



CMASA

CLUB MANAGEMENT ASSOCIATION  
OF SOUTHERN AFRICA

A NEW PARADIGM  
FOR CLUB MANAGEMENT

**THE GENERAL MANAGER / CEO CONCEPT EDUCATION  
PROGRAMME:  
19-23 JULY 2010  
COUNTRY CLUB JHB – AUCKLAND PARK**

***Learn how to operate your club as a business and be perceived as its leader.***

The General Manager/CEO Concept Education Programme will run in Johannesburg from 19 July 2010-23 July 2010 - topics covered will include:

The GM /CEO Concept  
Facility Management  
Cash & Capital Budgets  
Operating Budgets  
Communication  
Food & Beverage Controls  
Building the Key Leadership Team

Human Resources - Best Practices  
Technology  
Marketing Principles  
Member Participation Strategies  
Law & Club Operations  
Time Management  
Case Study

Mr. Joe Perdue, CCM, CHE, Associate Professor, University of Nevada, Dr. Jason Koenigsfeld, Senior Vice-President, Education, CMAA will be delivering the week's lectures.

***Interact with your peers, understand the responsibilities and characteristics of a true GM/CEO and review the competency areas required for you to achieve success within your field and the industry.***

This GM /CEO Concept is one of the components required to gain sufficient education credits in order to be eligible to write the CCM Exam. Successful completion of the CCM examination will afford the delegate the attainment of a CCM designation. Candidates who have completed all three CMASA Club Management programmes should have gained sufficient background knowledge to prepare for the CCM exam.

**INVESTMENT:** R9000 excl. VAT (includes all course material, lunches & refreshments)

**Applications received before 21 May 2010 will receive a 10% discount.**

*Accommodation available at Country Club JHB.*

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## **BOOKING FORM**

### **General Manager / CEO Concept Education Programme:**

Kind complete and return to: [admin@clubmanagement.co.za](mailto:admin@clubmanagement.co.za) or fax:  
088 011 482 7542 before 21 May 2010

Club Name .....

Name of Delegate/s .....

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Address .....

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Email .....

Cell No.....

Invoices will be issued on receipt of booking form.