

2022 | SUMMER CONFERENCE SERIES

JW Marriott Marco Island Beach Resort | June 19-22, 2022



JW Marriott Marco Island Beach Resort
400 South Collier Boulevard
Marco Island, FL 34145
Reservations: 239-394-2511
Verbal Registration Code: FLCMAA

Price

Members: \$535.00*

Guest: \$255.00**

Child under 12 - complimentary

Age 12 - 15 \$50.00**

Age 15 and over \$150.00**

* includes education and social events
(CMI not included)

** all social events

Accommodation Details

Run of House \$229.00

All rates listed are per night, plus applicable taxes

- \$25 Resort Fee, per room, per night
- Rate available three days pre and post, based on availability
- \$15 per day self-parking

Reservation deadline May 27, 2022

Meeting Notes:

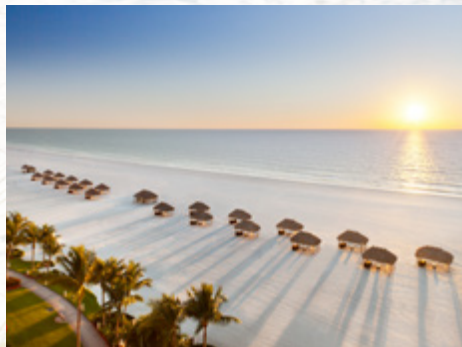
ATTIRE

Business Meeting/Education

Resort Casual (no tee shirts, cargo shorts or jeans)

Welcome Opening Reception & Chapter Dinner

Resort Casual (no tee shirts, cargo shorts or jeans)



Conference Schedule

Sunday, June 19

10:00am CMI Workshop – CLA – Club Leadership Workshop
1:00pm Registration Open
6:00pm Welcome Reception

Monday, June 20

9:00am Continental Breakfast
10:00am FLCMAA Business Meeting
11:00am Vendor Showcase Open
11:30am Keynote Speaker:
Mike Rayburn – The “What if...?” Experience

Tuesday, June 21

8:00am Continental Breakfast
9:00am Industry Insights
10:30am Vendor Showcase
11:00am – 12:30pm **Luke Williams – Disruption Leadership**
12:30pm – 1:30pm Lunch and Vendor Showcase
1:30pm – 3:00pm **Andy Bernstein – The Most Important Thing #1**
3:45pm – 5:00pm **Robert Creighton – BROADWAY BOBBY - DREAM BIG!**

Wednesday, June 22

9:00am – 11:00am **Andy Bernstein – The Most Important Thing #2**

Events and speakers subject to change.



THE CLUB OF THE FUTURE

Creating Relevant, Enduring Clubs

CMI PRE-CONFERENCE WORKSHOP
6 CMI CREDITS

ABOUT THIS CLASS

This unique opportunity will encourage members to learn what the highest performing clubs are doing to stay relevant and vibrant in today's competitive environment. The education featured will leverage CLA's hands-on advisory experience and in-depth analysis as the club industry's premier consultants, while sharing insight and experience gained through their partnership with the most successful clubs in the country.

MAIN TOPICS

Informed Leadership
Strategic Stewardship
Empowered Management & Team
Compelling Member Experience

\$299* - Full Agenda to Follow

*Additional fee to Summer Conference Registration

Sunday, June 19, 2022 | 10:00 a.m. - 5:00 p.m.
JW MARRIOTT, MARCO ISLAND



SPONSORS



2022 | SUMMER CONFERENCE SERIES

JW MARRIOTT MARCO ISLAND BEACH RESORT

Conference Speakers

KEYNOTE SPEAKER:



Mike Rayburn

The “What if....? Experience

Within 30 seconds you will know that the impossible is possible.

Within two minutes you will be laughing and totally engaged.

By the end you will be on your feet, energized and equipped with solid business tools and wisdom.

Mike Rayburn’s “What IF? Keynote Experience” is about:

- Innovation...finding and creating the opportunities, products and processes that others miss.
- Change...moving from managing change to creating change.
- High Performance...making those opportunities happen.

Your teams will leave with the tools to do just that. Oh, and they’ll laugh so hard it hurts! More than anything...“The What IF? Keynote Experience” is just that: An EXPERIENCE. As an opening or closing keynote, or mid-conference energizer, “What IF?” will make your event successful and unforgettable. There is no one who does what Mike Rayburn does.

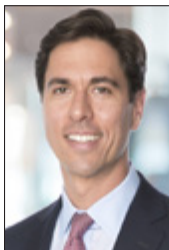


Luke Williams

Disruptive Leadership: Thriving in an Era of Constant Change

What does it take to be a disruptive leader? Do you need to be a brilliant agitator like Steve Jobs? A driven workaholic with a passion to change the world like Tesla’s Elon Musk? Sure, CEOs like that get a lot of press, but there’s more to success than being loud and charismatic. Truly disruptive leaders are like Master Chefs on a cooking show, always looking for ways to take existing ingredients — the same ones everyone else has access to—and combine them in unique ways.

Those new recipes are a type of investment capital: the more you have, the better. Of course, not all of them will succeed. But disruptive thinking and leadership is less about the success of any one idea and more about putting your business in a position where you have more new ideas to spend than your competition does. Most importantly, being a disruptive leader is about creating a culture where everyone values new recipes. Because if you want to build a disruptive organization, you first have to build more disruptive leaders.



Andy Bernstein

Resilience Academy

The Most Important Thing

What is the most important thing for living a happy life? What about for developing a high-performing team?

Drawing on fascinating studies from Harvard and Google, this program appeals even to skeptics because it answers these questions using data.

Attendees learn:

- What the key differentiator is between those who live happy lives and those who don’t, according to the world’s longest study of human development.
- What separates the highest-performing teams from the rest, again according to data.
- Where stress really comes from, and why stressors don’t exist
- How to transform challenges faster and live with greater peace of mind without therapy, stigma, or “touchy-feeliness”.

This session will be held in two parts! You don’t want to miss a minute.



Robert Creighton

BROADWAY BOBBY - DREAM BIG!

Robert Creighton, an award-winning entertainer, veteran of eight Broadway shows, irrepressible optimist and winner of the prestigious Bistro Award in NYC for Outstanding Entertainer will share songs and stories, both comic and inspirational, about his journey from a small town in rural Canada to living his dream in New York City. Be uplifted and let “One of Broadway’s most prolific character actors” send you away humming a tune, tapping your toes, and dreaming big!

