



Greetings Chapter Members,

Mother Nature has thrown us another weather-related curve ball that will delay the opening of many of our golf courses and further agitate those that want to get out and play. It's pleasing to see all the communications between our clubs sharing information regarding course openings, regarding course conditions and regarding contingencies we all use to best serve our memberships.

We have a very strong network of professionals that cares about the collective successes of our members' facilities. Thank you, thank you, thank you. This will prove to be a spring many of us will remember for a long time.

At our most recent Chapter Meeting (4/9/2019), we introduced the new Mission Statement. The Mission Statement was derived through the beginning stages of the Strategic Planning Process upon which the Board has embarked. The new mission Statement is as follows:

"The Upper Midwest Chapter of the Club Management Association of America advances the profession of club management by providing all of our members with education, networking, and career development opportunities."

This new version more concisely represents the results of the strategic plan survey that was completed early this year.

The Strategic Plan Survey gave the board quite a lot of data from which we could best divine a course of action for the remainder of this year and for years to come. We had an excellent response rate (54%) that selected in order of importance to their chapter membership: education, networking and career development. These three attributes now construct the "meat" of the Mission Statement.

Many of the ensuing survey questions pertained to our perceived value of chapter membership, the content of the chapter meeting education and other topics of concern. 91% of you either agreed or strongly agreed that chapter membership is a good value. 96% of respondents are satisfied or very satisfied with the Chapter meetings overall. The education provided at these meetings received scoring of 47% very satisfied, 33% satisfied and 18% neutral.

What we learned about the education portion of the meetings is that we are eager for engaging and motivating speakers that can deliver relevant information to us. In order of selected importance of these topics were education, F & B, accounting and financial, membership strategies, interpersonal and communication skills and finally marketing and communications.

A popular suggestion/request to increase peer engagement is to conduct periodic roundtables. Currently, there are two Round Table Coffee Breaks on the chapter calendar (please refer to the website calendar for date & time). In the past, a successful Round Table discussion has been started by providing a topic with a couple of questions and the attendees ratchet it up with free-flowing, experiential dialogue. These discussions also provide another excellent opportunity for networking within the chapter. I would encourage anyone to make space on their calendar to attend. It is quite possible that a suggestion, opinion or differing point of view may resonate with someone looking for answers to their challenges.

I would like to thank the Chapter Board for the extra energy each of them supplies to the important task of making sure that we continue to push for growth, push for excellence and to push for success. Additionally, the guidance that Rollie supplies to the chapter and his investment of time and energy is paramount to continuing to meet our goals each year.

Thank you.

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