



**NEW JERSEY  
CHAPTER**  
CLUB MANAGEMENT  
ASSOCIATION OF AMERICA

# NJCMA EDUCATION MEETING

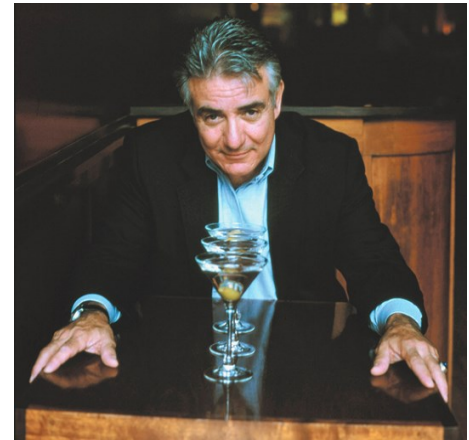
Tuesday April 21, 2020

## Featuring Two Speakers

**CORPORATE  
PARTNERS  
PLATINUM**



**GOLD**



## Recruitment & Retention Strategies in the New Decade

Presented by

**Jodie Cunningham, SPHR SHRM-SCP**

And

**Evolution of the Martini**

Presented by

**Dale DeGroff**



**SILVER**



**BRONZE**

- Allied Beverage Group LLC
- Biltmore Uniforms
- Donnelly Energy
- Ecker Brothers
- Federal Distilling
- Lieber Fine Wines & Spirits
- M Tucker/Springer
- MembersFirst
- MJ Frank
- Noble Turf
- Tree Tech Inc.

Liberty National Golf Club  
100 Caven Point Road  
Jersey City, NJ 07305

2:30pm-3pm registration  
3-5:00pm Meeting Jodie Cunningham  
5:00- 6:00pm Food & Cocktails  
6:00pm-8:00 pm Dale DeGroff Mixologist program  
8:00pm Event Concludes

Host Manager: Shaun C. Lewis

**4 Education Credits**

Register online at [www.njcma.org](http://www.njcma.org)  
You are requested to wear your name badge

**\$75.00 per person**



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**EDUCATION MEETING  
JODIE CUNNINGHAM & DALE DEGROFF**

**Tuesday, April 21, 2020**

**Registration Form**

CLUB NAME \_\_\_\_\_

MEMBER NAME: \_\_\_\_\_

GUESTS FULL NAME: (Please Print)

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Please make your check for \$75.00 per person payable to Liberty National Golf Club and send your check and reservation to:

Shaun Lewis  
Liberty National Golf Club  
100 Caven Point Road  
Jersey City, NJ 07305

Amount Enclosed: \_\_\_\_\_



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**Tuesday April 21, 2020**

## **Recruitment & Retention Strategies in the New Decade**

3:00 p.m.-5:00 p.m.



Most business problems are people problems. Lack of motivation, disengagement and poor fit will spread like an infection to impact your team's creativity, teamwork, productivity – and ultimately your bottom line. Most of those people problems trace back to how we hire and manage. In fact, experts say an employee's manager is responsible for 70% of the variance in employee engagement levels. Wow. So how do we get in front of this problem? Your people strategy. We have financial plans, marketing plans, operational plans – but do you have a people plan? In our workshop, we will touch on all things PEOPLE:

- Creating a people strategy
- Recruitment, interviewing, selection and onboarding
- Creative labor techniques

We will go over Human Resources basics, dig deep into the challenges you face at your clubs and share best practices to build strong teams.



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**Tuesday April 21, 2020**

## **EVOLUTION OF THE MARTINI**

**6:00 p.m. –8:00 p.m.**



The Evolution of the Martini examines the heritage of the martini cocktail, introducing guests to some legendary 19th century bartending pioneers like Jerry Thomas, the father of the profession whose 1862 manual: *How To Mix Drinks*, which served as the impetus for my work pioneering a classic cocktail menu at the Rainbow Room in the early 1990's and reviving the profession of bartending.

We'll also look at Cato Alexander, a freed slave who in 1810 whose reputation extended beyond our shores and was legendary for his Juleps, Slings and Nog; Harry Johnson's who wrote the *New and Improved Bartenders guide* in 1888, providing the first serious business plan and operating guide for anyone entering the bar business; William T. "Cocktail Bill" Boothby from San Francisco's Palace hotel, Charley S. Mahoney ... at the Hoffman House and Harry McElhone of Harry's New York Bar in Paris.

Actually, not a single one of these bartenders ever sat down one day and said... *I've got the perfect drink and I'm going to call it the martini and it is made with gin and vermouth!* The fact is the martini evolved as a result of the arrival of new products to the market, combined with a shifting over time of popular tastes-preferences which talented bartenders noted and then cultured. That is what we will explore in this presentation, while treating guests to some wonderful history and lore and a sampling of different versions of this iconic drink.

*Join Dale DeGroff and Erik Andersson and taste your way through the history and evolution of the drink that became the modern Dry Martini.*

6:00pm-8:00 pm Dale Degroff Mixologist program

**Jodie Cunningham,  
SPHR SHRM-SCP**

## Biography



Jodie J. Cunningham is the owner and talent optimization expert at Optimus Talent Partners, LLC. She works with business leaders to design the right teams to achieve desired business results. Jodie provides analysis to organizations in a variety of industries to fully utilize the talent they currently employ and ensure smart talent selection in the future. Additionally, she provides robust management development programs to enhance your leaders' effectiveness with their teams. Classes are tailored to your unique industry and provide attendees with applicable job skills that they can immediately apply in the workplace.

Jodie is a human resources executive with over 20 years of experience. She started her HR career in the hospitality industry, most recently with Four Seasons Hotels and Resorts. She then transitioned into professional sports as the human resources executive with the Los Angeles Rams, an NFL franchise. Her strategic workforce planning experience is extensive, having lead acquisitions and openings, organizational restructuring, layoffs and downsizing, and market relocation. With her unique background in high-end luxury hospitality, private golf and country clubs, and professional sports, her clients are assured that discretion and confidentiality will be exercised with all sensitive information in all aspects of her interactions. Her goal is to provide analysis that effectively balances the needs of the organization with the talent it currently employs.

Jodie earned a bachelor's degree in Communication from Arizona State University, and a master's degree in Organizational Management at the University of Phoenix. She has also achieved the highest human resources certifications of SPHR and SHRM-SCP. Jodie is an instructor at the CMAA Business Management Institute and regularly offers educational

# Dale DeGroff

## Biography

Dale DeGroff also known as *the King of Cocktails* or *King Cocktail*, is an American bartender and author.

The New York Times in 2015 called DeGroff "one of the world's foremost cocktail experts", and wrote that his book "The Craft of the Cocktail" is considered an essential bartending reference.

<sup>[1]</sup> From 1987 to 1999 DeGroff rose to prominence in the [Rainbow Room](#) at [Rockefeller Center](#) in New York City. He is the founding president of [the Museum of the American Cocktail](#) in New Orleans, and a partner and consultant in the Beverage Alcohol Resource (BAR) group.<sup>[2][3]</sup>

The [James Beard Foundation](#) awarded DeGroff the 2009 Wine & Spirits Professional Award, and in 2015 inducted him into the Who's Who in Food & Beverage in America. He received the 2009 Lifetime Achievement Award from Nightclub & Bar Magazine, the 2008 [Tales of the Cocktail](#) Lifetime Achievement Award, and along with his BAR partners, the 2007 Cheers Beverage Industry Innovator of the Year.

He is the author of two best-selling cocktail books: *The Essential Cocktail*, winner of the 2009 Tales of the Cocktail Spirit Award for Best New Cocktail/Bartending Book, and *The Craft of the Cocktail*, winner of the 2003 [IACP](#) Julia Child Award in the First Book category.

In 2005 he founded The Museum of the American Cocktail in New Orleans, an eclectic collection of cocktail artifacts, books, and memorabilia.

