



**BRIGHT IDEAS —
to Keep a Successful Club (and career) on Track**
Presented by Michael Crandal



2014-2015 OFFICERS

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Echo Lake Country Club
Box 399
Westfield, NJ 07090

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1108 Morris Turnpike-PO box 240
Summit, NJ 07901

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Spring Lake Golf Club
Box 32- Warren Avenue
Spring Lake, NJ 07762

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Indian Trail Club
830 Franklin Lake Road
Franklin Lakes, NJ 07417

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28 Baker Street
Maplewood, NJ 07040-2619

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MIKE AZBILL, CCM, CCE
Indian Trail Club
830 Franklin Lake Road
Franklin Lakes, NJ 07417

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Manasquan River Golf Club
843 Riverview Drive
Brielle, NJ 08730

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Metedeconk National Golf Club
50 Hannah Hill Road
Jackson, NJ 08527

JACKIE GRAZIANO
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36 Punchbowl Road
Morristown, N 07960

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PO Box 9-Shunpike Road
Springfield, NJ 07081

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GAVIN INGLIS, CCM, CCE
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188 Knickerbocker Road
Tenafly, NJ 07670

THOMAS PETRUZZIELLO, CCM
North Jersey Country Club
594 Hamburg Turnpike
Wayne, NJ 07470

MICHAEL POLLACK, CCM, CCE
Deal Golf & Country Club
One Golf Lane
Deal, NJ 07723

Attendees will be made aware of:

- 18 Quick Concepts to Remain Relevant in Today’s Club World.
- The #1 Reason for Unplanned GM Turn Over.
- The #1 Reason Club Operations Fail to Meet Expectations.
- The Only Reason Your Club Will Survive.
- The Sole Purpose of Club Operations.
- The Singular Most Unrealistic Thing Commonly Found in Clubs.
- The Most Important Thing That Doesn’t Even Have a Line Item.
- The Most Important Committee at Every Member-Owned Private Club.
- The Room in the Club Where Most Careers are derailed.
- The Mandatory Component of Leadership.

As a result of participating in this program, participants will be able to:

1. Better understand the new challenges of today’s club management.
2. Better grasp the differences between important and mandatory.
3. Better earn the confidence of the Board, Membership and Staff.
4. Better provide meaningful leadership skills.

Tuesday, March 3, 2015

Park Avenue Club
184 Park Avenue
Florham Park, NJ 07932
(973) 301-8233

Host Manager: Michael Frodella, General Manager

2:30 p.m. Registration
3:00 p.m.–6:00 p.m. Program
6:00-8:00 p.m. Network /Hors D’oeuvres/Cocktails

3 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 Park Avenue Club by
February 25th:
Park Avenue Club, 184 Park Avenue, Florham Park, NJ 07932**

NAME _____

CLUB _____

GUESTS _____

Number of People attending session only at NO charge: _____

Number of People attending session and reception: _____

BIO FOR MICHAEL CRANDAL, CNG



Michael was adopted as an infant and raised by an out of control alcoholic step-father who ultimately drank himself to death at the age of 55.

Physical abuse, outrageous drunken behavior, and constant apprehension filled his growing up years.

At the age of 16 Michael made more money than his parents put together with his first real job, waiting tables in the small town of Twin Falls, Idaho.

He graduated an unimpressive 217th in his High School class.

Many would consider Michael having too much excessive baggage to amount to much. Yet, this same individual ultimately graduated to the following:

- Presenting the keynote address at the MBA Conference at Northwestern University's famed Kellogg School of Management.
- Guest lecturing at Purdue University.
- Being retained as a consultant/speaker by leading hotel, restaurant, and hospitality related industries.
- Presenting dozens of seminars.
- Authoring over 70 (and counting) leadership / management articles.
- And this past September offered a featured presentation at Caesar's Palace to the Professional Club Marketing Association's annual conference...

Oh in his spare time Michael served as: GM/COO for two Platinum Clubs of America:

Thunderbird Country Club in Rancho Mirage, CA for 6 years.

Exmoor Country Club in Chicago, IL for 10 years.

Prior to that, Michel was an executive with Kemper Sports Management and was responsible for the major Start Up and then opening & operating their showcase Royal Melbourne Country Club near Chicago while simultaneously successfully staffing/supervising a 2nd Kemper Sports acquisition property in Maryland. (Holly Hills CC)

Michael's book Life's 10-Point Must System pinpoints the way that he lives his life and how he believes that anyone, regardless of how much baggage they believe they have been packing around for years, never need to have it weigh them down.

Michael now resides in the Buckhead area of Atlanta, GA with his wife, Kim, who happens to manage the Town Club for Cherokee Town and Country Club. Michael describes Kim as, "The most beautiful woman that God ever created. Plus, she's not too tough to look at either."

By the way, just in case you were wondering CNG stands for: Certified Nice Guy. Self-certified, by the way. But, a nice guy nonetheless.