



**TALENT MANAGEMENT –HIRE WELL, KEEP THE BEST,
CHALLENGE THE REST**

Presented by Gary Schwantz, PhD.

2014-2015 OFFICERS

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As Jim Collins notes in Good to Great there is nothing you can do that is more important than making sure that the right people are in the right place for the full benefit of the employee and the company!

This workshop focuses on three key elements:

Hiring for attitude, training for skill – a focus on behavioral interviewing and other ideas in interviewing and recruiting

Keeping good people – ideas for retention and motivation

Dealing with A, B and C Players – with a focus on coaching up B Players and moving C Players either up or out

Bottom line. You will come out with practical ideas you can implement right away for effective hiring, retention of great employees and limiting the damage of bad ones.

**Jeff Morgan, FASAE, CAE
CEO of CMAA**

Tuesday, February 17, 2015

Morristown Club
27 Elm Street
Morristown, NJ 07960
(973) 539-0116

Host Manager: Gesa Nichols, General Manager

3:00 p.m. Registration
3:30 p.m.–4:30 p.m. Jeff Morgan, FASAE, CAE
4:30 p.m.– 6:30 p.m. Gary Schwantz, PhD.
6:30-8:30 p.m. Network /Hors D'oeuvres/Cocktails

2 Credits

Register online at www.njcma.org
You are requested to wear your name badge
\$50.00 per person staying for reception
NO charge for those attending the session only.

See other side for program information

**Please mail form and check made payable for \$50.00 per person to Morristown Club by
February 10th:
Morristown Club, 27 Elm Street, Morristown, NJ 07960**

NAME _____

CLUB _____

GUESTS _____

Number of People attending session only at NO charge: _____

Number of People attending session and reception: _____

TALENT MANAGEMENT –HIRE WELL, KEEP THE BEST, CHALLENGE THE REST

Presented by Gary Schwantz, PhD.



Dr. Gary Schwantz has a Ph.D. in Family Consumer Sciences Education from Texas Tech University – his focus in those studies was adult education and customer service in industry and education.

For seven years Dr. Schwantz served as the Director of Educational Services for The MED Group, a network of Home Medical Equipment companies – similar to the CMAA. Dr. Schwantz taught for ten years as faculty in the College of Human Sciences at Texas Tech University and twice received recognition from students as Outstanding Faculty. He teaches now in the College of Media and Communications at Texas Tech.

Gary's careers have spanned a number of industries, but his two favorite roles are as speaker and carpenter. He finds speaking less bloody.

Gary has been speaking and teaching for years, but about seven years ago made the jump to doing this as his life's work. One of the common themes in his presentations is to live life as an adventure – so he finds himself practicing what he preaches. His first book was published in 2009, his second in 2012, he is working on his third.

You will find, in his presentation, the real highlights of his life are his family (plus 2 dogs and 4 chickens).

JEFFREY MORGAN, FASAE, CAE



Jeffrey D. Morgan, FASAE, CAE, has been named chief executive officer of the Club Managers Association of America (CMAA) following unanimous approval by its Board of Directors. With more than 6,500 national and international members, CMAA is the largest association for club managers in the world. After an extensive search, Morgan was selected from nearly 200 qualified candidates and begins his tenure in October.

“The \$19 billion club industry has a significant economic impact on local communities, and it was vital to hire someone who has demonstrated the leadership and strategic vision critical to the future success of the industry and CMAA,” said Damon J. DiOrio, CCM, CCE, president of CMAA. “Jeff’s outstanding track record and demonstrated expertise working with associations, makes him uniquely suited to help us advance the profession of club management and provide significant value to our members.”

Morgan has most recently served as president and chief executive officer of the National Investor Relations Institute (NIRI), a professional association that provides research, professional development, networking and advocacy for financial communicators of predominantly publicly traded companies in the U.S. and throughout the world. Prior to joining NIRI in 2008, Morgan was chief operating officer of the Futures Industry Association (FIA) and executive vice president of the Institute for Financial Markets (IFM), an affiliate of the FIA. Morgan was also senior vice president for the National Association of Professional Insurance Agents.

“I am excited by the opportunity to lead CMAA and build upon the success that the organization has enjoyed. As we embark upon this next chapter in CMAA’s history, I am confident that we will continue to develop and promote the high standards of professionalism, leadership and education our members expect. I look forward to a bright future for the club industry,” said Morgan.

A Pennsylvania native, Morgan holds a bachelor’s degree in finance from Susquehanna University and a master of science in nonprofit management. He serves on the NYSE Individual Investor Advisory Committee. Morgan is a Certified Association Executive and a member and Fellow of the American Society of Association Executives. For the past four years, Morgan was named to the NACD Directorship 100, a list of the most influential people in corporate governance.

Morgan succeeds James Singerling, who announced his retirement from CMAA after 25 years of service.