



The New Jersey Chapter of CMA
Invites You
To A One -Day Workshop

“Inside The Mind of the Member”

and

“Universal Life Lessons Learned in the Wonderful World of Private Clubs”

Monday, January 12, 2015

Schedule

SUNDAY- January 11, 2015

Welcome Cocktail Party

Sponsored by Judd Brown Designs/Jefferson Group Architects

5:30 p.m.-7:00 p.m.

The Gypsy Bar

Dinner & Gambling on your own

MONDAY-January 12, 2015

Workshop

8:00 a.m. – 9:00 a.m.

Continental Breakfast

9:00 a.m. – 12:00 p.m.

Lee Silber

12:00 p.m. - 1:00 p.m.

Lunch

1:00 p.m – 4:00 p.m.

Norm Spitzig, MCM & Gregg Patterson, CCM

All registered attendees who pass the exam, will receive
6 CMI Credits for Monday

The Water Club
Borgata Hotel Casino & Spa
Atlantic City, New Jersey
Session I



INSIDE THE MIND OF THE MEMBER
Presented by Lee Silber

As Club Managers, we know our members, but do we really KNOW them? It's time we get inside their heads to learn not only what they want, but why they want it. It's different for different types of members, and in this program we will explore those difference. There is also common thread that runs through all of our members, and we'll learn where those similarities intersect.

What were they thinking? Now we'll know. The more we know about those we serve, what they truly want from being a member, why they join and stay with us, where they will look first if we aren't serving their needs, how to win them over, and when to push and when to pull back, we will be able to provide the right message, in the right way, at the right time for greater success.

In his lively presentation Lee Silber will cover:

- When we understand that what members (and their families) truly seek from a club is a feeling and not a number, we can find creative ways to give them the feeling they crave to create the experience they can't get anywhere else.
- Different generations, genders, groups, and thinking styles have different agendas and buttons that can be pushed. Knowing how a right-brain person (emotional) responds versus a left-brainer (logical) tells us what would motivate each member. The same is true when it comes to working with Generation Y versus Generation X (and Baby Boomers).
- In our interactions and correspondence we can get what we need by giving members what they want--making everything about them. When what we do, say, think, act, post, and promote is about how our members (and potential members) will benefit, we have a big edge over those who only focus on features.
- Knowing what the story the potential member tells him or herself about the club and figuring out what the story we want them to hear, is a key to communication. We can be too close to something to see what it may mean or look like to others. Sometimes taking a step back and listening to what people have to say about us and what we do gives us great insights into what they are thinking.

LEE SILBER is a New Jersey native who moved to California and Hawaii to become a competitive surfer. He parlayed his passion for surfing to become a surf industry success story with his own stores and a line of clothing, all before he turned 25 years-old. His success at a young age led him to speak to kids at area schools and write about creative careers. Before long he sold his business interests to become a best selling author and award-winning speaker. The one constant in his life has always been his membership in two private clubs. Silber is still a member at the same swim and racquet club where his father was a founding member and a lifeguard in the 1950s, and the boat and ski club he's spent his weekends since 1977. Lee lives in Mission Beach, California with his wife and two young sons. www.leesilber.com

Session II

Universal Life Lessons Learned in the Wonderful World of Private Clubs



Presented by Norm Spitzig, MCM and Gregg Patterson, CCM

Gregg Patterson and Norm Spitzig are pleased announce their first ever joint presentation, *Universal Life Lessons Learned in the Wonderful World of Private Clubs*. Gregg and Norm will use their lifelong experience in, and love for, the private club world as the springboard to ruminating about the deeper, fundamentally important philosophical issues we all face - meaningful, practical, humorous, poignant life insights that apply to all walks of life.

Club managers and club owners are strongly encouraged to bring their members and staff to this presentation. The more the merrier! Not only will they thoroughly enjoy themselves, but they will gain a deeper appreciation of all that it takes to successfully manager a great private club. As we all know, it's not as easy as the great managers make it seem!

All attendees will receive both Gregg's recently compiled *Club Management Anthology* (the "best of the best" of Gregg's extensive writings) and Norm's *How Now, Norm's Tao* (his highly acclaimed autobiography). The length and format of this program can and will be modified as deemed appropriate. For more information, please contact Gregg at GJPAir@aol.com or 1-310-395-3254 or Norm at NormSpitzig@hotmail.com or 1-352-735-5693.