



EDUCATION MEETING

Widely Successful

Private Club Membership

Marketing for All Clubs and All Generations

Presented by Gabriel Aluisy and Norm Spitzig

CORPORATE PARTNERS

PLATINUM



GOLD

Donnelly Construction



SILVER



This engaging, informative and interactive workshop features “millennial” Gabe Aluisy Founder and CEO of Private Club Radio and author of the powerfully effective The Definitive Guide to Membership Marketing and “baby boomer” Norm Spitzig, Principal and Senior Partner of Master Club Advisors and author of the ever-popular Clive and Esther private club comedies teaming up to:

- Set the stage by examining contemporary society, and the great private clubs therein from “30,000 feet”
- Analyze joining trends in today’s and likely tomorrows private club world.
- Discuss generational similarities and differences for joining remaining at and enjoying a private club. And more.....

TUESDAY, OCTOBER 2, 2018

MORRIS COUNTY GOLF CLUB
36 Punchbowl Road, Morristown, NJ 07960

Host Managers:

Dan Bromage—Jackie Graziano
Kathryn Salvatore

2:00 pm Registration
2:30 pm—5:00 pm Program
Reception Following

2 Credits

Register online at www.njcma.org
You are requested to wear your name badge

\$50.00 per person

Please mail form and check made payable to Morris County Golf Club for \$50.00 per person by September 23rd to Morris County Golf Club, 36 Punchbowl Road, Morristown, NJ 07960

NAME _____

CLUB _____

GUESTS _____

Number of People : _____ Amount Enclosed: _____

- BRONZE**
Allied Beverage Group LLC
Ecker Brothers
Driscoll Foods
Entegra
Jackson Family Wines
Jonas
MembersFirst
MJ Frank
M Tucker/Springer
Victory Pest Solutions

WILDLY SUCCESSFUL PRIVATE CLUB MEMBERSHIP

MARKETING FOR ALL CLUBS AND ALL GENERATIONS



Gabriel Aluisy



Norm Spitzig

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- ▶ Set the stage by examining contemporary society, and the great private clubs therein, from “30,000 feet”,
- ▶ Analyze joining trends in today’s, and likely tomorrow’s, private club world,
- ▶ Discuss generational similarities and differences for joining, remaining at, and enjoying a private club,
- ▶ Present proven techniques and specific, effective strategies to identify, attract and retain a full complement of members for your club, and
- ▶ Facilitate meaningful and productive discussion among workshop participants to further advance and refine the “lessons learned”.

Club managers, club officers, club directors, club owners and club staff are all strongly encouraged to attend. The more the merrier! Neither Gabe nor Norm are “shy” when it comes to expressing their (sometimes conflicting!) viewpoints, a sure-fire recipe for some lively discussion and excellent take-aways.

ALL ATTENDEES WILL RECEIVE

Both Gabe’s breakthrough membership marketing book and one of Norm’s insightfully funny books set in the wonderful world of private clubs.

For more information (including fees, program length and availability), please contact:

Gabe: gabe@privateclubagency.com • 813-344-4769

Norm: NormSpitzig@hotmail.com • 352-735-5693.

