

Monica Zelis Earns Master Certified Marketing Professional First to Achieve the MCMP

In a historic accomplishment for the director of membership and marketing profession, Monica Zelis claimed the honor as the first club membership professional to attain the Master Certified Marketing Professional (MCMP) designation through the associ-



ation's professional certification program, the PCMA Marketing Management Institute (MMI).

The MCMP status is the association's highest achievement and represents the very best in the profession. Ms. Zelis, who achieved the MCMP late last year, also holds a Bachelor's Degree in Marketing and an MBA.

She has been a PCMA member for over 10 years, is founding president of the Greater Cleveland Chapter of PCMA, and has spearheaded the membership and marketing department for the Cleveland Skating Club for 11 years as the director of membership.

Achieving the MCMP requires great dedication and discipline. Candidates must first attain the Certified Marketing Professional (CMP) designation by completing four competencies. Seven competencies are required for the MCMP.

MMI-I: The Marketing Director Position

MMI-II: Sales Enhancement Skills

MMI-III: Internal Marketing and


Retention/Creating a Culture of Pride

MMI-IV: Effective Brand and Digital Marketing

MMI-V: Creating Differentiation for Your Club

MMI-VI: Long Range Strategic Planning

MMI-VII: Market Positioning Specific for Your Club

The PCMA has introduced two additional courses to the program, since September 2009. Over 200 membership and marketing professionals are candidates for the CMP and MCMP. 

PCMA is dedicated to the advancement of the director of membership and marketing profession and encourages club professionals to enhance their professional careers by enrolling in the PCMA Marketing Management Institute. For more information, please visit www.askpcma.org