



PROFESSIONAL CLUB MARKETING ASSOCIATION

Announcing New Chapter Canadian Chapter of PCMA

PCMA is privileged to highlight the development of our newest regional and 1st Canadian chapter of PCMA! It is our pleasure to acknowledge the dedication of the founding chapter officers:



President - Kim Leclercq of Quilchena Golf and Country Club
Vice President - Karen Smith of Richmond Country Club
Membership Chair - Donna Cool of Victoria Golf Club
Regional Liaison - Natasha Sawatsky of Glencoe Golf and CC
Regional Liaison - Joyel Singfield of Royal Ottawa Golf Club

The first Canadian Chapter of PCMA was founded in April of 2018, with the hope of strengthening the communication and networking of membership professionals, in the private club community across the country. The newly founded chapter evolved from a group of private club administrative professionals in the Greater Vancouver area, headed by Kim Leclercq, of Quilchena Golf and Country Club, a ten year plus member of PCMA. The chapter has a unique situation with three officers in British Columbia, and two satellite officers, one at Glencoe Golf and Country Club in Calgary, Alberta and one at Royal Ottawa Golf Club, Gatineau Quebec. With close to 400 private clubs across the country, we hope to promote growth and extended awareness of the membership marketing position.



The Canadian Chapter of PCMA hosted their inaugural meeting on April 16th, at the beautiful Capilano Golf and Country Club located in West Vancouver, British Columbia. The event featured a club tour, roundtable idea sharing and sales and marketing education presented by Brent Gough, CCM.

CSCM members are invited to attend PCMA chapter events to learn more about the profession of private club membership and marketing. And, to offer the club managers who don't have a membership and marketing professional on staff a resource for learning more about the position and career path. CSCM credit will also be awarded for participation. If you are a CSCM member looking to gain education credits, please write your CSCM member number on your business card and give it to chapter president, Kim Leclercq.