



Leadership Education Community
Professionalism
Advocacy Industry Community Professionalism
Education Leadership

Who We Are

The Club Managers Association of America (CMAA) is the professional Association for managers of membership clubs. CMAA has close to 6,700 members across all classifications. Our manager members operate more than 2,500 country, golf, athletic, city, faculty, military, town and yacht clubs. The objectives of the Association are to promote and advance friendly relations among persons connected with the management of clubs and other associations of similar character; to encourage the education and advancement of members; and to assist club officers and members, through their managers, to secure the utmost in efficient and successful operations. CMAA is headquartered in Alexandria, VA, with 28 staff, 44 professional chapters and more than 45 student chapters and colonies.

Vision: CMAA seeks to ensure the existence and growth of a thriving club industry led by CMAA educated professionals. The 2016-2020 Strategic Plan looks to enhance CMAA's member offerings and build an even more inclusive, value-driven, well-functioning organization. Under the covenants of professionalism, education, leadership and community, CMAA continues to extend its reach as the leader in the club management practice.

What We Offer Club Management Professionals

Professional Development

www.cmaa.org/education.aspx

CMAA's Lifetime Professional Development Program prepares our members to lead, succeed, innovate, stretch boundaries, expand expertise and create a thriving club environment. Remaining steadfast to our mission and our long tradition of stellar professional development opportunities, CMAA works with a dynamic assemblage of committed, competent and highly regarded educators in the hospitality and club industry to ensure that CMAA members benefit from an authentic academic experience. Each of CMAA's educational endeavors are developed using the highest academic standards.

Business Management Institutes

www.cmaa.org/BMI.aspx

In the early 1980s, CMAA's leaders saw the need for a formal academic program for club industry professionals. Because managers at all phases of their careers need instruction, education or inspiration, the concept of the "lifetime professional development program" was born. The vision was realized as a multi-campus-based program that provides tangible career benchmarks by which managers can track their progress and strive for various levels of competency, including a respected certification. These on campus programs became known as the Business Management Institute (BMI) programs.

CMAA University

www.cmaa.org/cce.aspx

Housed on The Club Resource Center, CMAA University is a comprehensive training and education platform for CMAA members, their board and their employees. Your CMAA member benefits include access to CMAA University so you can earn credits towards certification and further your career. Courses are taken at your pace and on your schedule. Content areas include Archived Webinars, Certificate Programs, Conference Education, the Manager in Development program, Executive Level Education and Micro Learning.

Certification

Since its inception in 1965, CMAA's certification program has been the most respected in the hospitality industry.

Certified Club Manager (CCM)

www.cmaa.org/certification.aspx

The CCM designation is known as the hallmark of professionalism in club management. It is a valuable and widely respected mark of a manager's commitment to professional development and the club industry. On average, Certified Club Managers earn 25 percent more than their non-certified counterparts.



Certified Chief Executive (CCE)

www.cmaa.org/cce.aspx

The CCE designation was developed to recognize managers who have demonstrated the ability to successfully serve as the most senior management within a club.



Master Club Manager (MCM)

www.cmaa.org/mcm.aspx

The MCM designation is a certification and recognition program for professionals who have made extraordinary, long-lasting contributions to the club industry.



Mid-Management Conference

www.cmaa.org/AMC.aspx

Offered in the fall, the CMAA Mid-Management Conference (formerly the Assistant Managers Conference) started as a grass-roots effort by the Greater Chicago Chapter in 1991 as a way to provide quality educational and networking opportunities for club managers who do not serve in the general manager or chief operating officer capacity at their club. It is a great opportunity for assistant managers to attend a number of educational seminars as well meet and network with their industry peers.

Governance/Leadership Summits

www.cmaa.org/governancesummit/

New in 2016, these one-day summits are designed to bring together a club's General Manager/CEO and the Club President or a Board Member for cooperative education on club leadership and governance. Each summit will provide a concentrated day of education around the topic of Private Club Board Governance and Leadership. The subject matter will encompass what "model clubs" are doing with regard to best leadership practices.

Career Development

www.clubcareers.org

ClubCareers provides online access to the most expansive job opportunity listings and employment resources available in the industry. Management, mid-management, interim and intern positions available through ClubCareers assist both club managers and clubs seeking the right fit for any position.

CMAA also offers résumé and LinkedIn services, career coaching and additional resources to its members.

Conferences and Events

www.cmaa.org/Events.aspx

CMAA offers a full schedule of in-person educational and networking opportunities throughout the year.

World Conference on Club Management and Club Business Expo

www.cmaa.org/conf

This is the largest network gathering of industry professionals, which is held in major cities throughout the United States, generally in February. Attendees engage in a variety of educational and networking opportunities, including more than 70 education programs tailored to the 10 core competencies needed for success in the club industry, a two day exposition, the Club Business Expo, featuring innovative products and services, and the annual Idea Fair featuring hundreds of club-tested ideas.

Government Relations and Advocacy

www.clubindustryvotes.org

CMAA supports its membership's interest on legislative and regulatory matters by leveraging its resources to advocate on behalf of CMAA educated professionals. CMAA identifies legislative and regulatory issues on the state and national levels that affect the club industry; educates and informs Association members of these issues; and works in cooperation with its chapters and allied associations to deal with legislation of mutual interest.

Industry-Specific Publications and Research

www.cmaa.org/research

The Association offers members the most current and useful information available on club operations, governance, trends and management. Through various resources and publications such as *Club Management* magazine, the electronic *Outlook* newsletter, the weekly Back of the House blog, various research surveys and its comprehensive website, CMAA provides the widest range of club industry resources found anywhere.

Additional Resources

The Club Foundation

www.clubfoundation.org

Established by CMAA in 1988 with the mission of raising funds to financially support the professional development of club managers through education, outreach and research initiatives, The Club Foundation is a 501(c)(3) non-profit organization that has distributed funds in excess of \$5.5 million to support scholarship and grant programs which benefit students, faculty, club management professionals, CMAA chapters and the industry at large.

Club Resource Center

www.clubresourcecenter.org

A subscription to the Club Resource Center provides each of your staff members with a unique login and password so that they can access more than 200 staff training courses on their time and at their own pace. Each user's progress is recorded so that the team leader can monitor progress and identify areas in need of improvement. The comprehensive reporting features further simplify record keeping and helps keep you in compliance. The Club Resource Center also provides access to member education, industry surveys and a library of resources to help you with day-to-day club operations.