

Club Innovation Conference – January 12, 2021

Legend		Innovative Thinking	Personal & Professional Development	Club Management	Creative F&B	Boards & Governance
PT	ET					
8:00	11:00	<p>Whitney Pennell</p> <p>Hiring & Recruiting Trends Looking Forward</p>	<p>Kevin MacDonald & Shelley MacDougall</p> <p>Leading at Your Best</p>	<p>Gregg Patterson</p> <p>Creating “Big Stick” Emotional Cement During and After---The Virus Madness!!!</p>	<p>Club Benchmarking</p> <p>Building a Roadmap to the Future in Uncertain Times: If You Don't Know Where You're Going, You'll End Up Someplace Else</p>	<p>Kevin McLean</p> <p>5 Mistakes Every Wine List Makes</p>
8:30	11:30	<p>Doug Junor</p> <p>Improving the Member Experience Through a Culture of Innovation</p>	<p>Roger Kingkade</p> <p>Table Stakes Isn't Enough; Is Your Club a Tech Leader or Laggard?</p>	<p>Joe Krenn</p> <p>Strategic Staffing & Community Engagement</p>	<p>Greg Lundmark</p> <p>How to Not Get Fired</p>	<p>George Pinches</p> <p>The Club Governance Model in 25 minutes or Less</p>
9:00	12:00	<p>Alyson Shane</p> <p>Grow Your Club With Content Marketing: The Science Behind Stories That Sell</p>	<p>Blake Davis</p> <p>Text Messaging for Country Clubs</p>	<p>Karen Haugen</p> <p>Creating and Maintaining Psychologically Healthy and Safe Workplaces</p>	<p>Jim Hope</p> <p>Important Steps in the Nomination Process</p>	<p>George Pinches</p> <p>Major Concepts in Club Governance</p>
9:30	12:30	<p>Bob Paley</p> <p>How to Create Events that Inspire</p>	<p>Kendra Koss</p> <p>A Board President's view of a successful relationship with the Club GM</p>	<p>Jeff Mingay</p> <p>How to Lead a Successful Golf Course Renovation Project</p>	<p>Jason Sigurdson CCM, CCE</p> <p>Using Quick Service Restaurants (QSR) as source of Inspiration</p>	<p>Mike Morrison</p> <p>Working with Influencers</p>
10:00	1:00	<p>Tiffany Mack Fitzgerald</p> <p>No One Goes to a Party Uninvited – Developing New Revenue Streams by Including Diverse Communities</p>	<p>Christine Stevens</p> <p>Career Development: Choosing your Path in the Club Business</p>	<p>Tom Schellenberg</p> <p>How to Prioritize a Fulfilling Life</p>	<p>Ryan Chmilar</p> <p>Entering Private Club Food & Beverage: Trails and Tribulations of Joining an Incredibly Rewarding Career</p>	<p>Bob Sparkins</p> <p>Grow Your Club Membership with Content</p>
10:30	1:30	<p>Paul Robertson</p> <p>Innovative Practices from Victoria Golf Club</p>	<p>Michael Crandal, CNG</p> <p>Your True Calling - Understanding Your Purpose in the Club Business</p>	<p>Talia Wolf</p> <p>Why People Buy Memberships: The Emotional Triggers Behind Big Decisions.</p>	<p>Jay Ashton - Sysco Canada</p> <p>What's Next Foodies?</p>	<p>Steve VanSickle</p> <p>Getting the Job Done Even If You Have a Disparate Board</p>

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		Elisa Gaudet	Gabe Aluisy	Joe Krenn CCM, CCE, ECM	Bob Paley	Greg Lundmark
8:00	11:00	What Women Want & the Financial Benefits	7 Cultural Shifts Shaping the Club Industry	Life Lessons	Authenticity – Unleash the Power of You	How to Gain Approval for Major Construction Projects
		Ryan Tracy	Suzanne Godbehere	Mike Ridout	Karen Haugen & Kaala Brown	Roger Kingkade
8:30	11:30	Questions vs. Answers: Making Better Decisions through Curiosity	Unlocking the Power of Certification	An Innovative Way to Look at Your Golf Course Operations: The Facility Resource Management Application designed by the USGA	Mental Health in the Workplace	Marketing Plans Made Easy
			Shelley MacDougall	Patricio Misitrano	Chef Michael Allemeier RSE CCC CMC	Erin Lawrence
9:00	12:00		Women in Leadership – Elegant Influence 2.0	What a Racquet! How Racquets can Lead Member Satisfaction Across Your Club	Millennials in the Kitchen	How to Make Great Videos Even if You've Never Done it Before
		Kelly Doody	Paul Morrell	Mark Sharpe	Tracy Paley	Chris Girona
9:30	12:30	Social Marketing Masterclass: Planning, Pillars, and Platforms	An Aging White Guy Speaks about the Lack of Diversity	Understanding and Exploiting Key Revenue Performance Indicators	Planning Events from A to Z	Connecting with Members Using Social Media from the Kitchen
		Brad Duench	Cydney Hope	Jon Fisher & Kevin MacDonald	James Cronk	Kevin MacDonald
10:00	1:00	How to Handle Member Feedback and Never-ending Issues in Half the Time	How to Create your own Pension - Smart Saving and Investing for a Worry-Free Future	The ART + SCIENCE of Club Management	Keeping Your Sanity While Managing Humanity	It All Comes Down to This: "I Have Decided"
			Jason Sigurdson CCM, CCE	Jesse Hill	Bob Sparkins	
10:30	1:30		What's in your leadership toolbox?	Leveraging Technology to Drive Better Business Outcomes	Build a Member Magnet Website for Under \$1,000	