



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

# NJCMA EDUCATION MEETING

Tuesday, April 5, 2022

## CORPORATE PARTNERS

**“Secret Sauce to Managing Costs and Delivering an Exceptional F&B Experience ”**

### PLATINUM



**Presented by Ryan Doerr**

President/Owner of Strategic Club Solutions

### GOLD

**Donnelly Construction**



BOLLINGER SPORTS & LEISURE



### SILVER



ClubProcure



It's not just about running your F&B as an amenity, it's about creating an experience and doing it in a way that is well managed.

- 1) Explore the opportunities and challenges that face Club operations in F&B
- 2) Identify opportunities to improve topline and bottom line from food & beverage
- 3) Assess your Club's "Opportunity Index" for improved F&B Net
- 4) Explore innovation that you can implement in F&B at your club
- 5) Explore the many ingredients to the secret sauce to take your F&B up a notch

Participants can expect to take away samples and examples of tools that they can take back and implement at their club. Participants will also participate in interactive break-out activities during the session to apply what they are learning.

**Rockaway River Country Club**  
39 Pocono Road  
Denville, NJ 07834

Host Manager: David Bachman CCM, CCE

### BRONZE

Allied Beverage Group LLC  
Avenida Clubs  
Biltmore Uniforms  
Bogle Vineyards Winery  
Clubessential  
Direct Machinery  
Donnelly Energy  
Ecker Brothers  
Fedway Associates  
GSI Executive Search  
Gourmet Kitchen  
In Vino Veritas

Leiber Fine Wines & Spirits  
Lux Ice USA  
Marathon Group  
MembersFirst  
M & J Frank  
Opici Wine Group  
Pascal Coffee Roasters  
Sea Breeze  
Vias Wines  
Victory Pest Solutions

Registration: 4:00 pm—4:30 pm  
Program: 4:30 pm—6:00 pm  
Networking Reception 6:00—7:30 pm

**1 Education Credit**

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

# RYAN DOERR

**30 years in the hospitality business, 21 in Club Management.  
Accomplished consultant, facilitator, advisor, coach and entrepreneur**

Ryan Doerr is the Owner and President of Strategic Club Solutions and founder of Club Masterminds, an exclusive collaboration program for Club professionals. With 27 years engaged in many diverse aspects of the Club and Hospitality industry, his expertise crosses a range of subject matter from business strategy to Club turnaround and process improvement. Clients appreciate his extensive knowledge, enthusiasm and intuitive ability to find opportunities for increasing profits, cash flow and productivity.

Ryan began his career working for several well-known hospitality companies including ClubCorp and Walt Disney. He credits his time with Disney as his introduction to the standard of exemplary customer service and satisfaction. Adopting many of their central lessons, Ryan developed his own set of guiding principles around member engagement and spent the next 12 years learning the Club and hospitality industry from the ground up. A little-known fact about Ryan is that in his first Club position, he and two other department managers were given 90 days to completely turn around the Club's service and operations procedures, or the Club would go out of business immediately. They were successful and this experience marked the first step in establishing Ryan's interest in Club turnaround and improvement.

After many successful years working in Clubs across the country, Ryan found he was receiving an increasing number of referrals requesting him to lend his strategic skills to Clubs experiencing lagging membership and revenue numbers. He found he particularly enjoyed applying his business savvy to help struggling Clubs regain and eventually exceed profitability. For example, in 2008, Ryan led a turnaround at a member-owned Wisconsin country club that resulted in \$750K in EBITDA improvements and enrollment of 120 new golf members in under 10 months.

After multiple successes, Ryan decided to form his own business services firm, Strategic Club Solutions (SCS). Ryan and his team now deliver successful solutions to Clubs through strategic planning, member surveys and focus groups, operational analysis and improvement, food and beverage operations, event sales, membership growth, programming, engagement and retention, organizational effectiveness, staff training and development, recruiting, and executive search. A notable fact about Ryan is that nearly every client he has helped has in turn recommended him to a colleague, who Ryan has also helped. In terms of social proof, this record of referrals and successfully completed projects is quite impressive.

At present, Ryan continues to travel to Clubs, sharing his insights and strategies, and has added professional speaking as a way to reach a larger audience. His presentations are highly interactive and packed with actionable strategies, earning him excellent reviews from attendees. Ryan also facilitates Club Masterminds sessions, guiding managers and owners through its collaborative process. His role with Club Masterminds has given him unique access to understanding the top challenges faced by Club managers, as they vet ideas and work through the issues they're currently facing. This insider viewpoint lends his presentations a relevance and timeliness not equaled by other presenters.

## **Strategic Club Solutions - Company Overview**

At Strategic Club Solutions (SCS), we use a balanced, innovative approach to creating your road map to success. Building on Ryan's 26 years of Club industry experience, and the team's collective experience, the SCS process includes exhaustive research, out-of-the-box ingenuity, and fresh ideas. The best news: you'll never be handed a boiler-plate solution because we know each Club experiences unique challenges. Whether you're in need of a comprehensive strategic plan or looking to address a few specific roadblocks, our response will be custom-made, ready for implementation and affordable for your Club. You can expect accountability and follow-through because we partner with you beyond the plan. Recent clients include: Bishops Bay Country Club, Woman's Athletic Club of Chicago, Old Hickory Golf



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# EDUCATION MEETING RYAN DOERR

Tuesday, April 5, 2022

## 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 \$50.00 per person payable to Rockaway River Country Club and send your check and reservation to:

David Bachman CCM CCE  
Rockaway River CC  
39 Pocono Road  
Denville, NJ 07834

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