

# Participating in the CMAA Club Industry Survey is as easy as 1-2-3!

2013 CMAA Club Industry Survey Data Collection

Visit [www.clubbenchmarking.com/cmaa.aspx](http://www.clubbenchmarking.com/cmaa.aspx) to get started

1

## Plan to Participate Every Year!

Add **"Submit Club Benchmarking Data"** to your club's year-end checklist and login as soon as you're ready.

2

## Get Organized.

Gather all the information you need before you start – for the finance and operations section, you need your 2012 Trial Balance, Income Statement and Balance Sheet.

3

## Delegate.

Harness the power of your staff by assigning survey sections to the appropriate department heads. Circulate PDF versions of the survey questions to appropriate department heads by clicking "save as PDF" in the upper right corner of each survey page.

- Finance and Operations – CFO/Controller/Finance
- Compensation and Benefits – Human Resources Director
- Policies and Procedures – General Manager or Clubhouse Manager

# TIPS

## Simplify your life.

Club Benchmarking is the industry standard for data-gathering and analysis as it is already in use as the platform for several non-CMAA surveys that you may be asked to participate in this year. Save time by starting here with the CMAA Club Industry Survey, powered by Club Benchmarking. Year-over-year your data will be securely stored in your account should you choose to participate in other surveys that use the CB platform.

## Break it down.

Set manageable mini-deadlines for completing each of the survey sections. **Finish by June 30, 2013**, and you will receive ALL THREE reports for free PLUS One Association Activity Credit!

- 2013 Finance and Operations Report
- 2013 Compensation and Benefits Report
- 2013 Policies and Procedures Report



Get started by visiting [www.clubbenchmarking.com/cmaa.aspx](http://www.clubbenchmarking.com/cmaa.aspx). For any questions related to completing the survey, please contact Raymond Cronin at [rcronin@clubbenchmarking.com](mailto:rcronin@clubbenchmarking.com) or (617) 803-0676 or Sarah Bal at [sarah.bal@cmaa.org](mailto:sarah.bal@cmaa.org) or (703) 739-9500.