

Master Club Advisors
"Sixth Annual Gated Club Community Symposium"

Ocean Reef Club, Key Largo, Florida
Sunday & Monday, August 28 and 29, 2016
(Dress – Upscale Casual / Golf Shirts and Slacks)

Sunday, August, 28, 2016

6:00 PM Welcome-Cocktails, Hors d'oeuvres, Dinner, Networking

Monday August 29, 2016

7:30 AM **Breakfast**

8:15 AM **Master Club Advisors Partners Welcome and Around the Room for Self- Introductions-**
Norm Spitzig, MCM, Bill Schulz, MCM, Gary Collins, CCM, all participants

8:30 AM **Session #1- Key Note Speaker - Gregg Patterson**

Our featured presenter, Gregg Patterson, is a scintillating speaker, prolific writer, and club governance and operations guru – a true living legend in the private club management world. Gregg's enthralling presentation captured the hearts and imagination of each and every attendee on his recent barnstorming "Road Show," along with fellow traveler and co-presenter Norm Spitzig, to five cities in Australia and New Zealand.

10:30 AM **Mid-Morning Break**

10:45 AM **Session #2 - Over view of facilities and operations Ocean Reef Club - Michael Leemhuis, CCE, CCM, PGA**

Ocean Reef is one of the largest volume club operations in the world. The original 9-hole course, laid out in the 1950s, evolved into two 18-hole championship courses, the Clubhouse and a Pro Shop. A tidal swimming lagoon was created during the fifties along with a swimming pool. Shops began to appear. Moorings became a marina. It was a good place to be! Today 36 holes of golf, a salon and spa, incredible pool complex, more than a dozen restaurants, a 175-slip marina, a private airport, fire station, a medical center staffed with full-time doctors and an impressive array of visiting specialists and so much more! You will want to learn about this incredible club.

11:45 AM **Session #3 - Review of a combined +\$70 million renovations of The Country Club at Mirasol and Ibis - Matt Lambert CCM, CAN and Stephen LoGiudice, CCM.**

These two renovations are absolutely beautiful! The back-story on how they passed and all the things they learned thru the renovation provide a rich learning opportunity for everyone in the room.

1:00 PM **Lunch**

1:45 PM **Session #4 - Growing the Game, Converting Social Members to Golf Members**
How do we keep older members playing longer, how to help everybody play better and enjoy the game: Scoring Tees™ and More - Is your golf shop staff focused on the right things?
Jan Bel Jan, Golf Course Architect; Mitch Stump, CPA; Gary Collins CCM, CCE, CAM

"Scoring Tees™" from Golf Course Architect Jan Bel Jan - "Scoring Tees™" address many of the issues related to growing the game: They are fun, not nearly as time consuming, a great way to learn the game or improve if you are an experienced player. Hear real-world results from Pelican's Nest--they report an incredible impact because of the Scoring Tees™ - more rounds, happier members; this is something you want to hear about.

In **Good to Great**, Jim Collins shares the three circles of the Hedgehog Concept (Passion, Economic Engine and Being #1). What is your Club's largest asset? What asset costs the most to maintain? If the answer is your golf course, it could be "All About Golf". Mitchell L. Stump, CPA will challenge participants to use learning the game of golf to drive their "Economic Engine" and key to "Being #1."

3:00 PM **Mid-Afternoon Break**

3:15 PM **Session #5 - Survey Presentation and Discussion**, led by **Club Benchmarking** Principal Ray Cronin and the **Master Club Advisors** team.

Club Benchmarking CEO Ray Cronin will present his analysis of Gated Community club data from those who participate in this year's survey and moderate a discussion about how data can be used to transform club governance and ensure long term financial health and sustainability for your club.

4:30 PM **Session #6 - Best Practices and Panel Discussion Blitz - All**

MCM will lead the group's annual "Best Practices Idea Exchange", where everyone has a few minutes to present one creative (and hopefully new) idea that has worked especially well at his or her gated club community. Talk about what YOU want! (Please bring copies of a hand-out detailing the idea you have chosen to share with the group.) Also, if you would like to put a panel together to address any issue, please let us know.

6:30 PM **Cocktails, Hors d'oeuvres and Fond Farewells**