

The President's Council on the Club of the Future

"Driving sustainable success by embracing strategic governance over operational governance"

Presented by: KOPPLIN KUEBLER & WALLACE and CLUB BENCHMARKING

AGENDA

Monday, October 14, 2019

1:00 p.m. Golf at the famed Medinah Country Club (Shotgun start – limited participation)

6:00 p.m. Welcoming Cocktail and Hors d'oeuvres Reception

Tuesday, October 15, 2019

7:00 a.m. Continental Breakfast

8:00 a.m. **Introductions and Overview of the Day** – Dick Kopplin

8:30 a.m. **Great Member Experiences Don't Happen by Accident!** – Steve Tyink

9:15 a.m. **High Performance Clubs and their Best Practices** – Kurt Kuebler and Tom Wallace

9:45 a.m. **The Financial Insight Model – A Fact-Based View of Sustainable Financial Success** – Ray Cronin

10:30 a.m. Break

10:45 a.m. **A Club's Vital Signs; Do You Know the Warning Signs!** – Jim Butler

11:30 a.m. **Selling Your Club's Story** – John Fornaro

12:00 p.m. Lunch Break - **Creating Your Own President's Council** – Larry Marx

1:00 p.m. **Winning the War for Talent** – Arte Nathan

1:45 p.m. **President's Panel** – Tom Wallace/Kurt Kuebler/Ray Cronin/Jim Butler

2:45 p.m. Break

3:00 p.m. **Membership Growth and Retention Strategies** – Steve Graves

3:30 p.m. **Financial Governance Best Practices** – Phil Newman

4:00 p.m. **The Power of Video - Easily Engaging Members** - Corey Saban and Brett Morris

4:30 p.m. **Why CMAA and NCA?** – Jeff Morgan and Henry Wallmeyer

5:00 p.m. **Q & A/Summary/Comments** – Kurt Kuebler/Tom Wallace/Ray Cronin/Jim Butler/Dick Kopplin

5:15 p.m. Social Hour