



**OREGON
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



**EVERGREEN
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



**INLAND
EMPIRE
CHAPTER**

ARE PROUD TO PRESENT THE

THE PACIFIC NORTHWEST REGIONAL CONFERENCE

JANUARY 21 - 23, 2024
OVERLAKE GOLF & COUNTRY CLUB

**REGISTER AT
[EVERGREENCMAA.ORG](https://evergreencmaa.org)**



A CHANCE TO CONNECT WITH COLLEAGUES FROM AROUND THE PNW

Hosting CMAA Chapters are Club Managers of Oregon, Evergreen, & The Inland Empire.

FANTASTIC EDUCATION & INSPIRATION

A grand total of 11.5 Chapter Education Credits are available with attendance!

REGISTRATION INFORMATION

PRICING

\$295 PER REGISTRANT IF REGISTERED PRIOR TO NOVEMBER 1ST

\$345 FOR REGISTRATIONS AFTER NOVEMBER 1ST

INDIVIDUAL SESSIONS CAN BE ATTENDED FOR \$85

HOTEL ACCOMMODATIONS

THE FAIRFIELD INN AND SUITES BELLEVUE

\$159 PER NIGHT | [BOOK ONLINE HERE](#)

THANK YOU TO OUR SPEAKERS & SPONSORS



SHANNON
HERSCHBACH,
THE PIPELINE
AGENCY



MIKE PHELPS,
THE PIPELINE
AGENCY



ERIC GREGORY,
CLUB
BENCHMARKING



FRANK VAIN,
MCMAHON
GROUP



KIRK REESE, THE
CLUB COUNCIL,
LLC



DUANE LAFLOTTE,
PULSAR SECURITY



KATIE GUSELLA,
PULSAR SECURITY



PATRICK DELOZIER, THE
DELOZIER GROUP



BRAD STEELE,
PRIVATE CLUB
CONSULTANTS

THREE DAYS OF LEARNING, SHARING BEST PRACTICES, & NETWORKING

SUNDAY, JANUARY 21

5:00 - 7:00 pm: **Registration & Welcome Reception**

MONDAY, JANUARY 22

7:30 am: **Continental Breakfast, Coffee, & Registration**

8:00 - 9:30 am: **Shannon Herschbach & Mike Phelps, The Pipeline Agency**
Club Branding & Marketing

9:30 - 9:45 am: **Networking Break**

9:45 am - 12:00 pm: **Duane LaFlotte and Katie Gusella, Pulsar Security**
What Clubs Need to Do to Prepare Against Cyber Threats in the Next Decade

12:00 - 12:45 **Lunch at Overlake**

12:45 - 2:45 pm: **Kirk Reese, The Club Council, LLC**
The Keys to Proper Club Governance

2:45 - 3:00 pm: **Networking Break**

3:15 - 4:15 pm: **Eric Gregory, Club Benchmarking and Frank Vain, The McMahon Group**
Capital Expenditures and Long-Range Planning

4:15 - 5:00 pm: **Ken Batali, Batali Associates, Jason Wirth, Bargreen Ellingson**
With Eric Gregory, Club Benchmarking and Frank Vain, The McMahon Group
Panel on Regional and National Food and Beverage Trends

4:45 - 6:00 pm: **Wine and Hors D'oeuvres Reception with Northwest Beverages**

TUESDAY, JANUARY 23

7:30 am: **Continental Breakfast, Coffee**

8:00 - 9:30 am: **Patrick DeLozier, The Delozier Group**
Personal Branding and Career Development

9:30 - 9:45 am: **Networking Break**

9:45 - 11:30 am: **Brad Steele, Private Club Consultants**
It's Election Time in America: Your 2024 Washington Update & Campaign Primer

11:30 - 11:45 am: **Thank Yous & Goodbyes**