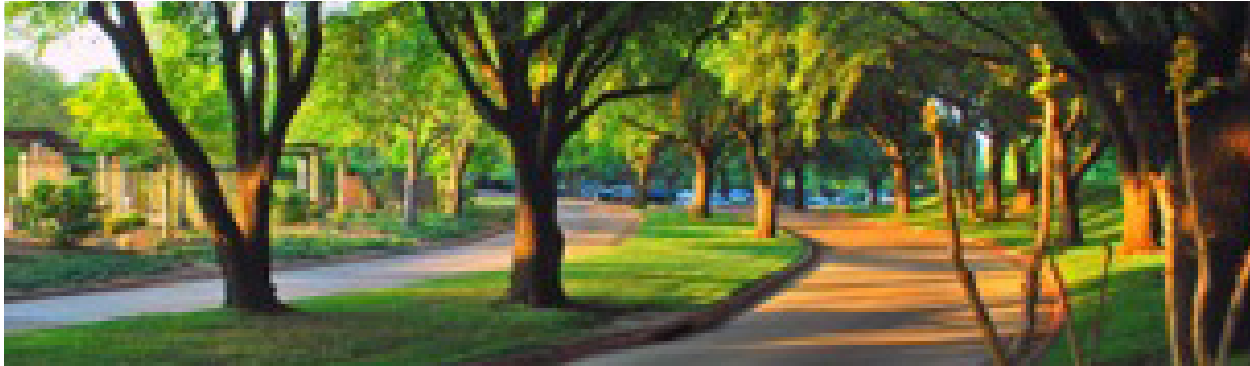




Governance/Leadership Summit

**Uniting Club Presidents and Executives
Pursuing Effective Club Leadership and Governance**

Friday, August 26, 2016 • Bent Tree Country Club • Dallas, TX



This one-day summit is designed to bring together a club's **General Manager/CEO** and the **Club President or a Board Member** for cooperative education on club leadership and governance.

The summit will provide a concentrated day of education around the topic of Private Club Board Governance and Leadership. The subject matter will encompass what "model clubs" are doing with regard to best leadership practices, including:

- Roles and responsibilities
- Self-evaluation practices
- Alignment of Board members and General Manager/CEO
- Strategic thinking
- Planning and board organization
- Board succession planning

Presenters and Facilitators:

The Club Managers Association of America (CMAA) is the largest professional association for managers of membership clubs with 6,500 members throughout the US and internationally. Our managers operate more than 2,500 country, golf, athletic, city, faculty, military, town and yacht clubs. The objectives of the association are to promote relationships between club management professionals and other similar

professions; to encourage the education and advancement of members; and to provide the resources needed for club managers to operate efficiently and successfully.

Kopplin & Kuebler, LLC, is the leading recruiting firm assisting clubs with executive level positions for GM/COOs, Golf Professionals, Golf Course Superintendents, Executive Chefs, Assistant General Managers, and Clubhouse Managers for private, resort, and developer owned properties. Kopplin & Kuebler has provided hundreds of seminars and workshops for private club boards, CMAA Chapter meetings, and the World-wide CMAA Conferences. Our Board Dynamics/Model Clubs, Team Development, and Leadership workshops are available to private clubs seeking help in "bullet proofing" success in this economy.

Registration:

The full day of education, breakfast, lunch and evening reception, which includes both the club's General Manager/CEO and the Club President or Board Member is \$650. Registration is available at <http://www.cmaa.org/governancesummit/>

Additional Information:

Please contact CMAA's Education Department at (703) 739-9500.



KOPPLIN & KUEBLER

"The Most Trusted Name in Executive Search and Consulting"



Governance/Leadership Summit

Purpose: To provide the most effective governance model and enhance partnerships between the Chief Executive and the President Elect/President or Chairman of the Board.

Agenda:

The Set-Up

- 7:00 a.m. – 8:00 a.m. **Registration and Breakfast**
- 8:00 a.m. – 8:30 a.m. **Program Overview, Learning Objectives and Introductions**
*Dick Kopplin,
Kopplin & Kuebler, LLC*



Part I Theory: Club Governance

- 8:30 a.m. – 10:30 a.m. **Effective Governance Models and Organizational Structure**
*Kurt Kuebler, CCM,
Kopplin & Kuebler, LLC*
- Organizational Health
 - Trends
 - Leading Club Best Practices – Successful Boards
 - Roles and Responsibilities – Term limits, etc.
 - Board and Committee Orientations – Engagement
 - Board Self Evaluations

10:30 a.m. – 10:45 a.m. Networking Break



Part I Practice: Club Governance

- 10:45 a.m. – 12:30 p.m. **Interactive Panel Discussion on Current Governance Challenges**
*Facilitated by Tom Wallace,
CCM, Kopplin & Kuebler, LLC*

Learning from each other

Panelists:

*Dr. Kent Herndon – President,
Bent Tree Country Club*

*Haissam Baityeh, CCM, CCE –
General Manager/COO,
Bent Tree Country Club*

- 12:30 p.m. – 1:30 p.m. **Lunch and Board Member Networking**



Part II Practice: Change and Innovation

- 1:30 p.m. – 3:00 p.m. **Change and Innovation Management**
*Robert E. Jones II, CCM, CCE –
Chief Operating Officer/GM
Desert Mountain Club*

- Strategically/Forward Thinking to Meet Member Needs
- Evolution of the Club Industry
- Engagement
- Technology

3:00 p.m. – 3:15 p.m. Networking Break



Part II Theory: Change and Evolution – Filling in the Details

- 3:15 p.m. – 5:00 p.m. **Change and Evolution of Management Competencies: Why Clubs Have to Evolve**
*Jeff Morgan, FASAE, CAE –
CEO, CMAA, and
Jason P. Koenigsfeld, Ph.D.,
CHE – Senior Vice President,
Professional Development, CMAA*

- Engagement of Multi-generations of Members
- Strategically Setting up the Board
- GM/CE and President/Chairman
- Strategy Model – VUCA, Pestel, Competitive Forces vs. Internal Resources
- Data Driven Decisions vs. Emotional Decision Making

5:00 p.m. – 5:30 p.m. Building a Long-Lasting Community: Wrap Up and Key Take-a-ways

*Dick Kopplin,
Kopplin & Kuebler, LLC*

5:30 p.m. – 6:30 p.m. Cocktail Reception