



PROFESSIONAL CLUB MARKETING ASSOCIATION

What's Trending?

Connecting New Members With Existing Members

Recently PCMA members have been networking on the topic of facilitating introductions and developing relationships between new and existing members. Club coordinated cocktail parties or mixers and ambassador programs have been successful longtime favorites, but a few unique ideas have recently been presented.

Leslie Blakely, Membership Director at [St. Francis Yacht Club](#) in California, features a "K Flag" program. In nautical terms, K Flags indicate "open to communicate." New members can choose to place the K Flag on their table while dining to invite current members to come say hello. The same concept could be designed using a golf flag, etc.

Bonnie Napora, Membership Director at [Silver Lake Country Club](#) in Ohio, organizes wine tastings for new and existing members with each person wearing a nametag that clearly displays the year they joined the club.

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