

JUNE 4-5, 2017



2017 CSFA Mid-West Regional Conference

in conjunction with Texas Lone Star Chapter CMAA



Royal Oaks Country Club • 7915 Greenville Ave • Dallas, TX 75231

SUNDAY, JUNE 4

2:00-5:00 pm:

CSFD Preparation Workshop, Steve Tharrett, co-founder of ClubIntel and author of CSFA's Resource Manual and Certification Program

5:00-7:00 pm:

CSFA & CMAA Welcome Reception
Sponsored by Precor



MONDAY, JUNE 5

7:30-8:00 am:

Registration & Continental Breakfast

8:00-8:15 am:

Opening Remarks, Kevin Caldabaugh, CSFA President and Graham House, CMAA Chapter President

8:15-9:30 am:

State of Industry, Ray Cronin, Club Benchmarking

9:30-10:45 am:

Panel Discussion: What Private Club Members Are Looking for in a Fitness/Wellness Facility

10:45-11:00 am: Break

11:00 am-12:15 pm:

Integration of Fitness/Wellness and Spa into Club Operations, Kevin Caldabaugh & Jim Butler, PhD, GM Grey Oaks, Naples, FL

12:15-1:15 pm*:

Anticipating Trends and Future Proofing Your Business With Expanded Capabilities in Wellness, Steve Menzel, Precor

**Lunch will be served during this lecture*

1:15-1:30 pm: Break

1:30-2:30 pm:

Monetizing the Wellness Experience, Nicole Mains, CSFA Vice President & Wellness Director at Boulder Country Club

2:30-3:30 pm:

Roundtable Discussion: Why Fitness is the Fastest Growing Amenity in Private Clubs

3:30-3:45 pm:

Closing Remarks



HOTEL INFORMATION:

The Westin Dallas Park Central ([click here](#))
12720 Merit Drive • Dallas, TX 75251 • 972-851-2042

Reference - "Texas Lone Star Chapter CMAA June 2017"
for special conference rate of \$129

CSFA & CMAA Members: \$225 for first attendee from club, \$175 for second attendee from same club, \$100 for additional attendees from same club. Register at www.shopCSFA.com