasure trove of opportunities for our managers. Imagine a goldmine of job postings from California and beyond, all just a click away on our portal. But wait, there is more! Not only can you find your next dream job, but you can also network with other managers and clubs.

Think of it as speed dating for your career, minus any awkward small talk or mystery coffee. Whether you are

a networking novice or a seasoned pro, TGSC provides numerous ways to connect, share insights, and build lasting professional relationships. So, dive in and start networking—your future self will thank you!

TGSC BOARD OF DIRECTORS' GUIDING PRINCIPLES: L.O.V.E.

Leadership: Exemplifying leadership is at the core of our mission. We strive to lead our teams, clubs, personal lives, and endeavors with integrity and excellence.

Outreach: We aim to grow our chapter by keeping our members engaged and supported. Whether you are on the move or in transition, TGSC will proactively reach out to ensure you receive the necessary support.

Value: Education and networking are crucial benefits of our Chapter. TGSC assists you in developing a career growth strategy on your terms. For managers in transition, our bylaws offer a continuation TGSC membership subscription for 12 months.

Excellence: Our goal is to achieve excellence in all we do, not perfection. Striving for excellence leads us to outstanding achievements.

I want to thank Career Service Committee members that assist in tracking all transitions.

Tom Schunn, CCM, CCE
Bill Johnson, CCM, CCE

Welcome to TGSC, where your journey begins, and new opportunities await!

Career Service Committee Chair
Kirk K. Philippou, CCM

TGSC OFFERS A TREASURE TROVE OF OPPORTUNITIES FOR OUR MANAGERS. IMAGINE A GOLDMINE OF JOB POSTINGS FROM CALIFORNIA AND BEYOND, ALL JUST A CLICK AWAY ON OUR PORTAL.



JOIN IN SHAPING TGSC: VOLUNTEER TODAY!



THE GOLDEN STATE CHAPTER OF THE CLUB MANAGEMENT ASSOCIATION OF AMERICA (CMAA) EXTENDS HEARTFELT GRATITUDE TO ITS MEMBERS FOR THEIR UNWAVERING DEDICATION AND SIGNIFICANT CONTRIBUTIONS TO OUR COMMUNITY. AS WE LOOK BACK ON ANOTHER YEAR OF REMARKABLE ACHIEVEMENTS, WE INVITE MEMBERS TO ACTIVELY SHAPE OUR CHAPTER'S FUTURE.



With a continued commitment to making a positive impact, members are encouraged to volunteer for various committees that drive the Chapter's mission forward. These committees provide a valuable platform for members to apply their skills, insights, and enthusiasm to make a meaningful and lasting difference.

A wide range of committee opportunities is available, ensuring every member can find a role that aligns with their interests and expertise. The Golf Sponsorship Committee seeks motivated individuals to lead sponsorship efforts for our annual golf tournaments and key fundraising events supporting the Chapter's initiatives. Members may focus on a specific tournament in their region or participate across all four, gaining a rich and rewarding experience. This committee operates

from December through the tournament of your choice or until September 2025 if you opt to engage with all four.

The Virtual Auction Committee invites creative thinkers to help curate compelling auction items. The committee's goal is to exceed the success of last year's event. It will be active from March through September 2025.

For those driven by growth, the Membership Growth Committee offers an opportunity to develop and implement strategies to drive membership campaigns and boost engagement through August 2025. The Education Committee is tasked with shaping the 2026 education calendar, fostering personal and professional development from February through August 2025.

Additionally, the Student

Development Committee seeks passionate individuals dedicated to supporting and empowering the next generation of leaders through mentorship and skill-building initiatives. Participation will continue until September 2025.

Members are strongly encouraged to consider volunteering for one or more committees. By participating, members contribute to the community, gain networking opportunities, and grow personally. Those interested in volunteering or seeking additional information can contact Managing Director Lindsay Pizarro, CCM, CCE, at md@thegc.org.

The success of TGSC is built on the dedication of its volunteers. Together, we can create a stronger, more impactful community. The Chapter looks forward to the collaborative efforts of its members in the upcoming year.



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BACK TO BASICS:
HR, Interpersonal Skills, and Finance



GOLDEN STATE CHAPTER
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TGSC FALL CONFERENCE *in Del Mar*

October 20-22, 2024



L'Auberge Del Mar
1540 Camino Del Mar, Del Mar, CA 92014



EVENING NETWORKING EVENTS



Sunday Evening Sunset Cocktail Reception
at L'Auberge Del Mar



Monday Night Installation Dinner at
The Santaluz Club

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[REGISTER HERE](#)

→ Conference Information:

Under the theme of *"Back to Basics: HR, Interpersonal Skills, and Finance,"* this conference is designed to provide you with invaluable insights, strategies, and connections that will strengthen your core competencies and drive your professional growth to new heights, beginning with the basics.

Here's what you can expect from this conference:

Inspiring Speakers: Immerse yourself in captivating talks by industry leaders who will share their wisdom and experiences, offering fresh perspectives on HR best practices, interpersonal skills, and financial acumen.

Engaging Education: Participate in interactive sessions where you can explore strategies, practical tools, and actionable tips to strengthen your HR capabilities, enhance your interpersonal skills, and sharpen your financial management, addressing current trends and challenges in the industry.

Networking Opportunities: Connect with like-minded professionals, colleagues, and mentors from The Golden State Chapter of CMAA. Engage in meaningful conversations, share experiences, and build valuable relationships that will expand your professional network. We have two exceptional networking venues lined up for you:

- **Sunday, October 20:** Join us for a delightful cocktail reception on Sunday night to kick off the TGSC Fall Conference. Afterward, take the evening to explore the charming and walkable downtown Del Mar.
- **Monday, October 21:** Join us at The Santaluz Club, hosted by General Manager Russell Sylte, CCM, PGA Master Professional. Engage in enriching conversations while taking in the stunning views of this prestigious golf course. This evening will also feature the installation ceremony for our 2024-2025 TGSC President, Brian Carlson, CCM, CCE, as well as the new officers and directors on the Board. Celebrate with us as we honor our new leaders and kick off an exciting year for TGSC!

San Diego: Our conference venue is set in a vibrant coastal part of San Diego, known for its stunning beaches, picturesque landscapes, and lively cultural scene. Enjoy the city's perfect blend of natural beauty and urban sophistication, offering an ideal environment for relaxation and inspiration. San Diego's sunny climate and diverse attractions provide a dynamic backdrop for personal reflection and growth.

Fun and Relaxation: Enjoy the conference's social events and recreational activities designed to help you relax, network with fellow attendees, and make lasting memories. Embrace the opportunity to unwind and connect in a vibrant and engaging setting.

→ Earn CMAA Education Credits:

CMAA members are eligible to earn:

6 CMI Education Credits, 6 CMI Workshop credits, 2 CMAA Activity credits, and an extra 1.5 Chapter Activity Credits for participation in **"The Walking Chautauqua - The ChauWALKqua"**

** Attendees must attend each part of the CMI Workshop and pass the CMI Test to receive 6 CMI Workshop Credits.

→ Conference Location:



L'Auberge Del Mar
1540 Camino Del Mar
Del Mar, CA 92014

[VIEW MAP](#)

[GO TO](#)

Located in the heart of Del Mar, L'Auberge Del Mar offers a perfect blend of luxury and comfort for TGSC Fall Conference attendees. This Four-Diamond resort overlooks the Pacific Ocean, providing stunning views and a serene atmosphere. The coastal village is filled with shops, restaurants, and outdoor activities, making it an ideal destination for relaxation and adventure.

View Nearby Attractions

[CLICK HERE](#)

→ Hotel Accommodations:

[GO TO](#)

After a sun-soaked day in California, retreat to your luxurious guestroom. With plush bedding, elegant sitting areas, and a private outdoor space, our Del Mar retreat feels like your home by the sea. Amenities include:

- 121 beautifully appointed guestrooms, including 7 spacious suites
- A private patio or balcony with partial ocean views, garden views, or charming views of the Del Mar Village
- In-room coffee/tea service and minibar
- A marble bathroom with plush bathrobes
- A Bluetooth sound system and a 42-inch LCD TV for your entertainment

Spa:

With love from the sea, the beach house spa welcomes you to a variety of personalized treatments. Enjoy a 10% discount on all spa services.

Pet-Friendly Hotel:

Is it more convenient for you to bring your furry friend? Named Best Pet-Friendly Hotel by LA Travel Magazine in 2020, L'Auberge Del Mar offers the perfect getaway for you and your dog. Enjoy personalized, luxurious service and a special welcome amenity designed just for your pooch.

→ How to Make Reservations:

[GO TO](#)

The link will take you to the booking page, where you can adjust the default conference dates as needed. Click on "View Offers" to access our exclusive group rate, which includes discounted a **\$27.50 nightly resort fee and \$30 daily valet parking.**

→ Dress code:

Conference and Sunday Evening Cocktail Reception-Resort Casual.

Monday Night Installation Dinner-Country Club Casual.
(Collared shirts for men. No athletic wear or torn jeans.)

→ Nearby Airports:

San Diego International Airport (SAN)
John Wayne Airport (SNA)

20 miles
65 miles

THE GOLDEN STATE CHAPTER FALL CONFERENCE



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



→ FALL CONFERENCE SCHEDULE OF EVENTS AND SPEAKERS

Sunday, October 20, 2024

Time:	Event/Activity:	Speakers:
11:30 A.M. - 12:15 P.M.	Conference Registration & Halleck Vineyard Wine Reception	
12:30 P.M. - 12:45 P.M.	President's Welcome	TGSC President Ron Phipps, CCM
12:45 P.M. - 2:15 P.M.	Win-Win Negotiations: Crafting Deals That Benefit Everyone	Panelists: Jenny Duce, CCM, LPGA, Marty Hoeffken, & Adam Zubek, CCM Moderator: Dick Kopplin KOPPLIN, KUEBLER & WALLACE
2:15 P.M. - 2:30 P.M.	Break	Break
2:30 P.M. - 4:00 P.M.	Leading with Excellence: Becoming the Employer of Choice	Panelists: Mathew Allnatt, Chad Johnson, & Luca Rutigliano Moderator: Kurt Burmeister, CCM, CCE
4:30 P.M. - 6:30 P.M.	Sunset Cocktail Reception on The Pacific Terrace	

Monday, October 21, 2024

Time:	Event/Activity:	Speakers:
7:45 A.M. - 8:30 A.M.	Breakfast	
8:30 A.M. - 10:00 A.M.	Snapping out of Fight or Flight	Dr. Tony Piparo, Mastery Golf Systems
10:00 A.M. - 10:15 A.M.	Break	
10:15 A.M. - 11:45 A.M.	Managing Stress & Increasing Recovery to Maintain Peak Performance	Ashley Duelks, Impact Human Performance LLC
11:45 A.M. - 1:00 P.M.	Lunch & Annual Meeting	TGSC President Ron Phipps, CCM
1:15 P.M. - 2:45 P.M.	Lessons & Blessings	Passion Graham, CCM, Governors Club
2:45 P.M. - 3:00 P.M.	Break	
3:00 P.M. - 4:30 P.M.	Do it with P.A.S.S.I.O.N. or Not at All	Passion Graham, CCM, Governors Club
5:30 P.M.	→ Bus Departure to The Santaluz Club	
6:00 P.M. - 9:00 P.M.	Reception and Installation Dinner for incoming President Brian Carlson, CCM, CCE	The Santaluz Club Host: Russell Sylte, CCM, PGA Master Professional

Tuesday October 22, 2024

Time:	Event/Activity:	Speakers:
6:00 A.M. - 7:30 A.M.	The Walking Chautauqua--- The ChauWALKqua Limited, Pre-Registration Required	Gregg Patterson, Tribal Magic
8:00 A.M. - 9:00 A.M.	Breakfast /Business Meeting	Brian Carlson, CCM, CCE
9:00 A.M. - 10:30 A.M.	Using AI for Club Accounting Professionals	Paul Koojoolian, CCM, CHAE, & Blake Kennedy, Club CFO Moderator: by Ricky Potts, Jr.
10:30 A.M. - 10:45 A.M.	Break	
10:45 A.M. - 12:15 P.M.	CA Specific Salaries/ Compensation	Roy Cronin, Club Benchmarking, Eric Gregory, CCM
12:15 P.M. - 12:30 P.M.	President's Closing Remarks	Brian Carlson, CCM, CCE



→ SIX-HOUR CMI WORKSHOP OVERVIEW

Interpersonal Skills

Monday, October 21

Morning Sessions: Overcoming Adversity

→ **SESSION 1: SNAPPING OUT OF FIGHT OR FLIGHT**

TIME: 8:30 A.M. - 10:00 A.M.

This session addresses the physiological and psychological aspects of the fight-or-flight response, including its connection to depression. Participants will learn methods to recognize when they are in this state and strategies to snap out of it, promoting a calm and focused mindset.

KEY TAKEAWAYS:

- Understanding the triggers and signs of the fight-or-flight response
- Recognizing the link between the fight-or-flight response and depression

→ **SESSION 2: MANAGING STRESS & INCREASING RECOVERY TO MAINTAIN PEAK PERFORMANCE**

TIME: 10:15 A.M. - 11:45 A.M.

Stress and Recovery is the first critical step in your journey of learning how to be at your best, more often, for the people and things that matter most to you. In this session, you will reconnect to who you are when you are operating as your Best Self and learn strategies to help you identify and remove the two main barriers to being your Best Self – the suboptimal response to stress and the lack of intentional recovery.

KEY TAKEAWAYS:

- Identify the traits that drive your best performance, personally and professionally, and address barriers like stress and lack of recovery that hinder your ability to show up as your Best Self
- Shift your focus to how adapting more strategically to the daily discomfort you experience today will strengthen your future performance
- Gain insight into how you currently experience the four quadrants of emotional regulation: high performance, intentional recovery, stress response, forced recovery
- Learn to manage stress more strategically in the heat of the moment by engaging the 'resilient stress response' to maintain maximum cognitive flexibility and improved decisionmaking
- Reframe the concept of recovery from a 'future-based' activity to a 'daily engagement' of fast and powerful modalities
- Create a personalized recovery plan to quickly shift to positive action, even on busy days. Define a 30-day micro mission as the first step toward your Best Self, and commit to the rituals needed to achieve it

Afternoon Sessions: Promoting Professional Interactions

→ **SESSION 3: LESSONS AND BLESSINGS**

TIME: 1:15P.M. - 2:45 P.M.

Join Passion as she takes you on an inspiring journey through the highs and lows of her career. She will highlight how every experience—whether a disappointment, triumph, achievement, or downright dumb decision—has contributed to her maturation and success. Through personal anecdotes and insights, she will demonstrate how to reframe setbacks as opportunities for learning and development. Explore the transformative power of perspective and discover how all experiences, both good and bad, work together for your ultimate good.

KEY TAKEAWAYS:

- Understanding the value of both positive and negative experiences
- Techniques for reframing setbacks as opportunities for growth
- Insights on leveraging every experience for personal and professional development

→ **SESSION 4: DO IT WITH P.A.S.S.I.O.N. OR NOT AT ALL**

TIME: 3:00 P.M. - 4:30 P.M.

In this dynamic session, attendees will discover the transformative power of passion in a team environment. By embracing the P.A.S.S.I.O.N. framework, participants will learn how to infuse their work with a sense of purpose, accountability, self-awareness, and service. This approach fosters innovation, clear objectives, and a culture of nobility. Join us to explore how integrating these principles can lead to higher productivity and a more positive, engaged team culture.

KEY TAKEAWAYS:

- Understanding and applying the P.A.S.S.I.O.N. framework
- Techniques for infusing work with purpose and accountability
- Strategies for fostering a positive and innovative team culture

THE GOLDEN STATE CHAPTER FALL CONFERENCE



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



→ Learning Objectives and Speakers' Biographies



RON PHIPPS, CCM
TGSC President, General Manager/COO
of The Lakes Country Club
Sunday, October 20, 2024, 12:30 P.M. - 12:45 P.M.
→ **President's Welcome Message**
Monday, October 21, 11:45 A.M. - 1:00 P.M.
→ **Lunch and Annual Meeting**

About This Speaker:

Ron Phipps, CCM, joined The Lakes CC team in 2010 as the CFO/AGM and became the GM/COO in 2021. Born and raised in Southern California, he graduated with honors from the University of California, Riverside with a BS Degree in Business Administration.

His career began as an auditor with Price Waterhouse, LLP, and in 1998, he became the first full-time CFO of The Canyon Lake Property Owners Association, a Master

Planned Community. Ron has obtained all certifications as it relates to Community Association management, at both the state and national level and holds the CCM certification from CMAA.

Ron has been an avid golfer since middle school and was captain of his high school varsity and college club golf team. Ron is happily married, and he and his wife have two beautiful girls. As a family, they love to travel to tropical locations and enjoy relaxing by the pool.



JENNY DUCE, CCM, LPGA
General Manager of North Ranch Country Club
Sunday, October 20, 2024, 12:45 P.M. - 2:15 P.M.
→ **Panelist, Win-Win Negotiations: Crafting Deals That Benefit Everyone**

About This Speaker:

Jenny has been in the club/golf industry her entire professional career. After playing competitive golf at Washington State University, she started her career as a golf professional, moved to event and tournament sales, and then began her path as a General Manager. With over 18 years of GM experience at four different types of

facilities, she has seen many different business models from public to corporate to private. Currently, Jenny is the GM at North Ranch Country Club in Thousand Oaks, CA, and has been there for the past eight years. She obtained her LPGA certification and CCM. Jenny has a strong passion for continued education and helping our next generation of leaders grow and develop.

THE GOLDEN STATE CHAPTER FALL CONFERENCE



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



→ Learning Objectives and Speakers' Biographies



MARTY HOEFFKEN

General Manager/COO of Shady Canyon Golf Club

Sunday, October 20, 2024, 12:45 P.M. – 2:15 P.M.

→ **Panelist, Win-Win Negotiations: Crafting Deals That Benefit Everyone**

About This Speaker:

Marty Hoeffken is a seasoned hospitality executive with a proven track record in leading high-performance teams and delivering exceptional member experiences. As the General Manager of Shady Canyon Golf Club, Marty oversees the successful operations of a premier private club, driving significant growth and innovation.

With a passion for golf and a deep understanding of the hospitality industry, Marty has a unique ability to foster a culture of excellence and create lasting relationships

with members. His expertise in strategic planning, team development, and operational efficiency has consistently positioned him as a leader in the field.

Throughout his career, Marty has successfully led numerous construction projects, implemented innovative programs, and elevated service standards. His commitment to creating memorable experiences for members has earned him recognition and awards, including the prestigious 2021 Golden Fork Award from Golf, Inc. Magazine.



ADAM ZUBEK, CCM

General Manager/COO of La Cumbre Country Club

Sunday, October 20, 2024, 12:45 P.M. – 2:15 P.M.

→ **Panelist, Win-Win Negotiations: Crafting Deals that Benefit Everyone**

About This Speaker:

Adam Zubeck, CCM, is a seasoned leader with over a decade of experience in the club industry, known for his expertise in creating environments where both employees and members thrive. His strong financial acumen, commitment to continuous improvement, and dedication to good governance have helped him align organizational strategies with the needs of a dynamic workforce.

Adam has a deep understanding of active club operations, particularly in areas like food and beverage, golf, tennis, and fitness. His innovative approach to programming and high service standards have not only elevated member experiences but also made his clubs attractive workplaces. Adam's success in recruiting and developing top talent within senior leadership roles is a testament to his ability to foster a culture of excellence and professional growth.

Academically, Adam has distinguished himself with credentials from leading institutions, including the Ivey School of Business at the University of Toronto, Penn State University, and the University of Massachusetts. His designation as a Certified Club Manager from the Club Management Association of America further underscores his commitment to professional development. Additionally, Adam is an active contributor to Golf Canada and the USGA, sharing his insights and expertise with the broader community.

With a proven track record in talent development, strategic alignment, and operational excellence, Adam Zubeck offers valuable insights on what it takes to become an employer of choice in the competitive club industry.

THE GOLDEN STATE CHAPTER FALL CONFERENCE



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



→ Learning Objectives and Speakers' Biographies



DICK KOPPLIN

CMAA Fellow and Partner at KOPPLIN KUEBLER & WALLACE

Sunday, October 20, 2024, 12:45 P.M. – 2:15 P.M.

→ **Moderator, Win-Win Negotiations: Crafting Deals That Benefit Everyone**

About This Speaker:

Dick started KOPPLIN SEARCH, INC. in 1996 following a 35-year career as a general manager and vice president for nationally recognized clubs like Castle Pines in Castle Rock, CO, Desert Mountain in Scottsdale, AZ, and PGA WEST in La Quinta, CA. His goal was to provide private clubs with an exemplary level of service in matching executive level candidates with private clubs and their culture through a more informed, researched, and educated process.

Dick also began a tradition for the firm wherein a core foundation to its success is in its commitment to professional development, not only for its own team, but more importantly for the industry and managers as a whole. In that vein, Dick has been one of the highest rated presenters at the CMAA World Conference on Club Management consistently since 2000. Drawing upon the hundreds of interviews, boardrooms and board retreats he has conducted, Dick is a sought-after keynote speaker on

executive leadership, team development and the critically important "Board Dynamics/Model Clubs" program he developed many years ago to help boards and managers better identify and execute their roles and responsibilities in a successful and consistent manner.

Since that time, the firm has conducted over 1000 search assignments for many of the finest member-owned, developer-owned, golf, country, community-based, yacht, city, and athletic clubs in the country and worldwide.

In 2019, Dick was inducted into the Arizona Golf Hall of Fame for his dedication to the private club industry. Dick is also an honored member of the 2021 class of CMAA Fellows, a program recognizing distinguished industry professionals who have made a significant impact toward the betterment of the profession and CMAA throughout their active careers. In 2022, Dick was honored with the Distinguished Clubs Lifetime Achievement Award in recognition of his dynamic contributions to the overall private club member experience.



MATTHEW ALLNATT

General Manager/COO of Jonathan Club

Sunday, October 20, 2024, 2:30 PM – 4:00 PM

→ **Panelist, Leading with Excellence: Becoming the Employer of Choice**

About This Speaker:

Matthew Allnatt is the Chief Operating Officer of Jonathan Club and has been in this position for the past twelve years. Matthew graduated over 30 years ago from London University with a degree in Hospitality Management. Matthew's career has taken him throughout the world working in hotels, resorts and restaurants. In 1989 Matthew was exposed to his first private club, The Coral Beach

and Tennis Club in Bermuda. Twenty-five years later Matthew continues in the private club field running one of the largest clubs in the world with two facilities and over 700 employees. His passion and love of the hospitality business continue today with a philosophy of providing an extraordinary experience and vision to be the very best for his members and his team of great staff members.

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CLUB MANAGEMENT
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→ Learning Objectives and Speakers' Biographies



CHAD JOHNSON

General Manager/COO of Tamarisk Country Club

Sunday, October 20, 2024, 2:30 PM – 4:00 PM

→ **Panelist, Leading with Excellence: Becoming the Employer of Choice**

About This Speaker:

Chad Johnson is a seasoned leader with over 12 years of experience at Troon and Waldorf Astoria, where he served as General Manager for several prestigious properties, including The TPC Stadium Course, Jack Nicklaus Tournament Course, and Greg Norman Course at PGA West. During his tenure at PGA West, Chad managed the 2015–2017 CareerBuilder Challenge PGA Tour event, collaborating with Phil Mickelson, The Golf Channel, NBC Sports, and Lagardère Sports. In 2019, Chad took on the role of General Manager at Tamarisk Country Club in Rancho Mirage, CA, where he spearheaded major renovations and a rebranding initiative and significantly grew the club's membership from 275 to a sold-out 400 with a waitlist, while reducing attrition to just 3%. His dedication to improving the organizations and teams he leads earned

him the Food & Beverage Leader of the Year award at Troon in 2012. Beyond his professional accomplishments, Chad is a devoted husband to his wife Brigitte, and together they have three children: Ashley, Christian, and Nathan. He values integrity, strives to set a positive example, and is committed to doing the right thing in all aspects of life. Chad enjoys weight training, mountain hiking, motocross, home renovations, and spending time at his lake house. He is also an avid reader. Chad holds a Bachelor's Degree in Business Management and an MBA and has completed extensive industry training, including the Troon Golf LEADER Program, Forbes Luxury Service Training, and Unifocus Watson Labor Management Training. He is an active member of the Club Management Association of America (CMAA), California State Club Association (CSCA), and National Club Association (NCA).



LUCA RUTIGLIANO

Managing Director at CordeValle Golf Club

Sunday, October 20, 2024, 2:30 PM – 4:00 PM

→ **Panelist, Leading with Excellence: Becoming the Employer of Choice**

About This Speaker:

Luca Rutigliano was born and raised in Rome, Italy, in a large family deeply connected to the region's rich history, art, and culinary traditions. His early fascination with travel and diverse cultures led him to study Hotels and Tourism in Rome, graduating with a Diploma in Hotel Operations in 1994.

Beginning his career in luxury hospitality, Luca worked at prestigious establishments such as Four Seasons Milano and Grand Hotel & La Place in Montecatini Terme, Tuscany. Seeking to broaden his culinary expertise, he embarked on a journey across Europe and later internationally, including roles at Carenage Bay Resort in the Caribbean.

In New York City, Luca advanced his career as Executive Sous Chef at the Carlyle Hotel, expanding into leadership and task force roles with the Rosewood Hotel Group, focusing on global cultural integration. Throughout his career, Luca held various leadership positions globally, emphasizing operational

excellence and sustainable practices. His roles included Managing Director and Executive Director, where he pioneered ESG/CSR initiatives and enhanced client experiences through innovative technology.

Currently, Luca serves as Managing Director at CordeValle in Northern California, overseeing operations and strategic planning, transforming the resort into an internationally acclaimed destination over the past 18 years.

Beyond his professional achievements, Luca is deeply involved in community initiatives in Northern California, including leadership roles in local chambers of commerce and organizing major PGA Tournaments. He has also pursued advanced education in culinary arts and general management, reflecting his commitment to continuous learning and leadership.

Luca, a former competitive swimmer in the army, resides in South Bay, California, with his family, dedicated to community engagement and lifelong inspiration from the world around him.

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CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



→ Learning Objectives and Speakers' Biographies



KURT BURMEISTER, CCM, CCE
General Manager/COO of Toscana Country Club
Sunday, October 20, 2024, 2:30 PM – 4:00 PM
→ **Moderator, Leading with Excellence: Becoming the Employer of Choice**

About This Speaker:

Kurt Burmeister, CCM, CCE, is currently the General Manager/COO of Toscana Country Club. He previously served as General Manager/COO at La Quinta Country Club from November 2021 to 2024. Before that, he held the same role at The Club at Pasadera from June 2019 through October 2021 and at Redlands Country Club from July 2013. Kurt's earlier experience includes serving as GM/COO at Canterwood Golf and Country Club and the Columbia Tower Club in the Pacific Northwest, as well as General Manager roles at Butte Creek Country Club and Turlock

Golf Club in California's Central Valley. Early in his career, he worked in various food and beverage management positions with Marriott Hotels, Ritz-Carlton Hotels, BIGHORN Golf Club, and Avondale Golf Club in California's Coachella Valley.

Kurt has been an active member of CMAA since 2000, obtained the CCM designation in 2005, and entered the Honor Society and obtained the CCE designation in 2016. Also, Kurt previously served on the Board of the Evergreen Chapter of CMAA.



DR. TONY PIPARO
Founder of Mastery Golf Systems
Monday, October 21, 8:30 A.M. – 10:00 A.M.
→ **Speaker, Snapping out of Fight or Flight**

About This Speaker:

Dr. Piparo, a Sports Psychologist and Mental Health Expert, is an International best-selling author and award-winning researcher, educator, and speaker. His credentials include a BS and MS in Education, an MS in Kinesiology, and a PhD in Sport Psychology. His education did not end when his academic career concluded. He has since done extensive training in NLP, Hypnotherapy, and Applied Kinesiology.

His doctoral thesis, *Effects of Stress on Concentration and Performance in Golf*, earned the coveted Dissertation of the Year honors from the American Psychological Association.

Having served as a teaching professional in golf and sports psychology for much of his adult life, a family tragedy altered forever the path of his career. Since 2017, when his son died from suicide after a life-long battle with depression, Dr. Piparo has devoted his life to understanding the causes of mental health concerns and, more importantly, how to assist athletes, business professionals, students, and everyday people suffering from depression, PTSD, and the ravages that stress and anxiety exert on everyday life.

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CLUB MANAGEMENT
ASSOCIATION OF AMERICA



→ Learning Objectives and Speakers' Biographies



ASHLEY DUELKS

Vice President - Human Performance Consulting at Impact Human Performance

Monday, October 21, 10:15 A.M. – 11:45 A.M.

→ **Speaker, Managing Stress & Increasing Recovery to Maintain Peak Performance**

About This Speaker:

Ashley is a leading expert in the development and facilitation of human performance content and consulting and her mission is to empower individuals and organizations to thrive in a complex and dynamic world, while aligning with their values and goals. Ashley is the Vice President, Human Performance Consulting at IHP. Prior to joining IHP, Ashley enjoyed a stellar sixteen-year career at Accenture where she held multiple global and domestic level positions. Ashley's internal and client facing roles ranged from leadership development, I&D, and talent strategy to culture change, belonging, engagement and strategic initiatives for senior leaders. Most recently, in addition to client engagements and serving as the Chief of Staff for the Human Capital consulting capability, Ashley led the

Future of Work federal consulting practice, which included establishing a hands-on Government Futures Lab for clients to explore their potential futures. Ashley also designed and led a NextGen Leadership development program that addressed how to foster a strong employee experience and guided participants to define what type of leader they want to be in their personal and professional lives, while providing them with tools and resources to reach their goals.

In addition to earning a B.A. in Psychology from Georgetown University and an M.B.A. from University of Maryland, Ashley is a certified professional coach and Integrative Nutrition Health Coach. In her spare time, Ashley enjoys traveling, reading, painting, and playing tennis.



PASSION GRAHAM, CCM

Director of Clubhouse Operations at Governors Club

Monday, October 21, 1:15 P.M. – 2:45 P.M.

→ **Speaker, Lessons & Blessings**

Monday, October 21, 3:00 P.M. – 4:30 P.M.

→ **Speaker, Do It with P.A.S.S.I.O.N. or Not at All**

About This Speaker:

With over 25 years of experience within the hospitality industry, Passion Graham, CCM has managed hotels and restaurants and is an entrepreneur, having owned and operated Passionate Productions, LLC, since 2008. She found her niche within the private club sector, beginning at the prestigious Charlotte Country Club in 2014. Passion continued to be a part of leadership teams at some of the best Platinum Ranked Clubs in the World. Notably, she was recruited to Desert Mountain in 2018, where she opened a

clubhouse, managed two others, and ultimately served as the Catering & Events Manager, where over 3,000 events are produced annually. She currently serves as Director of Club Operations at the Governors Club in Chapel Hill, NC.

Passion is a natural communicator who has presented at clubs, conferences, and universities nationally since 2017. Her passionate approach, high energy, genuine care, and knowledge as a hospitality subject matter expert allow her to be a highly sought-after speaker and coachsultant.

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



→ Learning Objectives and Speakers' Biographies



GREGG PATTERSON

Founder and President of Tribal Magic!!!

Tuesday, October 22, 2024, 6:00 a.m. – 7:30 a.m.

→ **Facilitator, The Walking Chautauqua--The ChauWALKqua**

Session Description: This session is available and limited to 20 full conference attendees for an additional \$50 per person. Participants will earn 1.5 Chapter Activity Credits.

A Chautauqua is a mobile university, and The Walking Chautauqua (The ChauWALKqua) is just that, a facilitated, reflective opportunity involving a little walking and a lot of focused, in-depth conversation about clubs and the challenges and opportunities a professional will encounter. The first half hour will include a "getting to know each other, "question of the day" upbrief; the next half hour will involve walking, talking, and stopping for coffee; and the final half hour will be spent debriefing the walk, discussing the Question of the Day and addressing the essence of clubdom!

About This Speaker:

Gregg Patterson became the General Manager of The Beach Club in 1982 and spent 34 glorious years as their GM, stepping aside for the "next generation" and his next adventure as a full time speaker and writer with his new company "Tribal Magic!!!" in 2016.

Gregg has been a featured presenter at various business workshops, club management seminars, assistant manager conferences, and hospitality forums in North America, South America, Europe and Asia; teaches club management courses at The Business Management Institute (BMI-II and BMI-V); was an Adjunct Professor in the Collins School of Hospitality Management at Cal Poly University, Pomona for fourteen years; and is a visiting lecturer at various universities both in the states and around the world.

Gregg also writes for *Board Room* magazine, *Club Management* magazine, *Club Management Perspectives*, *Golf Retailing* magazine, and The St. Andrews Management Center. He is the author of *Reflections on the Club Experience*, an anthology of essays on club cultures and operations. In acknowledgment of his efforts as an educator in both the university and the corporate worlds, he was awarded the 2002 Gary Player Private Club Educator of the Year Award by *Board Room* magazine, the Club Executive of the Year by the Club Management Association of America in 2015, the Lifetime Achievement Award by the Asian Pacific Hospitality Summit in 2015 and the 2015 *Board Room* magazine Award of Dedication "for his timeless, energetic and dedicated service to the private club industry."



BRIAN CARLSON, CCM, CCE

TGSC Vice President & Incoming President, and General Manager of San Diego Yacht Club

Tuesday, October 22, 8:00 A.M. – 9:00 A.M.

→ **Breakfast/Business Meeting**

12:15 P.M. – 12:30 P.M.

→ **President's Closing Remarks**

About This Speaker:

Brian has been the General Manager at San Diego Yacht Club since April 2020. He is a dedicated and passionate General Manager who is always willing to mentor young or new individuals to the Chapter and industry. Brian has worked in the private club industry for over 28 years, 17 of which has been in the GM role.

Brian has been an active member of CMAA and TGSC since 1994. He currently serves on the TGSC Board of Directors and has served on the Southern CA and Greater Chicago Chapter Board of Directors.

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



→ Learning Objectives and Speakers' Biographies



PAUL KOOJOLIAN, CCM, CHAE

Co-founder of Club CFO

Tuesday, October 22, 9:00 a.m. - 10:30 a.m.

→ **Speaker, Using AI for Club Accounting Professionals**

About This Speaker:

Paul Koojoolian, CCM, CHAE is a seasoned financial executive with over 25 years of experience in the private club industry. As one of the founders of Club CFO, Paul leverages his extensive background to provide specialized CFO and accounting services tailored to the unique needs of private membership clubs in Northern California and the Bay Area.

Throughout his career, Paul has held key financial leadership roles at numerous prestigious clubs, where he has demonstrated exceptional skills in financial planning, reporting, analysis, and operational efficiency. His expertise

in budgeting, forecasting, long-range capital planning, and risk management has consistently driven financial stability and growth for the organizations he has served.

Paul is a Certified Club Manager (CCM) with Honor Society designation and a Certified Hospitality Accountant Executive (CHAE), showcasing his commitment to professional excellence and industry standards. He has successfully developed and implemented comprehensive financial strategies, enabling club leadership to make informed decisions regarding dues (both operational and capital), pricing, labor, operating expenses, and amenities.



BLAKE KENNEDY, MBA

Co-founder of Club CFO

Tuesday, October 22, 9:00 a.m. - 10:30 a.m.

→ **Speaker, Using AI for Club Accounting Professionals**

About This Speaker:

Blake Kennedy, MBA, is a highly accomplished accounting and finance professional with a robust background in financial management and strategic planning. With over 20 years of experience in the field, Blake has established himself as a trusted expert in navigating complex financial landscapes.

Throughout his career, Blake has demonstrated a keen understanding of accounting principles and regulations, ensuring accurate financial reporting and compliance. His

meticulous attention to detail and analytical mindset have consistently contributed to driving financial efficiency and optimizing business performance.

Blake possesses deep knowledge of financial analysis, budgeting, and forecasting, allowing him to provide valuable insights and recommendations to club leadership. He has a proven track record of implementing effective financial controls and streamlining processes, resulting in significant cost savings and improved profitability for organizations.

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



→ Learning Objectives and Speakers' Biographies



RICKY POTTS JR.

Executive Director of Marketing & Communications at The Lakes Country Club

Tuesday, October 22, 9:00 a.m. – 10:30 a.m.

→ **Moderator, Using AI for Club Accounting Professionals**

About This Speaker:

Ricky L. Potts, Jr. is a seasoned professional in the realm of private club operations, currently serving as the Executive Director of Marketing & Communications at The Lakes Country Club, a prestigious private member-owned Homeowners Association (HOA) located in Palm Desert, California.

Ricky's journey began with Troon, a leader in upscale golf course management. With an unwavering passion for enhancing member experiences, Ricky has honed his skills over

the years, navigating through various roles and responsibilities within the industry.

As an active member of the Club Management Association of America (CMAA) and The Golden State Chapter of CMAA, Ricky is dedicated to advancing his professional expertise. He is gearing up for the Certified Club Manager (CCM) exam. Furthermore, Ricky holds certification in California Community Management, further solidifying his expertise in overseeing the intricate dynamics of community living and management.



RAY CRONIN

Founder and Chief Innovator of Club Benchmarking

Tuesday, October 22, 10:45 A.M. – 12:15 P.M.

→ **Speaker, CA Specific Salaries/ Compensation**

About This Speaker:

Ray Cronin founded Club Benchmarking in 2009 after he became involved in the governance of his club. He realized discussions and decisions of the Board and Committees were driven by opinion and was concerned with the lack of data and fact. Since 2009, Club Benchmarking (CB) has been gathering financial, operational, membership and compensation data from over thousands of clubs across North America, Australia, and Europe.

Ray has visited, and presented to the professional staff, boards, committees and members of over 800 clubs across North America, Europe, Australia, and Asia and was selected as *Boardroom* Magazine's Educator of the Year in 2018 and 2022 and was awarded the John Fornaro Impact Award in 2019.

Ray was President of Thorny Lea Golf Club for three years and a Board member and officer for ten years in total. He holds a BSEE from WPI and an MBA from Harvard Business School.



ERIC GREGORY, CCM

West Coast Executive Director at Club Benchmarking

Tuesday, October 22, 10:45 A.M. – 12:15 P.M.

→ **CA Specific Salaries/ Compensation**

About This Speaker:

Eric is a recognized club industry expert on the subject of capital planning and capital strategies. His club career spans more than two decades including 10 years as GM/COO and an adjunct professorship teaching Advanced

Club Management at Cal Poly, Pomona. As a regional CB Partner, he supports the entire range of Club Benchmarking Solutions for clubs in the Western US and Western Canada from his home base in Pasadena, CA.

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Brian Carlson, CCM, CCE
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Lori LeBar, CCM
Kirk Philippou, CCM
Ron Phipps, CCM
Leslie Pike

Craig Sloane, CCM
Craig Surdy, CCM, CCE
Keith Dudum
Joe Guerra

Thank you for your support! Your participation significantly impacts us, and we are so excited to see you in the Virtual Auction!

→ Look out for the announcement and Virtual Auction App!



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



→ TGSC Fall Conference Registration Instructions

**EARLY REGISTRATION DEADLINE IS FRIDAY, AUGUST 30
(REGISTRATION DEADLINE IS WEDNESDAY, OCTOBER 16)**

Step 1: Register and pay by credit card or check

Step 2: [Book your](#) room (by September 17)

Step 3: For any questions or requests related to ADA accommodations, food allergies, or dietary preferences, please e-mail md@thegsc.org

CONFERENCE PRICING: EARLY REGISTRATION/REGULAR REGISTRATION

Full Participants - CMAA Members	\$750 / \$800
Education Only	\$600 / \$650 (No Evening Events)
Sunday Education Only	\$150 / \$200 (No Evening Events)
Monday Education & Lunch Only	\$400 / \$450 (No Evening Events)
Tuesday Breakfast and Education	\$200 / \$250
Sunday Evening Social	\$165 / \$215
Monday Dinner	\$150 / \$200
Full Guest	\$895 / \$945
ChauWALKwa	\$50 / \$100 (Limited to first 20 Full Conference Attendees)

CMAA Continuation & Retired Members pricing is discounted by 50%.

REGISTER HERE

All cancellations must be in writing and will be refunded to the card used for payment or the person or club name that appears on the check. No refunds will be made after October 16, 2024. Cancellations will ONLY be accepted from the attendee and no other party.





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BY RICKY POTTS, JR.
EXECUTIVE DIRECTOR
OF MARKETING &
COMMUNICATIONS AT THE
LAKES COUNTRY CLUB

The future of private clubs is here, and it involves artificial intelligence (AI). This powerful tool can significantly enhance member experiences and streamline operations.

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AI can analyze member preferences to tailor activities, events, and dining options to individual interests. For example, it can notify members who frequently play golf about upcoming tournaments or suggest wine tasting events to those who have previously purchased wine.

ENHANCED EFFICIENCY

AI-driven scheduling optimizes staff assignments, court bookings, and tee times, reducing wait times and providing a more pleasant experience for members while alleviating stress for staff.

PREDICTIVE MAINTENANCE

AI can monitor equipment and facilities to anticipate maintenance needs before issues arise. This proactive approach saves time and money, ensuring that facilities remain in optimal condition.

SOLUTIONS & ACTIONS

START A CONVERSATION:

Discuss potential AI applications with your board and members to gauge interest and address concerns, ensuring buy-in from all stakeholders.

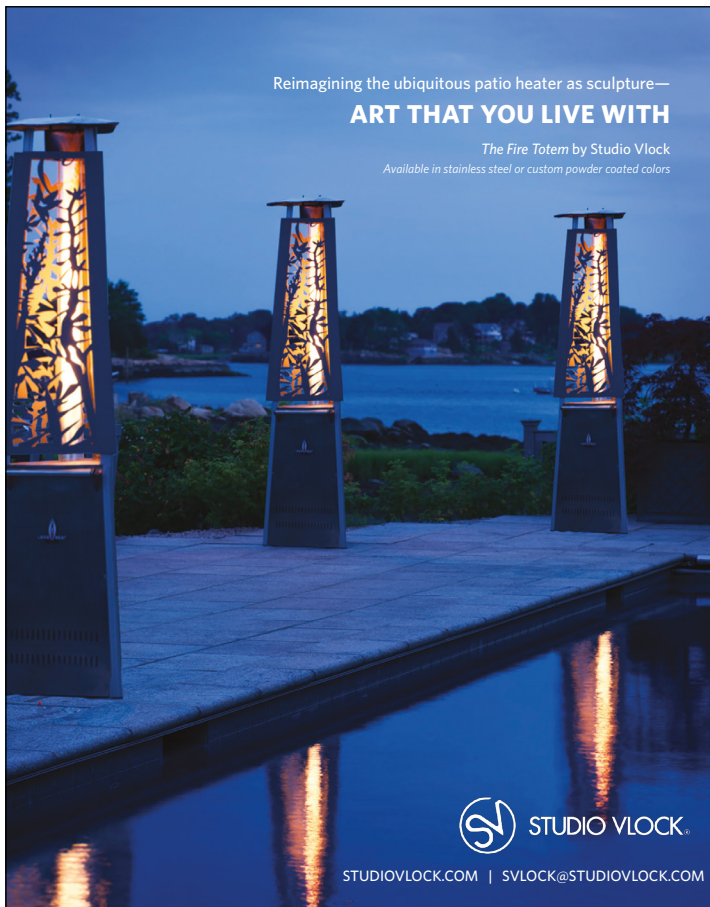
PILOT A PROGRAM:

Test AI in a specific area, such as member recommendations or golf course maintenance, to identify challenges and ensure smooth implementation.

PRIORITIZE MEMBER BENEFITS:

Implement AI ethically, focusing on enhancing the member experience and complementing rather than replacing human interaction. This approach supports staff and improves service while maintaining the personal touch members value.

AI HAS THE POTENTIAL TO REVOLUTIONIZE THE PRIVATE CLUB INDUSTRY. BY USING AI TO STREAMLINE OPERATIONS AND PERSONALIZE MEMBER EXPERIENCES, PRIVATE CLUBS CAN CREATE A MORE ENJOYABLE AND EFFICIENT EXPERIENCE FOR EVERYONE.



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CLUB CAR AND EZGO UNITE TO LEVEL THE PLAYING FIELD FOR LOW-SPEED PERSONAL TRANSPORTATION VEHICLES

CLUB CAR AND TEXTRON SPECIALIZED VEHICLES INC. (MAKERS OF E-Z-GO® AND CUSHMAN® VEHICLES) HAVE JOINED FORCES TO COMBAT UNFAIR TRADE PRACTICES FROM CHINA.

Represented by Wiley Rein LLP, the American Personal Transportation Vehicle Manufacturers Coalition filed petitions to address the surge of dumped and subsidized low-speed personal transportation vehicles (CLSPTVs) entering the US market.



NewsRelease

wiley

Wiley Rein LLP
2050 M Street NW
Washington, DC 20036
Tel: 202.719.7000

FOR IMMEDIATE RELEASE
June 20, 2024

Wiley Files Trade Petitions on Behalf of American Manufacturers of Low-Speed Personal Transportation Vehicles to Combat Illegal and Unfair Dumping and Subsidies from China

Washington, DC – The American Personal Transportation Vehicle Manufacturers Coalition filed petitions charging that Chinese imports of low-speed personal transportation vehicles (CLSPTVs), including golf cars, PTVs, LUVs and LSVs, are materially injuring the American manufacturing industry. The Coalition is comprised of U.S. producers Club Car and Textron Specialized Vehicles Inc., which manufactures E-Z-GO® and Cushman® vehicles. Wiley is representing the petitioner.

The petitions show that the state-supported Chinese industry is selling CLSPTVs in the United States at less than fair value – dumped at rates up to 477%, which significantly distorts the U.S. market. The petitions also demonstrate that foreign producers in China unfairly benefit from numerous countervailable subsidies provided by the Chinese government, such as tax breaks and discounted raw materials and inputs, which provide unfair and artificial advantages to the Chinese industry. These unfair advantages have allowed Chinese producers to gain significant market share at the expense of the U.S. industry and its workers.

The filing was made concurrently with the U.S. Department of Commerce and the U.S. International Trade Commission in response to the surge in volumes of unfairly traded Chinese imports since 2021 that have materially injured American producers and workers. Chinese imports more than doubled from 2021 to 2023. And subject imports totaled more than \$522 million in 2023. By using highly dumped and subsidized prices, Chinese producers have gained a significant and increasing share of the U.S. market at the direct expense of the American industry. Due to the increasing volumes of dumped and subsidized imports, U.S. producers have suffered significant declines in production, shipments, profits, and employment.

“We welcome the competition of a free and fair market,” said Rob Scholl, president and CEO of Textron Specialized Vehicles Inc. “We simply want the playing field to be leveled for all competitors by countering the unfair trade practices of the state-supported Chinese industry, so that our products can compete against these Chinese products on their own merits, unimpeded by unfair trade practices that ultimately harm American manufacturers, their employees and their customers.”

“We joined this coalition because we believe in competing fairly – whether on the 18th green or in neighborhoods across America. We expect our competitors to do the same,” said Mark Wagner, president and CEO of Club Car, LLC. “For U.S. manufacturers to make the cut, we need an environment where everyone follows the same rules and competes on a level playing field.”

“Trade relief is necessary to remedy the injurious effects unfairly traded Chinese imports have had on a quintessential American industry,” commented [Robert E. DeFrancesco, III](#), partner in Wiley’s [International Trade Practice](#) and counsel to the petitioner, emphasizing that “the application of antidumping and countervailing duties will be vital to ensuring that low-speed personal

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FOUNDATIONS OF EXCELLENCE: THE EARLY DAYS OF THE GOLDEN STATE CHAPTER

THE CONCEPT OF CAPITALIZING ON THE SYNERGY OF THE FOUR CMAA CHAPTERS IN THE STATE OF CALIFORNIA WAS NOT A NEW ONE, AS IT HAD BEEN DISCUSSED AND PLANNED FROM 2005 TO 2007. THIS IDEA, WHILE DISCUSSED PREVIOUSLY, HIT MANY ROADBLOCKS ALONG THE WAY. IT REQUIRED THE RIGHT TIME AND LEADERS TO OVERCOME THE CHALLENGES AND SEE IT THROUGH TO WHERE THE GOLDEN STATE CHAPTER IS TODAY, A THRIVING COMMUNITY OF PRIVATE CLUB MANAGEMENT PROFESSIONALS.

At the beginning of the process of uniting, the benefits of the merger were clearly defined. Below is a summary of these benefits as recorded in the White Paper dated October 6, 2005.

1. *Unified voice to CMAA National on topics that affect the West Coast chapters.*
2. *Centralized efforts to nominate and elect a National Director of CMAA.*
3. *Improved Communication between all members in the state of California.*
4. *Sharing of new career opportunities throughout the state of California.*
5. *Cost reduction of website expenses, roster expenses, newsletter expense, insurance expenses, annual conference social expenses, etc.*
6. *Ability to compete with the other large chapters for recognition: Chapter Achievement Award, Excellence in Education Awards, etc.*
7. *Improved social networking between the members in the state of California.*
8. *Ability to share ideas and suggestions on a statewide basis, not just a local basis.*

Once the benefits were outlined, the process was almost organic. Taking small steps along the way led to wiser decisions with a focus on enhancing communication and building trust between the leadership and members of each chapter. It was paramount to merge four well-established and respected chapters, each with individual needs and a historical culture. One of the biggest concerns was the separate endowments, educational funds, and finances in general. With that in mind, a separate Foundation was developed to handle the funds that each chapter had developed for education and scholarship support. Today, because of the support of our membership and corporate partner contributions, 12 awards to members in support of them obtaining their CCM designation and two awards to members working towards their CCE designation have recently been provided.

The sharing of digital newsletters among the Presidents and Boards of each chapter was a good step, followed by creating an education conference where all club managers in California were invited to attend, network, and learn. The first of



From left to right: John Bitner; Ronald Banaszak, CCM, CCE; Steven Hockett, CCM, CCE; Harry Reiter (deceased); Tom Schunn, CCM, CCE; Greg Gonsalves, CCM; Tom Gilbertson (deceased)

these conferences was held in Santa Barbara and was hosted by Mathew Allnatt, President of the Southern California Chapter. During this conference, it became obvious that the managers enjoyed being with their peers in a new and exciting environment. New relationships were fostered, and professional acquaintances became solid and long-lasting friendships.

By the time the next all-state education conference occurred, the idea of merging the chapters was a topic of choice and a positive one to note. This conference was held in Lake Tahoe, and during it in 2005, the presidents and other leaders of each chapter met for a meal and conversation to work through some of the challenges and foster ideas of merging.

Another challenge to overcome was who would be the managing director and who would be paid professionals to lead the newly founded association. An interview process occurred, and we were very fortunate to have an extremely talented person available with credentials who was eager to fill this extremely important position. Crystal Thomas, MCM, stepped up, and with her heart-minded leadership skills, she has grown not only the membership but the reputation of the second-largest chapter of the Club Management Association of America. After 16 years, Crystal recently turned over the Managing Director responsibilities to Lindsay Pizarro, CCM, CCE, who will continue to see our chapter grow and thrive.

**BY: RONALD BANASZAK, CCM, CCE, &
BILL JOHNSON, CCM, CCE,
TGSC HONORARY MEMBER**

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NEW MEMBER SPOTLIGHT



GORDON DIGBY, CCM, PGA
General Manager/COO
*Spring Creek Golf and
Country Club*

With over 40 years of dedicated service in the industry, Gordon finds the greatest satisfaction in leading and serving his club members. He is constantly striving to improve his leadership abilities to benefit the club community.

Outside of the office, Gordon enjoys golf, travel, and reading. A proud father of two grown children, Thomas (25) and Maddie (23), Gordon brings a wealth of experience and passion to his role.



RON HENDON
Former General Manager
Coveleigh Club

Ron Hendon boasts 16 years of dedicated experience in the club industry. His passion lies in the relationships he cultivates, both with colleagues and club members. He also thrives on the daily variety of activities and interactions that come with his role.

Through his memberships in CMAA and TGSC, Ron seeks to connect with the local club community and explore opportunities to leverage his talents. Outside of work, Ron enjoys music, gardening, and cycling.



KRIS BUTTERFIELD
Director of People & Culture
La Cumbre Country Club

With 30 years of experience in the club industry, Kris Butterfield prioritizes building strong relationships and finding creative solutions. Active in both CMAA and TGSC, Kris seeks continuous learning and growth within the industry.

Having recently moved from Washington, D.C., Kris enjoys staying active and spending time with loved ones. She eagerly looks forward to connecting with The Golden State Chapter team and its members.



STACY DUKE
Director of Food and Beverage
Sunrise Country Club

Joining the club industry in 2022, Stacy takes immense pride in creating exceptional experiences for members and cherishes the relationships she has built. Her dedication to learning and growth within the industry is evident through her memberships in CMAA and TGSC.

Outside of work, Stacy enjoys spending time with family, exploring new culinary experiences, and spending quality time with her golden retriever, Max. As a relative newcomer to the industry, she finds the fast-paced environment and the incredible people she encounters highly motivating. She thrives on making a positive impact in the lives of others.



DUSTIN IRWIN, PGA
Club Director
La Costa Resort & Spa

Dustin's club industry career began at the tender age of 13 as a caddy at Pine Hills Country Club in Wisconsin. His passion lies in creating happiness for others, and he constantly seeks ways for the club to enhance its members' lives and strengthen longstanding relationships.

With 10 years of experience at mixed-use properties, Dustin is now interested in exploring a transition to private clubs. Outside of work, Dustin enjoys golf, racquet sports, spending time with his family (wife Julie, son Jack (10), and daughter Lani (8)), fitness, cooking, and music (as a percussionist). He is excited to meet new colleagues, gain new knowledge, and pursue CMAA certification programs.

MEMBERSHIP NEWS | WELCOME NEW MEMBERS

ISAIAS BRIONES

Executive Sous Chef
Hideaway Golf Club

CHAD BRYSON

Assistant General Manager
Altadena Town and Country Club

KRIS BUTTERFIELD

Director of People & Culture
La Cumbre Country Club

MATTHEW DITONTO

Controller | Interim AGM
The Bridges at Rancho Santa Fe

STACY DUKE

Clubhouse Manager/Food & Beverage Director
Sunrise Country Club

ROBERT ELLISON

General Manager
The Golf Club at Rio Vista

LINDSAY GWIN

General Manager
Tahoe Mountain Club

DUSTIN IRWIN

Club Director
La Costa Resort & Spa

CHANDRA KINZ

Executive Assistant and Communications Director
La Jolla Country Club

KAITLYN LARKIN

General Manager
Mt. Tam Racquet and Athletic Club

SUMMER NANCOLLAS

Food & Beverage Manager
Clear Creek Tahoe

ALEXANDRA PERKINS

Food & Beverage Manager
Hideaway Golf Club

JORGE SAGUILAN

Sous Chef
Hideaway Golf Club

SANDY SALZMANN

Lower Clubhouse Manager
Bel Air Bay Club

SUSANNA ZARATE

Events & Catering
Almaden Golf & Country Club



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- Spreck Energy

》 EMERALD

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- Boelter
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- ClubProcure
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- Lavazza
- Octavia Wealth Advisors
- Petrinovich Pugh & Co.
- Pipeline Agency
- RenewAge Energy Solutions
- Technogym USA
- Whoosh

》 PEARL

- A Plus Tree
- Act2 EV
- Advanced Exercise
- Aktiv Solutions
- Association of Club Catering & Event Professionals
- Avendra Clubs
- Castle Rock Solutions
- ClubDesign Associates
- Clubessential
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- Design Materials
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- GSI Executive Search
- Halleck Vineyard
- MembersFirst
- NorthStar Club Management Software
- Private Club Historical
- Rodney Strong Vineyards
- Strategic Club Solution
- Studio Vlock
- The Club Council
- VendorTraQ
- Virtual Eyes Media

2023 - 2024

BOARD OF DIRECTORS AND COMMITTEE CHAIRS



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Ron Phipps, CCM
Roadrunner Region

VICE PRESIDENT

Brian Carlson, CCM, CCE
San Diego Region

SECRETARY/TREASURER

Beth Hunter, CCM
Roadrunner Region

PAST PRESIDENTS

Kurt Burmeister, CCM, CCE
Roadrunner Region

DIRECTORS

Jenny Duce, CCM, LPGA
Southern California Region

Daniel Enzler, CCM, CCE
Southern California Region

Jeremy Gregory, CCM
Northern California Region

Rigo Headley, CCM
Northern California Region

Kirk Philippou, CCM
Northern California Region

GSC FOUNDATION PRESIDENT

Josh Tanner, CCM, CCE
Ironwood Country Club

MANAGING DIRECTOR

Lindsay Pizarro, CCM, CCE
Management Connection

2023 - 2024 COMMITTEE REPRESENTATIVES

BYLAWS COMMITTEE

Kurt Burmeister, CCM, CCE

CAREER SERVICES COMMITTEE

Kirk Philippou, CCM (Chair)

CMAA ADVOCACY/LEGISLATIVE COMMITTEE

Kurt Burmeister, CCM, CCE

CMAA CONNECTION AND CLUB FOUNDATION LIAISON

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Jeremy Gregory, CCM (Co-chair)

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Kirk Philippou, CCM (Co-chair)

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Josh Tanner, CCM, CCE

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Rigo Headley, CCM (Co-chair)

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Brian Carlson, CCM, CCE
Beth Hunter, CCM
Kurt Burmeister, CCM, CCE

CHAPTER OF THE YEAR/IDEA FAIR COMMITTEE

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CONFERENCE PLANNING COMMITTEE

*Executive Committee

FINANCE COMMITTEE

*Executive Committee

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.