



MEMBERSHIP SUSTAINABILITY – PCMA 15th Annual Membership and Marketing Conference

Sunday – Sept. 26th

- 3:00 p.m. – 5:00 p.m. CMP Final Exam **Location T.B.A.**
5:00 p.m. – 7:30 p.m. Early Sign-In & Materials – Avoid Monday morning lines! (Staten Island - Ballroom A)
5:00 p.m. – 7:30 p.m. Meet and Greet – Optional (Casual attire) **Location T.B.A.**

Monday - Sept. 27th (STATEN ISLAND – Ballroom A)

- 7:15 a.m. – 8:15 a.m. Sign-In, Materials and Continental Breakfast
- 7:15 a.m. – 8:10 a.m. **INTRODUCTION TO MEMBERSHIP & MARKETING** – Donna Coyne
- 8:15 a.m. – 8:40 a.m. **OPENING & NATIONAL ANTHEM**
- 8:45 a.m. – 9:25 a.m. **CLUB INDUSTRY ADDRESS** – James B. Singerling, CCM, CEC.
- 9:30 a.m. – 10:40 a.m. **THE SECRET TO SURVIVAL IN A HECTIC, STRESSFUL WORLD** – Molly Cox
- 10:45 a.m. - 12:00 p.m. **IGNITING MEMBER EVANGELISTS** – Greg Stielstra
- 12:00 p.m. - 1:00 p.m. Lunch / Networking Luncheon **Location T.B.A.** / Chapter President Luncheon **Location T.B.A.**
- 1:10 p.m. – 2:25 p.m. **MEMBER LIFESTYLE ENHANCEMENTS, NEEDS & EXPECTATIONS** – Kathy O’neal
- 2:30 p.m. – 3:30 p.m. **GM & MEMBERSHIP/MKTG PROFESSIONAL STRATEGIC ALLIANCE** – Kris Fair & Denise DiTanna
- 2:30 p.m. – 5:15 p.m. **CITY AND UNIVERSITY CLUB SESSION AT THE STIRLING CLUB** – Jonathan McCabe, CCM
(City, University and similar clubs depart to The Stirling Club)
Bus Departure from NYNY Hotel to The Stirling Club 2:40 p.m.
❖ *Departs from the North Tour Lobby, located by the Zumanity box office*
Bus Departure from The Stirling Club to NYNY Hotel 5:20 p.m.
- 3:40 p.m. – 5:30 p.m. **MEMBERSHIP & MARKETING ROUNDTABLES IDEAS EXCHANGE** - **Location T.B.A.**
- 7:15 p.m. – 10:15 p.m. **PCMA PROGRESSIVE NETWORKING DINNER AT ANTHEM COUNTRY CLUB**
Bus Departure from NYNY Hotel to Anthem Country Club 6:50 pm
❖ *Departs from the North Tour Lobby, located by the Zumanity box office*
Bus Departure from Anthem Country Club to NYNY Hotel 10:15 p.m.
Cocktail attire for ladies. Jacket attire for gentleman.

Hotel Information www.nynyhotelcasino.com

PCMA Collateral Fair (Club Newsletter and Promotional Materials)

- ❖ 3 large tables will be provided outside of main ballroom for you to share your materials. Bring 25 to 50 pieces of your collateral!

A *PCMA Certificate of Conference Completion* will be awarded to club professionals who complete both days of education.

CMAA Members (Not PCMA) must fill out a simple form for CMAA educational credits when signing in.

PCMA Contact information at Conference 760-834-1182



Tuesday – Sept. 28th (STATEN ISLAND Ballroom A or B) Split Session days – enter presentation of your choosing.

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| 8:00 a.m. – 8:55 a.m. | A - THE POWER OF DIGITAL MARKETING – Carelton Holt
B - EMERGING STANDARDS FOR INTERACTIVE COMMUNICATION – Bill Ivers |
| 9:00 a.m. – 10:45 a.m. | A - 3 COMMUNICATING TECHNIQUES FOR RECRUITMENT & RETENTION – Paul Webb
B - EMERGING STANDARDS FOR INTERACTIVE COMMUNICATION – Bill Ivers |
| 10:50 a.m. – 12:00 p.m. | A - EFFECTIVE PRESENTATION-LEVERAGE THE MEDIA TO YOUR ADVANTAGE - Corey Saban
B - THE POWER OF DIGITAL MARKETING – Carelton Holt |
| 12:00 p.m. – 1:00 p.m. | Lunch / Networking Luncheon Location T.B.A. |
| 1:10 p.m. – 2:25 p.m. | A - SMART CLUB MARKET POSITIONING – Rick Coyne
B - YOUTH PROGRAMS: THE PILLAR OF SUCCESS AT YOUR CLUB –Andrea Curthoys |
| 2:30 p.m. – 3:25 p.m. | A - RETURN TO YOUR CLUB... A MOTIVATED TEAM LEADER – Three Carpenter, CCM
B - THE ART OF DEVELOPING YOUR BRAND AND COLLATERAL – John Johnson |
| 3:30 p.m. – 3:40 p.m. | A - CLOSING |

Membership Management Institute (MMI) Professional Certification by PCMA

MMI online courses and classroom electives are open to all club professionals and have no prerequisites, unless they are being applied toward Professional Certification. For more information on the certification process, please visit www.askpcma.org

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| 8:45 a.m. | SIGN-IN & MATERIALS
Manhattan Room |
| 9:00 a.m. – 5:30 p.m. | DIGITAL BRANDING AND COLLATERAL – John Johnson
Hudson Room |
| 9:00 a.m. – 5:30 p.m. | SO YOU WANNA DO FAMILY FRIENDLY – Greg Patterson
Manhattan Room |
| 9:00 a.m. – 5:30 p.m. | TEAM MARKETING: CREATING DIFFERENTIATION FROM YOUR CLUB – Michele Carroll
Rockefeller Room |

Please note: Agenda may be subject to change.