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# CMAA Update Fall 2017



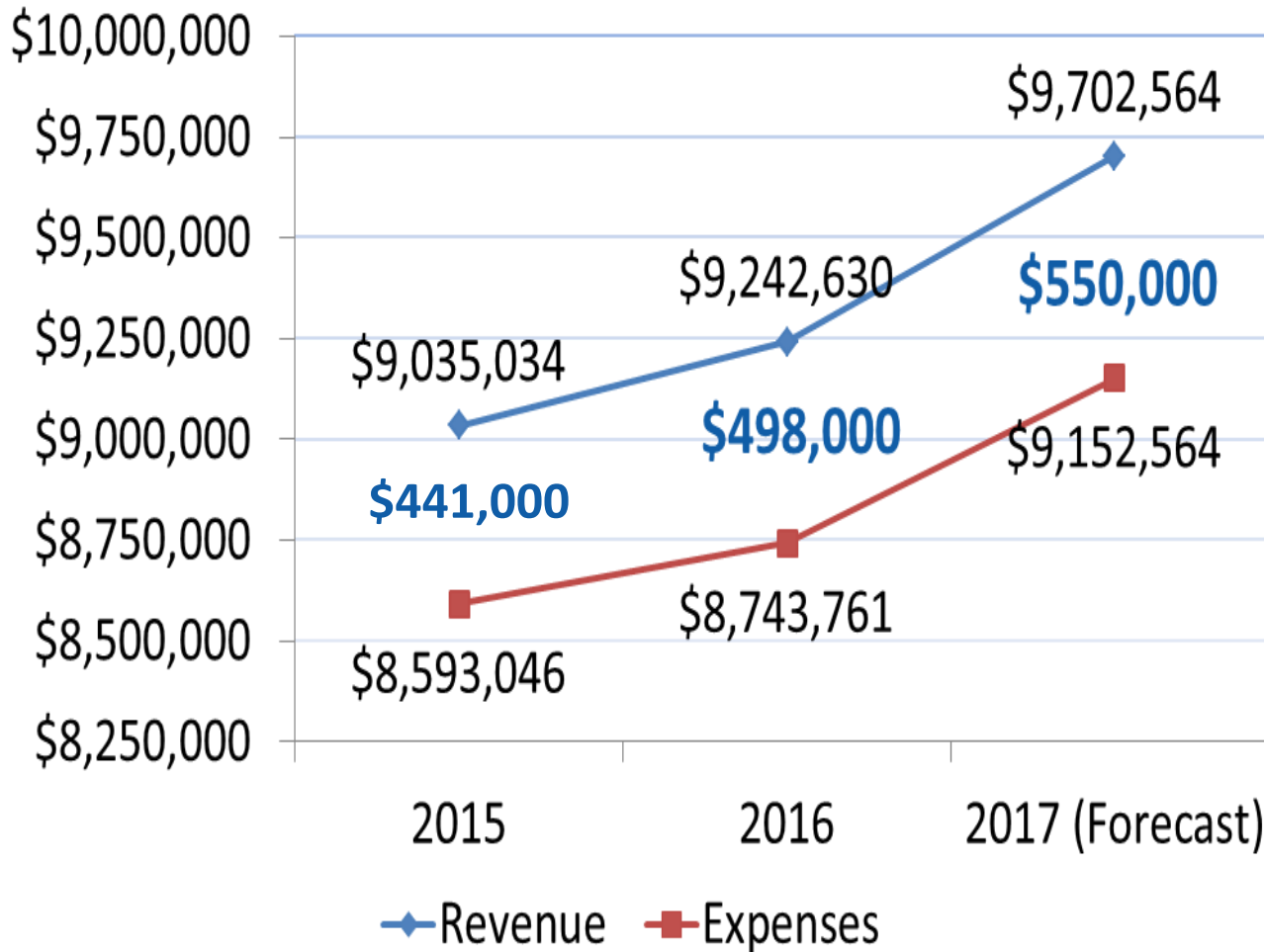


## 3 Years Ago:

15 years of \$4 million+ losses  
Underwater financials  
Needed a \$750,000 loan  
Negative member equity



# CMAA Financial Results



CMAA 2016-2020  
STRATEGIC PLAN

February 21, 2016



## Today:

3 years of \$1.5 million excess  
Above water financials  
Paid off \$750,000 loan early  
Positive member equity

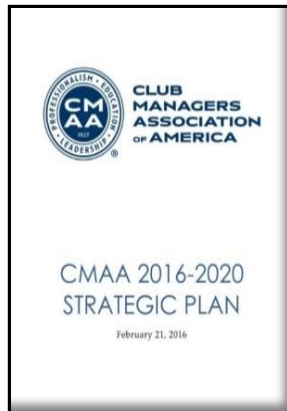


**So what is CMAA doing with the  
money and what else  
is happening at CMAA?**



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# Reinvesting for You: CMAA Research





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# 2016

## Exploring the Millennial Outlook on Club Membership

Millennials are transforming the world of club membership. Check out the surprising findings from our national study below.



41% of Millennials say personal recommendations are what would most cause them to consider club membership.

Millennials are twice as likely to be seeking child-centered club activities.



41% of Millennials think club membership can advance your career.



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31% of Millennials believe club membership will increase a person's prospects for marrying well.



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KINETICS



23% of Millennials cite lifestyle fit as the top objection to club membership.



37% of Millennials do not view financial obligations as a barrier to membership.



Approximately 80% say that spreading out the initiation fee to 2-3 payments rather than one payment would make them more likely to join a club. For Millennials, this number is even higher at 85%.



A third of Millennials say that a lack of excellent service would be a deal breaker and absolutely prevent them from becoming a club member.

## Uncovering Generational Attitudes About Club Memberships: A Debrief of CMAA's Millennial Study

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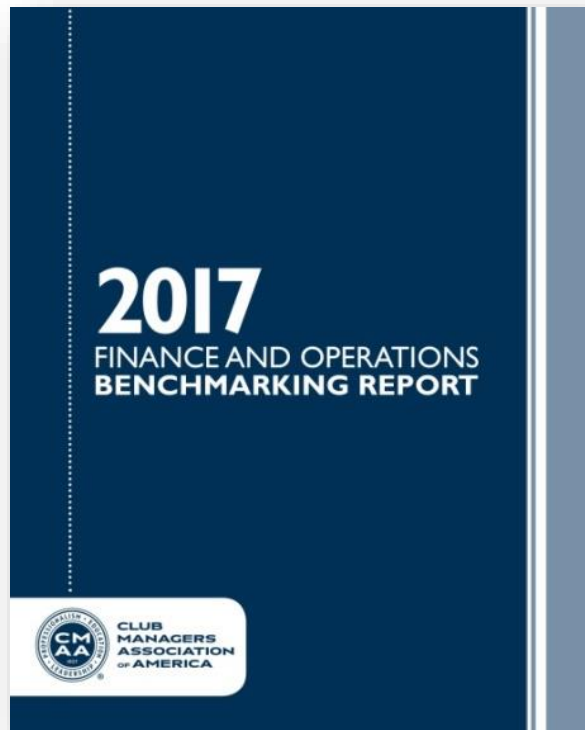
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For media inquiries or more information please contact Melissa Low at [Melissa.Low@cmaa.org](mailto:Melissa.Low@cmaa.org)

This infographic is based on research results from a new national study by Club Managers Association of America (cmaa.org) and The Center for Generational Kinetics (www.genkit.com). The study was conducted in July 2015 with 1,000 U.S. adults ages 18-35 who are either currently club members or express interest in joining a private membership club in the next 1 year. The sample was weighted to the current census data and participants were screened to be U.S. citizens. The study has a margin of error of +/- 3.1% against the U.S. Population.



Focused on club analytics, ensuring all clubs have access to club information at a reasonable price.



Year 1 Focus Area Goal:  
200 clubs  
**Year 1 Results:**  
**400+ clubs**





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# Club Resource Center

Welcome to the Club Resource Center Staff Location.

Enjoy!

## STAFF TRAINING COURSES

Club employees may access  
all training courses here.



Select

### CMAA MEMBER EDUCATION

Further your professional  
development with education  
developed for CMAA  
members.

Select

### RESOURCE LIBRARY

Includes access  
and resources  
provided  
in subscription.

Select



My Report Card



My Usage Report



My Favorites



Calendar



My Notes



File Vault



My Certifications



My Profile



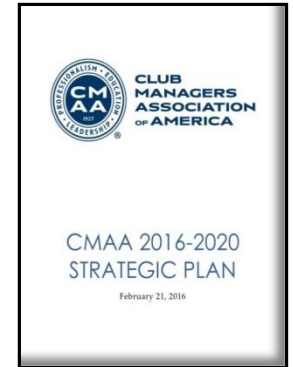
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## Reinvesting for You:

- **New Staff Education**
- **Updated Resources**
  - ***Club Operations & Performance Review Resources***
  - **Specialized Club-focused White papers**
- **And a club analytics portal with 7 customization/comparison options**





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# Reinvesting for You:

*Club  
Management  
magazine  
upgrade*



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Was 4 editions  
Now 6 editions

Was 24 pages  
Now 48 pages



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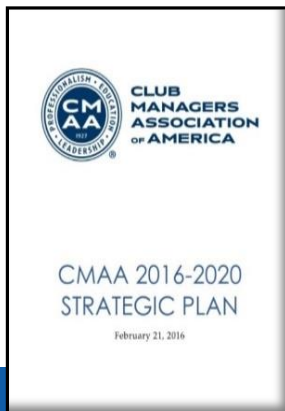
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# Reinvesting for You: New Association Management Software





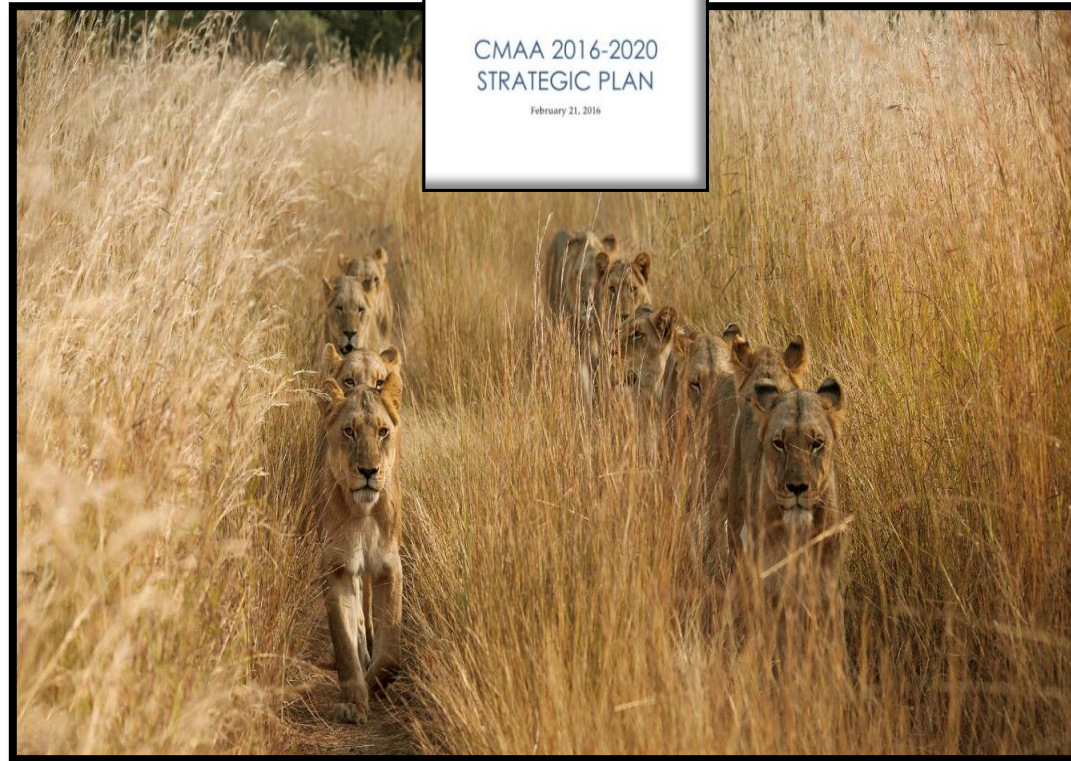
Milestone	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Kickoff Meeting											
Onboarding Training											
Systems Requirements Analysis (SRA)											
<b>Review and Approve Implementation SOW</b>											
Development (Customizations/Integrations)											
Setup/Configuration											
Testing											
End-User Training											
User Acceptance Testing											
Go-live											



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# Getting Better For You:

## CMAA Chapter-National Alignment Initiatives





## Alignment Initiatives:

1. Affiliation Agreement (*LLC Draft*)
2. Chapter-National  
Alignment Task Force (*LLC Launch*)





## Alignment Initiatives:

### 1. Affiliation Agreement (*LLC Draft*)

Risk Management  
Governance and Operation  
Intellectual Property Protection  
Logo Usage

# Alignment Mission

*A strong and supportive relationship between CMAA and its Chapters – a national network that builds connectivity among all members and generates opportunities for engagement and professional success that ensures a vibrant future for the club management industry.*

# Chapter-National Alignment Process:

1. Understand the current state of Chapter-National alignment;
2. Define a desired model of Chapter-National alignment that best serves the membership;
3. Design a plan or pathway to implement this new model; and
4. Implement the plan to move forward.



# **Alignment Dates**

- ✓ **Fall 2017: Affiliation Agreement Dialogue**
- ✓ **March 2018: National Board approves Agreement**
- ✓ **November 2018: Agreement signed and implementation begins**
- ✓ **2019: Alignment Task Force Recommendations Released**



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# Getting Better For You:

## The Club Foundation Evolution



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# 2016 v. 2017

Rectangular Snip



**More  
Scholarships!**



**More  
Donations!**



**More  
Visibility!**





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# Getting Better For You:

## Governance & Leadership Summits



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# Governance & Leadership Summits

2016: NJ, TX, CA, IL

2017: GA, AZ, FL, MN, MA, CA

*350+ attendees from 175+ clubs*



# Getting Better For You:

Recognize those  
Contributors to the  
Club Management  
Profession



The **CMAA Fellows** program is a recognition of the active thought leaders in our community with a mission to continue support of CMAA, the profession, and future CMAA Fellows initiatives.

# The **CMAA Fellows** program next steps:

## *World Conference 2018: Details*

## *World Conference 2019: First CMAA Fellows Class*



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# Getting Better For You:

## Club Management Association of America



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# Getting Better For You:

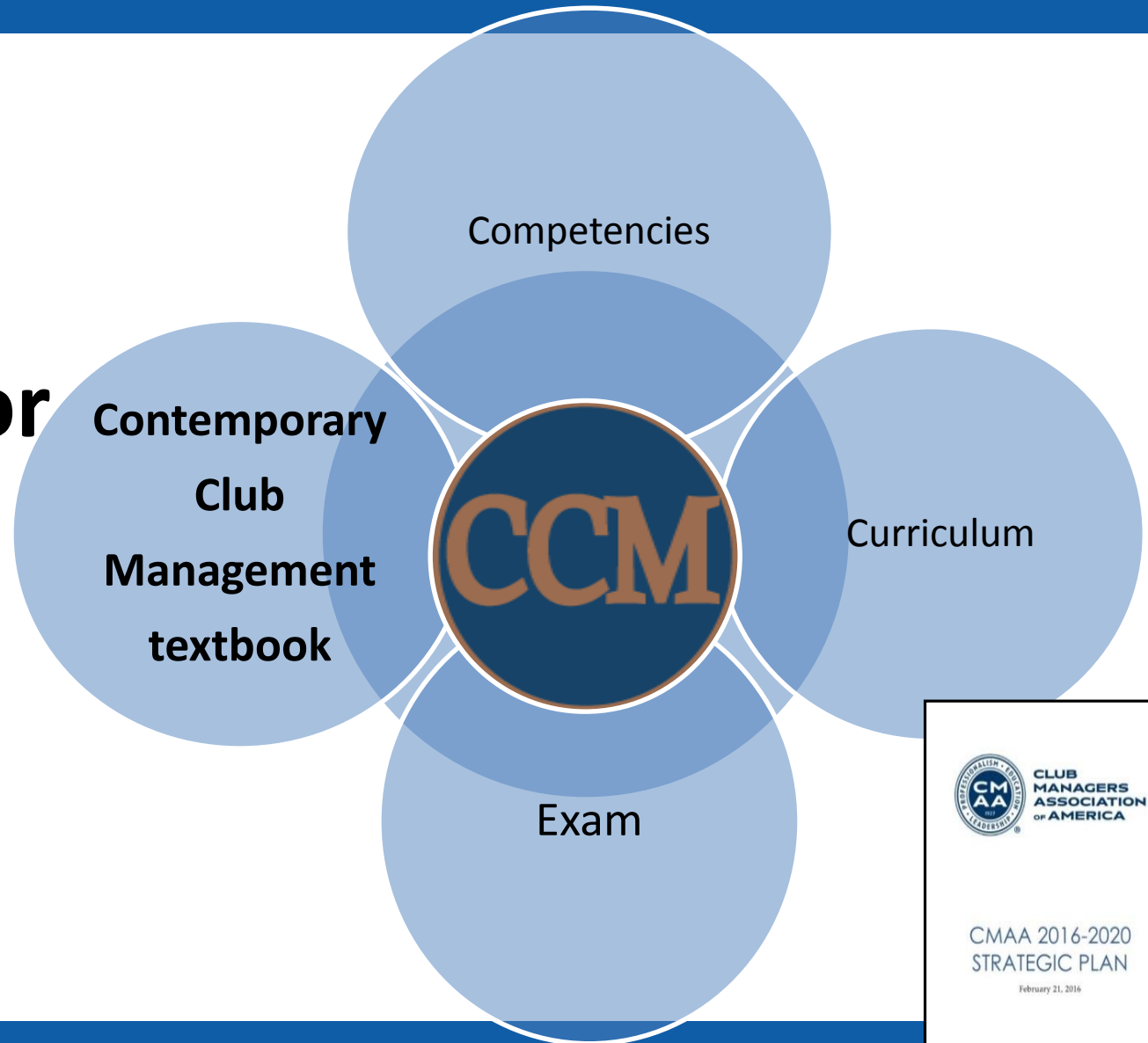
## Club Spa & Fitness Association *management*





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# Getting Better For You: CCM Review



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# 2017 MMC and NSEC



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- National
- Student Education
- Conference
- Washington, DC
- November 2–5, 2017



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# Looking forward to seeing you



**CMAA 91st World Conference**  
on Club Management and Club Business Expo

**March 2-6, 2018**

## Featured Speakers

Opening Business  
Session



**ISAAC LIDSKY**

Speaker, Author and  
Entrepreneur

General Education  
Session



**CURT CRONIN**

Navy Seal and  
Leadership Expert

Awards & Education  
Session



**CAT CORA**

First Female Iron Chef,  
Restaurateur, TV  
Personality, Author and  
Lifestyle Entrepreneur

Closing Business Session



**CHIP CONLEY**

Airbnb Head of Global  
Hospitality & Strategy

# And just in case you are interested



**BMI International 2018**  
*Queenstown, New Zealand*

**October 4 – 9th**



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**CMAA:**  
**Reinvesting for you...**  
**Getting better for you...**  
**And more to come for**  
**you!**  
**Thank you!**

