



“Navigate”
Design Club Events for
“Soaring” Success



Joyce M. Halama, CCM

847-613-8843

Joyce@Strategicclubsolutions.com

Joyce M. Halama, CCM

Lead Trainer and Club Consultant

- Over 30 years of experience in the private club industry
- Specializes in overall club management with a variety of positions including Human Resources Director and General Manager
- Always forward thinking and strategically oriented, she brings an unwavering commitment to customer service to her training and consulting work.
- Has a particular interest in helping club managers effectively manage younger workers and retain recruits.
- Striving within each program presented to bridge all generations to understand and grow their exceeding expectations” philosophy for the club.





What is a Club Event?

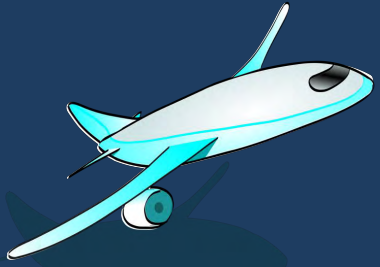
An event that the Club plans for the members that can possibly be done at COST. We are NOT looking for a PROFIT.

What does that mean?

MOVING FURNITURE!

It's **NOT** a wedding, a baby shower, a bridal shower, OR that BIG Monday golf outing done by an outside charity.





NAVIGATE

LIKE AN "Event" PILOT OF YOUR CLUB





Large or Small Flowers

Bring the Same Question:

What is the expense planned?

TAKEAWAYS:

Brainstorm New Ideas

➤ It's OK to reuse décor

Calendar Planning – Caution

Marketing timing drives attendance

Understanding the basics of costing will help you communicate to your manager and accounting office

➤ Basic costing sheet manually or in Excel



What TRIGGERS IDEAS

to design truly unique events with a private club TWIST



Balancing your Club's Annual Calendar and Catering Sales

What's available to sell ??.....

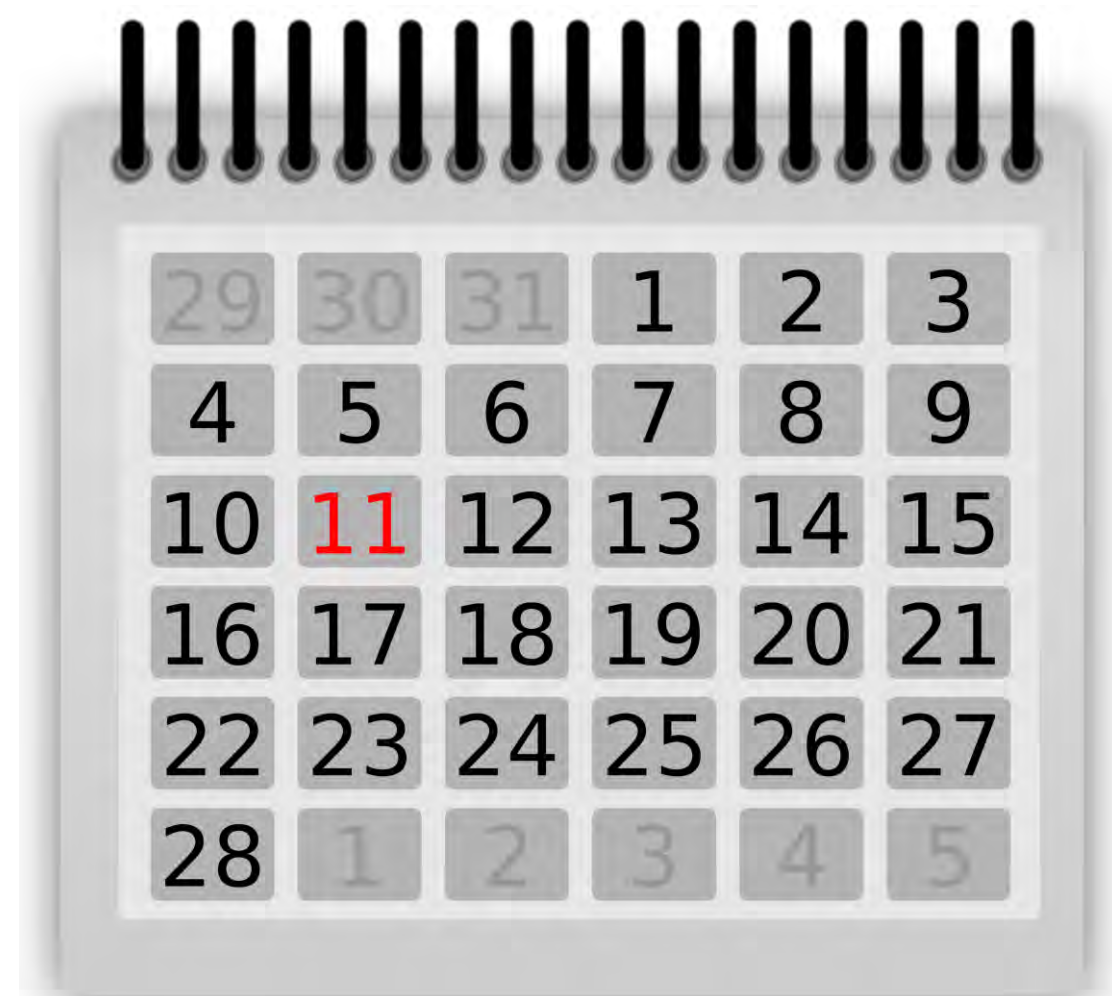
- What is everyone using JONAS JAM? Catereaze? The BIG Red Book?

Plan the Club calendar

- A year in advance.
- Plan in the off-season before the new season.
- Input from all departments.
- Details of events planned six to twelve months in advance.

Filler events of flexible dates

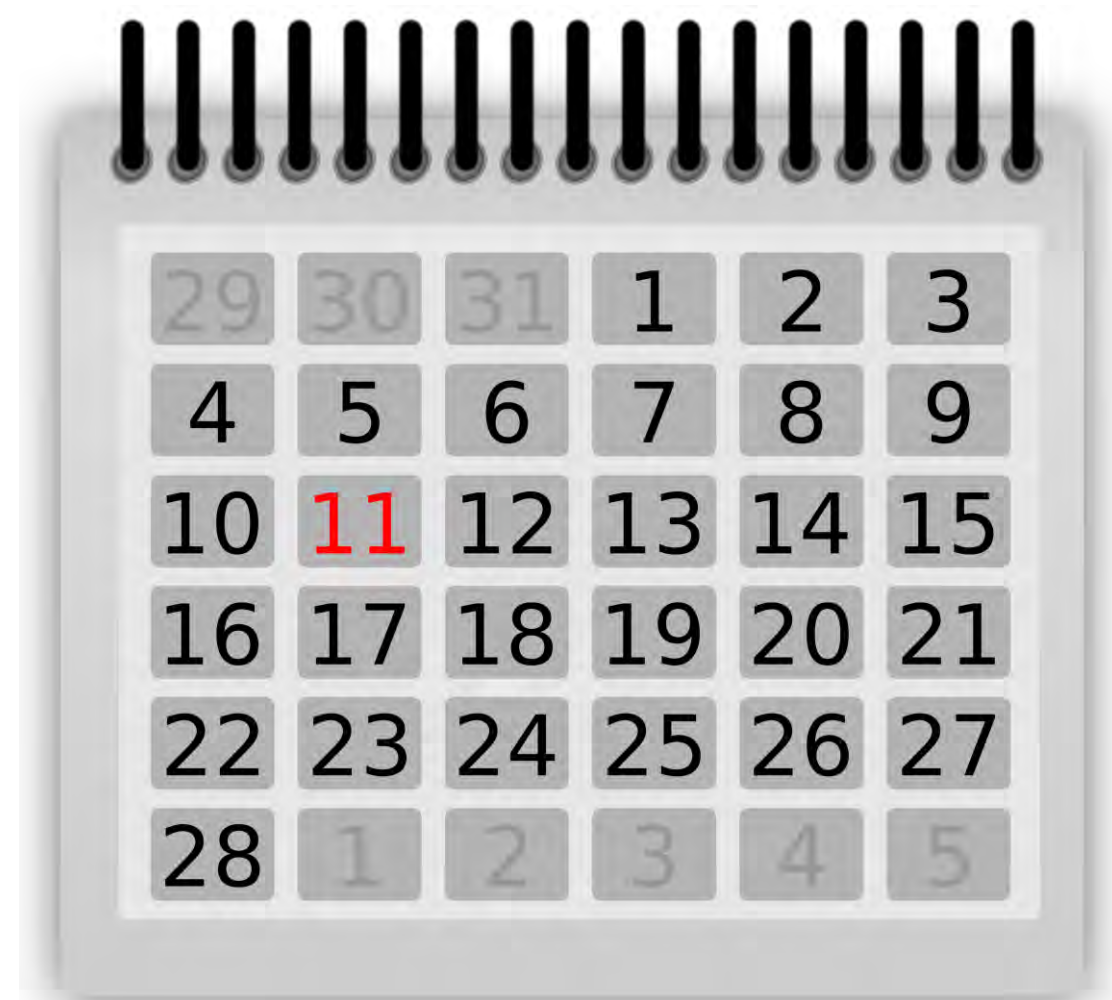
- Ideas in the hopper if something opens up.
- Screaming deal comes in on a wine, musical act, or bourbon.



Banquets, Club Events and New Tournaments

Balancing your Club's Annual Calendar

- **Holidays**
 - Big national holidays
 - Religious holidays
 - Made-up holidays
- **Annual Club Traditions**
- **Golf and Tennis Events**
 - Men and Ladies Leagues
 - Member Guests
 - Themed - Ryder Cup * Wimbledon
- **School Calendars**
 - Fundraisers
 - Vacation schedule
- **Community Calendars**
- **Seasons of the Year**
 - Heirloom Tomatoes vs. Beaujolais
- **Local, National, and Global Sporting Events**



Banquets, Club Events and New Tournaments

Marketing Timing to Drive Attendance

Committee Involvement

- Review Calendar of Events early
- Listen to ideas from their other clubs
- Assign champions of events at first meeting

Timeline of Marketing – (Minimum 8 weeks out)

(Annual Calendar available in January)

8 weeks in advance

Tickler Save the Date

(Website, Social Media & Newsletter)

6 weeks in advance

Full details presented and reservations open

(Website, Social Media Newsletter & around the club)

Around the Club means Digital, flyers, and Suggestive Selling by all staff from the front desk > Golf > Food and Beverage



Marketing Timing to Drive Attendance

Committee Involvement – Keep champions of events informed of attendance for their support

Timeline of Marketing – (Minimum 8 weeks out)

4 weeks in advance

Full details including menus
(Website, social media, newsletter & around the Club)

Weekly blasts of the event every week after the 4-week mark. *Create a different blast each time **LIKE ROLLIE**”

2 weeks in advance

Assess attendance > Phone Campaign vs. Waitlist

1 week to 3 days in advance

Call to confirm attendance

Annual FOOD & BEVERAGE SYMPOSIUM
MENDAKOTA COUNTRY CLUB PRESENTED BY Sysco

Monday, April 14, 2025

The Annual Food & Beverage Symposium brings together esteemed, long-tenured leaders in the club industry to share invaluable insights and proven best practices. Designed for professionals at all levels of club management, this symposium provides strategies and leadership perspectives that will elevate your team and enhance your club's operations. No matter your area of expertise, you'll gain actionable takeaways to drive excellence at your club.

Speakers:

- Joyce Halama**
CCM, Wine & Beverage Planner & Consultant
Strategic Club Solutions
Topic: Design and Costing Out Club Events for Scaling Success
- Skip Avery**
CCM, CCE, CMAA Fellow
Topic: Your Reality, Changing the Future
- Rich Coyne**
President
Club Mgmt. Advisors and Founder of PCMA
Topic: Your Reality, Changing the Future
- Michelle Cocita**
Director of Client Success & Organizational Strategy
Strategic Club Solutions
Topic: Who's Next? Solving Succession Together
- Carrie Eyles**
Director of Private Clubs
Beverly Companies
Topic: Building Blocks: Design sets for successful food and beverage operations
- Cam Wilcox**
Project Manager
Beverly Companies
Topic: Building Blocks: Design sets for successful food and beverage operations

Mendakota Country Club
2075 Mendakota Dr
Mendota Heights, MN 55120

Registration & Continental Breakfast	8:00 AM
Welcome & Introductions	8:30 AM
Session 1 Welcome Reception Networking: Design and Costing Out Club Events for Scaling Success	8:45-10:15 AM
Session 2 Skip Avery & Rich Coyne Networking: Your Reality, Changing the Future	10:25 AM-12:25 PM
Lunch	12:35-1:15 PM
Session 3 Michelle Cocita Who's Next? Solving Succession Together	1:30-3:00 PM
Session 4 Carrie Eyles & Cam Wilcox Building Blocks: Design sets for successful food and beverage operations	3:00-4:00 PM
Boxed Lunch Assembly Royal McDonald House Casino	4:00-4:30 PM
Networking & Complimentary Wine Pair	4:30-5:15 PM

570 Members & Guests
Includes Food & Beverage

UPPER MIDWEST CHAPTER
CLUB MANAGEMENT ASSOCIATION OF AMERICA

REGISTRATION
Use the mobile app or contact: Rollie Carlson, Managing Director
rollie@rolliebenson.com | 612-319-9162
Chapter Members receive 5 CMAA credits



‘HAVING A
FINANCIAL PLAN”
when
DESIGNING Club Events
is
“HOW YOU SOAR”



Be Creative
Be Resourceful



Being Resourceful Includes:

- Flowers/Décor
- Food costs
- Labor costs
- Liquor costs

Anything that will cost \$\$



What's Your Plan?

Budget

Budget Definition:

An estimate of income and expenditure for a set period of time.

NOT ALL

Club budgets are created equal



	BANQUET AND CLUB EVENT
3110-31	MEMBER BANQUET FOOD SALES
3120-31	NON-MEMBER BANQUET FOOD SALES
3130-31	CLUB EVENT FOOD SALES
3140-31	MISC. CLUB EVENT SALES

Get a copy of your Department Financials

Know the SCORE of the Game

	ENTERTAINMENT EXPENSES				
4810-33	ENTERTAINMENT CLUB FUNCTION				
4811-33	FLORAL CLUB FUNCTION				
4812-33	RENTAL CLUB FUNCTION				
4813-33	PRIZES CLUB FUNCTION				
4815-33	DECOR CLUB FUNCTION				
4816-33	FLOWERS/DECOR CLUBHOUSE				
4817-33	FLOWERS/DECOR PVT FUNCTION				
4818-33	FLOWERS/LOBBY				
	TOTAL ENTERTAINMENT				

Get a copy of your Department Financials

Know the SCORE of the Game

12/15/2023	Hors d'oeuvres		1	\$ -	\$ -			
Caroling	Entrée		118	\$ 42.95	\$ 5,068.10			
Party	Dessert		1	\$ -	\$ -			
	Misc. Food		1	\$ -	\$ -	\$ 5,068.10	68%	
	Bar		118	\$ 20.00	\$ 2,360.00			
	Misc. Bar		1		\$ -	\$ 2,360.00	32%	
	Misc.		1	\$ -	\$ -	\$ -	0%	
						Total	\$ 7,428.10	100%
								\$ 7,428.10

PROJECTIONS

Know the SCORE of the Game

What's Your Plan?

A. Analyze

B. Budget (Is there one?)

C. Collect and calculate

D. Design

E. Evaluate





A: Analyze

Ask yourself these questions??

- Has the Club done it before?
- Who is your target market?
- What kind of member, committee and board support do you have?
- How will you market it?
- Is it budgeted or does it have pay for itself?

“How could you CANCEL the fishing tournament?”

What's Your Plan?

B. Budget

Budget Definition:

An estimate of income and expenditure for a set period of time.

NOT ALL

Club budgets are created equal

Is there Money Planned for:

Band (8 - piece band)

Linen Rental

Specialty Food

USING: Projections

Kids Easter Brunch 2023				
Adults (13 and up) \$40++/Children (4-12) \$25++/ 3 and under Complimentary				
	Adult	Children	3 and Under	
10:30a.m.	70	34	11	115
11:00a.m.	41	20	7	68
11:30a.m.	31	12	8	51
12:00p.m.	4	4	1	9
12:30p.m.	46	27	3	76
1:00p.m.	33	14	7	54
1:30p.m.	41	13	4	58
Total	266	124	41	431
Price Per	\$ 40.00	\$ 25.00	\$ -	
Total Rev.	\$ 10,640.00	\$ 3,100.00	\$ -	\$ 13,740.00

PROJECTIONS

Know the SCORE of the Game

What's Your Plan?

- C. Collect Ideas and Calculate
- D. Design



Happy Halloween

Budgeted or NOT Budgeted??

If an EVENT loses \$\$ is it OK???

What is the plan??

Hayrides

Haunted House

DJ

Activities

Pumpkin Carving

Costume Contest Prizes



How do you say YES but NO but YES!



Thousands of pumpkins



A dozen pumpkins

Where's the COST?

What's Your Plan?

E. Evaluate

DID IT WORK?



ADDING...

ONE MORE LETTER

FEEDBACK

FINANCIALS

FUN!

Have FUN being the
“EVENT” Pilot Navigating
Your Club’s “Soaring” Success



Thank You !!



Joyce M. Halama, CCM

847-613-8843

Joyce@Strategicclubsolutions.com