



PROFESSIONAL CLUB MARKETING ASSOCIATION

Professional Development

Share Your Gifts

Looking forward to the new year, and considering growing trends, it seems that sharing ideas freely through social media and other networks has become a priority for many professionals.

Typically we are prepositioned to keep the skills, experience and knowledge we have and almost hoard it so we can maximize the benefits for ourselves. Obviously it makes sense to gather as much information and knowledge as we can, but is it really best for us to keep all of that to ourselves? What I have seen, and what I have tried to do recently, is to share information with others in order to spark conversations that we can all benefit from...

Sharing helps others. Since we are in the season giving - sharing just makes you feel good. Part of developing into something better is by choosing to help others learn more. In the private club industry, there is a lot of turnover, as we are well aware of. So at any given point, there are always large amounts of Membership Directors who are in need of assistance in learning this craft. If you have been doing this for some time now, share some of your best practices.

Sharing shows leadership. By taking the step to share your insights to your network, you are showing confidence in yourself and truly being a leader by doing something which can help others. I would recommend getting in the habit of sharing a tip or a hack once a week and you will be amazed at how appreciative people will be.

PCMA members are invited to read the full perspective, from Rick Coffey, VP Global Club Partnership at [MobiCom](#), in our December issue of [***Club Membership and Marketing Magazine***](#).

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