



PROFESSIONAL CLUB MARKETING ASSOCIATION

2018 Conference Education September 17 & 18 - Chicago, IL

Earlier this month nearly 300 private club membership and marketing professionals, along with a large handful of club managers and board members, came together for education, information sharing and networking opportunities.

One of the most rewarding moments of the conference was when a club manager, attending for the first time, shared that our educational line-up was the most relevant he has experienced!

Here are some nuggets from three of our educational formats. More great conference takeaways will follow in future newsletters and across our various social media outlets in the upcoming month...

During our general education session titled, ***Demographics, Change & Industry Trendsetters***, Trevor Coughlan of Jonas Software shared some really interesting facts surrounding the cultural changes facing private clubs. In 2017, the average age of people getting married was 28, resulting in them becoming parents at an older age. The idea of clubs needing to be "family-friendly" has been circulating our industry for a while now, but these delayed milestones are now shining an even brighter spotlight on the subject.



In our case study session, ***Goals, Governance and Gumption***, John Schultz of Carmel Country Club shared how the club maximized opportunities for creating lifetime moments and experiences. Their goal was to achieve a reputation of "you should be here" within their community. To realize this they improved facilities that simply accommodated demand and designed facilities that satisfied demand. They also invested in their programming. In 2005, the club hosted 53 signature events and by 2015, they were hosting 144!



One of our panel breakouts featured three veteran PCMA members and their perspectives on, ***Women In Leadership***. When the ladies were asked what traits have aided their successes over time they agreed that being a great listener and consistently self-checking that best practice is key. They also shared that being accountable, fair and well-read have played a major role in their ability to effectively lead their peers and club membership. When considering challenges to leadership they came together on the issues of balance and boundaries. They agreed that while challenging, delegating

is important for building the confidence of their supporting staff and maintaining a healthy work/life balance.



Judy Higgins, CCM, CMP (Valley Lo Country Club, IL), Jessica Bush, MCMP (Dallas Country Club, TX) and Rosie Slocum, MCMP (BallenIsles Country Club, FL)