2013 MREF - Managing In The New Economy

We invite you to join us, here on the North Shore of Chicago, for three days and 16 CMI education credits. This is the fourth MREF and our members and surrounding chapter members look forward to this incredible value in education and networking brought to them within a short driving distance. We thank the following sponsoring CMAA Chapters who have been working together for several months to bring you this great event: Greater Chicago Chapter & Host Chapter, Chicago Club Managers Foundation, Badger Chapter, Badger Chapter Foundation, Illini Chapter, Iowa Tall Corn Chapter, Upper Midwest Chapter and of course ongoing support from the national chapter of CMAA. We also thank the host clubs: Sunset Ridge Country Club, Valley Lo Club, Bryn Mawr Country Club and North Shore Country Club.

This event is perfect for the more seasoned managers as well as the younger managers and front line employees. We encourage you to take advantage of all aspects of this event. In the event you are unable to attend one of the three days we welcome you to send a staff member in your place for the day.

In addition to incredible education and four amazing host clubs we are locating this event so that you can take advantage of the free evening and head to the city for site seeing, dining and perhaps entertainment.

We sincerely look forward to having you as our guest here with the Chicago Chapter. For further information and registration, please contact Kinda Schinto at kindaschinto@msn.com.
MANAGING IN THE NEW ECONOMY

Join us for three days of incredible education and 16 CMI Credits

Overview
The CMAA Midwest Regional Education Forum is scheduled for April 21-23, 2013. The Forum will feature expert presentations from nationally recognized speakers and will be beneficial to General Managers, Club Managers, Department Managers and staff alike. Registration begins Sunday at 1:00 p.m. Education begins Sunday at 2:00 p.m. and runs through Tuesday at 1:30 p.m. concluding with a luncheon and closing remarks from Jim Singerling, CCM. More details will be mailed with the complete registration packet.

Forum Pricing
$200.00 per person if Sponsoring Chapter Member (Greater Chicago, Illini, Iowa Tall Corn, Upper Midwest and Wisconsin Badger)
$250.00 per person for Non-sponsoring Chapter Members
$250.00 per person if registered after April 5, 2013

Attire
Dress for the Education Sessions is business casual.

Certification
16 CMI education credits will be granted to all Forum attendees who fully participate in and attend all scheduled programs.

Housing
Blocks of rooms have been reserved for Forum attendees (CMAA block) for $118.00 per night at the Double Tree, 9599 Skokie Blvd., Skokie, IL 60077 Phone: 847-679-7000 Hotel reservations must be received by March 20, 2013 to receive the CMAA rate. Forum attendees should contact the hotel individually for reservations and identify themselves with the Club Managers Association of America.

Directions from the Double Tree Hotel to Sunset Ridge Country Club for Registration:
Exit the hotel and head South, turn right toward Skokie Boulevard and take the ramp onto I94W. Take exit 33A for W Willow Rd., merge onto Willow Rd., continue onto New Willow Rd., turn right onto Sunset Ridge Rd. to the entrance of the club on the left.

Keynote Speaker
STEVEN SCHUSSLER

Steven Schussler is a master at multi-tasking as the World’s Premiere Branding Expert, Consultant, Entrepreneur, Restaurateur and creator of Rainforest Cafe®, Teacher, Motivational Speaker and National Best-selling Author of “It’s A Jungle In There, Inspiring Lessons, Hard-won Insights and Other Acts of Entrepreneurial Daring”.

Passion and imagination are the two most powerful engines of success. Steven has breathed life into his restaurants, retail, attractions and entertainment venues worldwide by combining persistence and an unwavering belief in his dreams.

Steven started his entrepreneurial career early with a paper route at 9 years old and reinvented himself many times with more than a dozen jobs before his sixteenth birthday. As an executive in the television and broadcast industry, Steven learned to sell concepts and the intangible. A creative type all his life, Schussler has a passion for conceiving concepts that appeal to the masses. His career in the restaurant industry began with the development of Jukebox Saturday Night, a nostalgic restaurant and night club with 8 locations across the country.
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<tr>
<th>Schedule of Events</th>
<th>2013 CMAA Midwest Regional Education Forum</th>
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<tr>
<td><strong>Sunday, April 21, 2013</strong></td>
<td>Sunset Ridge Country Club</td>
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<tr>
<td>1:00 - 2:00 p.m.</td>
<td>Registration</td>
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<td>2:00 - 2:50 p.m.</td>
<td>Executive Leadership on a Higher Level Dick Kopplin</td>
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<tr>
<td>3:00 - 5:00 p.m.</td>
<td>Keynote Speaker Steven Schussler</td>
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<td>5:30 p.m.</td>
<td>Icebreaker Reception &amp; Dinner Sunset Ridge Country Club</td>
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<td><strong>Monday, April 22, 2013</strong></td>
<td>North Shore Country Club &amp; Valley Lo Club</td>
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<td>8:00 - 8:30 a.m.</td>
<td>Continental Breakfast North Shore Country Club</td>
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<td>8:30 - 11:30 a.m.</td>
<td>Leadership During Change - Responding to the New Economy Dr. Gary Schwantz</td>
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<td>11:30 a.m. - 12:30 p.m.</td>
<td>Served Lunch &amp; Club Benchmarking Raymond Cronin Russell Conde</td>
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<tr>
<td>1:00 - 2:15 p.m.</td>
<td>21st Century Club Bill Donohue</td>
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<td>2:30 - 5:30 p.m.</td>
<td>IT Planning, Club Software, Technology Open Forum Bill Booth</td>
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<tr>
<td>5:30 - 7:30 p.m.</td>
<td>Cocktails and Heavy Hors d’oeuvres Valley Lo Club</td>
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<td>Free Evening</td>
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<td><strong>Tuesday, April 23, 2013</strong></td>
<td>Bryn Mawr Country Club</td>
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<tr>
<td>7:15 - 8:00 a.m.</td>
<td>Continental Breakfast Bryn Mawr Country Club</td>
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<tr>
<td>8:00 - 9:00 a.m.</td>
<td>Understanding &amp; Embracing Today’s Trends in Private Clubs: The Key to Long-Term Managerial Success Norm Spitzig</td>
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<tr>
<td>9:00 a.m. - 12:00 Noon</td>
<td>CAP Panel CAP Panel</td>
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<tr>
<td>12:00 Noon - 1:30 p.m.</td>
<td>Lunch &amp; State of the Association Jim Singerling, CCM</td>
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<td>Adjournment</td>
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Things To Do In Chicago

Shows:
Book of Mormon - 312-977-1710
Blue Man Group - 773-334-4000

Restaurants in the City:
Steak and Seafood: Joe’s Seafood, Prime Steak House & Stone Crab; 10 E. Grand Ave., 312-379-5637
Gibson’s—1028 N. Rush St., 312-266-8999
Italian: Volare; 201 E. Grand Ave., 312-410-9900
Carmine’s; 1043 N. Rush St.; 312-988-7676
Japanese (sushi): Jellyfish; 1009 N. Rush St.; 312-660-3111
Spanish & Latin America Tapas: Tavernita; 151 W. Erie St; 312-274-1111
Greek (Greek Town): Santorini; 800 W. Adams St.; 312-829-8820
Casual Mexican: Uncle Julio’s; 855 W. North Ave.; 312-266-4222
Pizza: Giordono’s; 730 N. Rush St.; 312-951-0747
La Madia; 59 W. Grand Ave.; 312-329-0400

Local Restaurants:
Old Orchard Mall:
McCormick & Schmicks: 847-763-9811
Maggiano’s: 847-933-9555
California Pizza Kitchen: 847-673-1144
Cheese Cake Factory: 847-329-8077
EJ’s Place; 10027 Skokie Blvd.; 847-933-9800

Culture:
Adler Planatarium - 312-922-STAR
www.adlerplanetarium.org
The Art Institute of Chicago - 312-443-3600
www.artic.edu
The Goodman Theater - 312-443-3800
The Museum of Science and Industry - 773-684-1414
www.msichicago.org
Shedd Aquarium - 312-939-2438
www.shedd aquarium.org
The Field Museum - 312-922-9410
www.fieldmuseum.org

Transportation and Directions

Transportation to and from Education:
Transportation can be provided to and from education venues. If you will be needing assistance please check below so we have an accurate count of those who will need shuttle service.

_______ Yes, I will need assistance

Free Night Transportation:
Utilize the UP-N Metra/Union Pacific North Line train service to ride into Chicago. Get on the Metra from the Indian Hill Station and ride into Chicago’s Ogilvie Transportation Center (OTC). Visit www.metrarail.com for complete train schedules.

If you choose to stay in Chicago on your free night:
A block of rooms has been reserved at The Standard Club of Chicago (320 S. Plymouth Court) for Friday and Saturday night under Midwest Regional Education Forum. Please contact the club directly for room reservations. 1-312-427-9100

Contact Numbers should you get lost while traveling between clubs or need anything while attending the MREF:
Thomas Bartek, CCM, CCE - 203-615-1371
Kinda Schinto - 815-675-9844
2013 CMAA Midwest Regional Education Forum
Registration

Please Print

Name:_______________________________________  Nickname (for badge): _______________________
Club or Business:______________________________  Phone: ___________________________________
Address:_____________________________________  Member #: ________________________________
City/State/Zip: ________________________________  E-mail: ___________________________________

Please remit check payable to “Greater Chicago Club Managers Association”

$________  Full Registration (includes all Education Sessions, Continental Breakfasts, Coffee/Refreshment Breaks, Lunches, Icebreaker Reception, and Monday Evenings Event)

$200 per person if Sponsoring Chapter Member (Greater Chicago, Illini, Iowa Tall Corn, WI Badger, Upper Midwest)

$250 per person if Non-sponsoring Chapter Member

$250 per person if registered after April 5, 2013

Spouse/Guest ticket pricing:

Name of Spouse/Guest (if attending):__________________________

$________ $100  Sunday Evening Reception & Dinner at Sunset Ridge Country Club

$________ $60  Monday Evening Cocktails and Hors d’oeuvres Reception at Valley Lo Club

$________ TOTAL DUE (please make checks payable to “Greater Chicago Club Managers Association”)

⇒ All Forum attendees should complete this registration form and return it with payment to Kinda Schinto, GCCMA Managing Director at 1304 Berwyn Street, Spring Grove, IL 60081.
⇒ Registration is limited to 180 people on a first come first serve basis.
⇒ Registration is non-refundable unless your registration is filled with a member on the waiting list prior to April 12, 2013
⇒ Full payment must accompany registration.

MAIL Registration Forms with Payment to:

Kinda Schinto
Managing Director
1304 Berwyn Street
Spring Grove, IL 60081
815.675.9844

NO registrations will be accepted or confirmed without full payment.
Confirmation of your registration will be e-mailed to you upon receipt.