

MREAF

MIDWEST REGIONAL EDUCATION FORUM

March 2-4, 2025



Denny Corby
Emcee



Jeff Morgan, FASAE, CAE
CMAA, CEO



Tom Olson
Club Benchmarking



Kent Julian
Keynote Presentation

SUNDAY

RIVER FOREST COUNTRY CLUB

15W468 Grand Avenue | Elmhurst, IL 60126

- | | |
|-----------|---|
| 1:00 p.m. | Arrivals/Check-In |
| 2:00 p.m. | Welcome |
| 2:15 p.m. | State of the Association
<i>Jeff Morgan, FASAE, CAE</i> |
| 3:30 p.m. | 2025 and Beyond, What we
Have Learned in 15 years of
Intense Research
<i>Tom Olson</i> |
| 4:30 p.m. | KEYNOTE
Dream to Do
<i>Kent Julian</i> |
| 5:30 p.m. | Networking Reception |
| 6:30 p.m. | Music City Live |



LITTLE OWL
ENTERTAINMENT



Denny Corby
Emcee



Elisha Cicerone, CCM



Jenna Piche



Ron White

MONDAY

DONALD E STEPHENS CONVENTION CENTER

5555 N River Road | Rosemont, IL 60018

7:00 a.m.

Breakfast

8:00 a.m.

It's in the Details
Effective Strategies for
Building Special Events & The
Memory-Making Business
Magical

Elisha Cicerone, CCM

9:45 a.m.

The Ideal Week Workshop: A
Proven Blueprint to Maximize
Productivity & Increase
Impact

Jenna Piche

11:30 a.m.

KEYNOTE

The Business Building Power
of a Trained Memory

Ron White

1:00 p.m.

Lunch & EXPO

4:00 p.m.

Open Evening



TUESDAY

RIDGEMOOR COUNTRY CLUB

6601 W Gunnison Street | Harwood Heights, IL 60706



Derek Sussner



Luke Cella



Paul Dank



Dr. Kevin Daley

7:00 a.m.

Continental Breakfast

8:00 a.m.

Reimagining Your Club's
Brand: Defining and
Designing the Future
Derek Sussner

9:45 a.m.

Golf Course Management
Luke Cella

11:00 a.m.

Club Vetting
Paul Dank

12:00 p.m.

KEYNOTE
Elevating Your Professional
Game
Dr. Kevin Daley

1:00 p.m.

Lunch & Conclusion

Thank You