



**UPPER
MIDWEST
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



CULTIVATING COMMUNITY FOSTER INCLUSIVITY, CELEBRATE DIVERSITY

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THE MINDSET

- *DUES ARE THE REVENUE VEHICLE, **NOT MEMBERSHIP***
- *HOME AWAY FROM **HOME***
- *EXIST **BEYOND THE WALLS** OF THE CLUB*
- *A PERSON'S **NETWORK** IS THEIR NET WORTH*
- *WE ARE OUR COMPETITION: **COMPETITIVE DISTINCTION***



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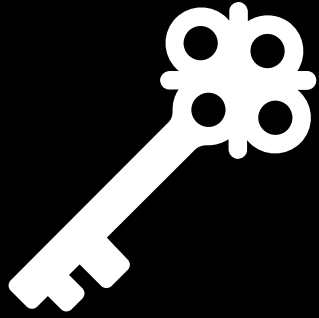


SELF-PERCEPTION

- WORRY ABOUT **INSIDE** MORE THAN OUTSIDE
- NOT DEI, BUT **HETEROGENEITY**
- CLARIFY **WHOM YOU SERVE** VS. WHOM YOU DO NOT
- KNOW YOUR **MEMBERSHIP**
- EMPOWER **AMBASSADORSHIP**



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ACCESS

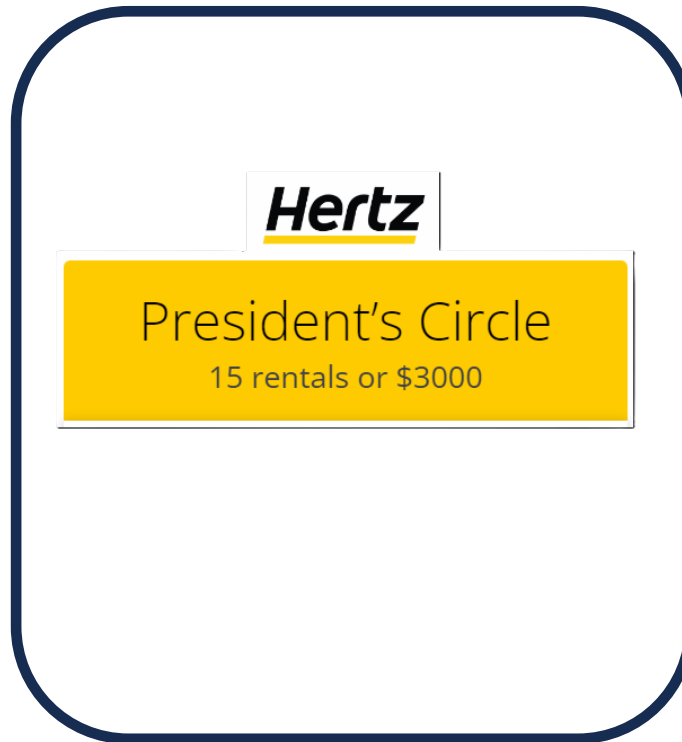


ELITISM



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A CLUB WITHIN A CLUB



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LOYALTY

DINING, GYM, PRO-SHOP

CABANAS

TEE TIME

SPECIAL EVENTS

TABLES / SEATING



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AFFINITY GROUPS

RELIGION / HOUSE OF WORSHIP

CLUB EQUIVALENT "ERG"

TEAMS / SCHOOL / ALUMNI

LGBTQ+

STEPMOTHERS CLUB

RECOVERY



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TRAVEL EXPERIENCES

EDUCATION / STUDY

RECIPROCITY OPPORTUNITY

CULINARY

COLLEGE TOURS

SPORTS



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PHILANTHROPY

GIVING CIRCLES

CHARITY OF THE MONTH

VOLUNTEER OPPORTUNITIES

CLUB FOUNDATION



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GESTURES

“OUT OF SIGHT – OUT OF MIND”

ILLNESS

LIFECYCLES

TRANSITIONS

CONNECTIONS



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LOYALTY
+ AFFINITY
+ TRAVEL
+ PHILANTHROPY
+ GESTURES

BELONGING

NOT: "I BELONG"

**INSTEAD:
"I FEEL A SENSE
OF BELONGING"**



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THANK YOU!

QUESTIONS?

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