

# TEXAS LONE STAR CHAPTER OF CMAA

## CHAPTER OF THE YEAR RESUME – 2015 TERM

The Texas Lone Star Chapter of CMAA, through the efforts of the Board of Directors and its 282 members experienced outstanding membership growth and increased participation among its members in 2015. The Board of Directors set out to increase attendance at the Chapter's three State Meetings, by offering premier education programs and marketing events at the grass-roots level. As a result, the combined attendance at each of the Chapter's three State Meetings increased.

The Chapter increased its image of professionalism and strengthened its involvement with CMAA through participation in the Excellence in Education awards contest, Chapters Collecting for Communities, Idea Fair for Chapters and donated \$12,000 to the Club Foundation in support of the Sally Rambo, CCM Scholarship.

### CHAPTER AND NATIONAL EDUCATION

#### I. Chapter Education

- The Texas Lone Star Chapter addressed all ten of CMAA's Core Competency areas.
- The three annual State Meetings are two and a half day conferences, combining education and social/networking events.
- Four CMI Workshops were conducted throughout the Chapter to allow managers to bring their key staff members.
- Texas Lone Star Chapter events combined to offer 39 Education Credits, 3 Activity Credits and 24 CMI Credits.
- The combined attendance for the 23 Chapter and Region education programs exceeded 500 managers.
- The Chapter awarded two James Pearce Scholarships to cover BMI tuition fees for mid managers pursuing their certification.
- Two scholarships were awarded for Chapter members to attend CMAA's World Conference in San Antonio
- The Chapter hosted two allied association workshops with members of the PGA and GCSAA.

#### II. National Education

- The Texas Lone Star Chapter is entering the Excellence in Education awards program for the fifth consecutive year.
- The Chapter implemented funding to send the entire Board of Directors to CMAA's LLC.

### CMAA INVOLVEMENT

The Texas Lone Star Chapter fully supports CMAA and recognizes that consistent involvement at the National level helps achieve goals at the Chapter level. The Chapter Board strongly encourages members to participate at the National level through Idea Fair entries, support of the Club Foundation, Wine Auction donations and volunteering for CMAA Committees. Through this approach, member and Chapter participation continues to increase at the National level. The following examples highlight the Chapter's involvement at the National level.

- Hosted the 2015 World Conference in San Antonio.
- Hosted a gala, which raised over \$12,000 for The Club Foundation.
- Chapter donations to the Club Foundation have exceeded \$125,000 in four years.
- Twenty-two members belong to CMAA's Honor Society.
- Forty members belong to CMAA's Wine Society.
- Eighty-five members have earned the CCM designation.
- Fifteen members have earned the CCE designation.
- One member has achieved the MCM designation.
- Entered the 2015 Idea Fair for Chapters in the National Alignment category.
- Numerous TLSC members served on CMAA National Committees.
- The Chapter budgets to send the entire Board of Directors to CMAA's LLC.
- TLSC Past President elected to the CMAA Board of Directors.

## CLUB MANAGEMENT OUTREACH

The Texas Lone Star Chapter and its members strongly support the University of North Texas and the University of Houston Student Chapters through scholarship opportunities, internships, club tours and education.

- The Sam Bass, CCM Scholarship provides tuition assistance for CMAA student members at the University of Houston and the University of North Texas. An endowment has been created at the University of Houston to ensure that the Sam Bass Scholarship will be awarded into perpetuity.
- An additional endowment was created at the University of Houston to sponsor CMAA student members to attend Chapter meetings, CMAA World Conference and the CMAA National Student Conference.
- The Student Sponsorship Program provides complimentary registration for students to attend Chapter events. Members are given the opportunity to donate to the fund, which covers the food & beverage costs associated with a student's attendance at Chapter State Meetings.
- Students receive complimentary registration at all Region events.
- Two Texas Lone Star Chapter members teach an Advanced Club Management Course at the University of Houston.
- In 2015, eleven clubs provided club tours for students and five clubs employed student interns.
- Seven clubs attended Career Fairs to recruit students to the club industry.
- The South and North Regions donated \$1,000 to UNT and U of H for students to attend CMAA's National Conference.

## CIVIC & COMMUNITY ACTIVITIES

The Texas Lone Star Chapter supports charitable causes as a Chapter and encourages feedback from members whose clubs participate in charitable endeavors. The following are highlights of the Texas Lone Star Chapter's civic and community activities:

## **I. Charities Promoted by the Chapter**

- The Club Foundation – the Texas Lone Star Chapter contributed over \$12,000 to The Club Foundation in 2015.
- Scottish Rite Learn to Golf - Tee Up for Teaching is part of the hospital's Learn to Golf program and teaches golf and allied healthcare professionals methods for teaching golf to TSRHC patients with physical challenges.
- Culinary Youth Team USA – benefitting the 2014 Culinary Youth Team USA in their quest for the 2014 Culinary Olympics.

## **II. Clubs Promoting Charities**

The Texas Lone Star Chapter surveyed members, soliciting information on their club's charitable endeavors. Responses were received from nineteen clubs who provided specific information on various charitable events that the club hosted and contributed to. The combined charitable contribution from those nineteen clubs was \$1,340,000.

## **CHAPTER COMMUNICATION**

- The Texas Lone Star Chapter website posts information on all upcoming meetings, providing live links and online event registration. The website also provides information on job openings, industry related articles, event slide shows, and membership information.
- Email blasts are sent frequently to TLSC members, providing information on upcoming events, member accomplishments, career opportunities, etc.
- The Chapter maintains a mobile website to meet the demands of our members on-the-go.
- The Round Up newsletter is published electronically each quarter. The newsletter features board member reports, regional reports, industry-related articles and news regarding CMAA and TLSC activities.
- The Membership Roster is published annually and contains Chapter by-laws, calendar of events, club profiles and contact information for all members.
- The Chapter also employs the following social media platforms: Facebook, Twitter, LinkedIn and Flickr.

## **CHAPTER PROMOTION OF THE PROFESSION**

- The Texas Lone Star Chapter developed its first Manager/Club Officer forum at the Fall Meeting. The education program focused on Board Governance and TLSC members were asked to bring their club officers to attend a half-day of education. Club officers were also invited to attend our Past President & Awards Dinner, which exposed them to the history and tradition associated with the Texas Lone Star Chapter and CMAA.