

Making the Most of MEMBERSHIP DEPARTMENTS' EXPANDING ROLES

A Club + Resort Business Webinar Series

As clubs' membership numbers continue to grow as part of the positive fallout from the pandemic, having a proactive and creative Membership + Marketing Director and supporting department has become a much more critical aspect of effective club management.

This C+RB webinar series—designed for General Managers, Membership + Marketing department staff, and Board/Committee members—will feature insights for how to reposition and direct membership departments and staffs to transition beyond traditional duties and have maximum impact, as they focus on vital areas for future success that include:

- Restructuring membership categories and initiation/dues structures to best fit the needs of all members—and your club
- Properly indoctrinating new members to ensure their full satisfaction in the critical first months and years
- Helping to ensure that all members continue to gain full value and satisfaction from club amenities and events as the property's population grows
- Making full and effective use of all available communication platforms to ensure maximum reach to the membership
- Establishing and maintaining a wait list effectively, to make sure ripe prospects don't fall off the vine

Club+Resort
BUSINESS

Monday, October 18, 2021

2:00-3:00 PM ET

What Clubs Should Now Expect from Their Membership Directors and Departments – And How to Properly Structure and Support Them

FEATURED SPEAKER:

Melissa Hansen

Director of Membership + Marketing

The Club at Olde Cypress, Naples, Fla.



Monday, October 25, 2021

2:00-3:00 PM ET

How Membership Departments Must Work with Club GMs, Departments and Boards/Owners to Ensure Short- and Long-Term Strategic Success

FEATURED SPEAKER:

Ryan Granruth

CCM, Chief Operating Officer/General Manager

Lancaster Country Club, Lancaster, Pa.



Monday, November 1, 2021

2:00-3:00 PM ET

Providing Effective Training and Resources for Today's Membership Department Needs and Personnel

FEATURED SPEAKER:

James Cronk

Golf Industry Guru



Monday, November 8, 2021

2:00-3:00 PM ET

Congratulations, You Have a Wait List—Now What?

FEATURED SPEAKER:

Ricky Potts

Membership Director

The Fountaingrove Club, Santa Rosa, Calif.



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