



**CMAC**  
Club Management Association of Canada

2023

# AWARDS PROGRAM

Nomination  
Requirements

Visit the  
Awards page on  
**thecmac.ca**  
for sample award  
submissions

**Deadline:** 5:00 PM ET on Thursday, July 6, 2023

## 2023 CMAC AWARDS PROCESS

Professionals working in club management in Canada are invited to submit nominations for the 2023 Awards Program hosted by the Club Management Association of Canada (CMAC). The annual awards honour members who have made a significant contribution to the Association and the profession of club management in Canada, supporting CMAC's mission to offer quality education and networking opportunities for its members.

The awards recognize the best in club management in Canada, including new recipients of the Certified Club Manager (CCM) designation.

Individuals and/or clubs can submit an application for several awards categories such as Club of the Year, Club Manager of the Year, Excellence in Teaching, and Young Professional.

The CMAC Awards Committee will review all nominations in consideration of the criteria and will make its recommendation to the Board of Directors. All nominations become the property of CMAC.

■ **Nominations must be submitted to CMAC by 5:00PM ET on Thursday, July 6, 2023 .**

- All applications to be emailed to [events@thecmac.ca](mailto:events@thecmac.ca)
- All nominees must be informed of the application submission
- All communications from CMAC will be directed to the Nominator during the review process
- Incomplete submissions will not be included in the Committee review process
- A list of **Frequently Asked Questions** can be found on the last page of this package

**Application packages must include the following items:**

1. **Nominator Cover Letter** stating their intention to nominate and indicating:
  - a. Nominee information – first name, last name, job title, and club name
  - b. Nominator information – first name, last name, job title, and club name
  - c. Award category
2. **A two to three page Nomination Summary** addressing how the Nominee meets each of the additional requirements, as outlined in each individual award category.
3. **Required Letter(s) of Support**, as outlined in each individual award category.
4. **A photograph** of the nominee/exterior of club in a high-resolution (400 MB) jpg format.

*Note: There is no application form. Cover Letter, Summary, and Letter(s) of Support should be submitted as PDF or MS Word documents.*

*The Awards Program is our opportunity to celebrate excellence in the club industry. The new membership model, introduced in 2022, welcomed over 160 new club professionals to the CMAC family. With this increase in membership, CMAC has also become more diverse both with the types of member clubs as well as the levels of management and breadth of knowledge and expertise found throughout the Association. It is important that we take the time to recognize these achievements and congratulate one another.*

Chris Serré, CCM | Member of CMAC National Board of Directors and Chair of the Awards Committee

## CLUB MANAGER OF THE YEAR

This award is presented to the candidate who exemplifies exceptional club management.

### THE NOMINATION SUMMARY MUST DESCRIBE HOW THE NOMINEE:

- Is a Professional Member in good standing with CMAC
- Is a Senior Manager at their club
- Has performed well over an extended period at the club(s) that the Nominee has managed
- Is well respected by club members, club executives, and fellow club managers
- Has mentored, and supported the professional development of managers under their supervision, including encouraging their pursuit of the CCM designation
- Has promoted diversity and inclusion in their club and in their community at large

- Has made a personal contribution to the community at large through volunteer work, service clubs, charity, or other form
- Has participated and contributed to the development of the club management profession through leadership, involvement, and service at the Branch or National levels of CMAC

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A minimum of three Letters of Support indicating that the Nominee has widespread respect of their peers in the club management profession. The letters should provide specific examples of the contributions of the Nominee with regard to the criteria outlined above and describe the relationship between the letter writer and the Nominee
- A Letter of Support from the Nominee's current or former club president or club owner

## CLUB OF THE YEAR SMALL, MEDIUM, LARGE

This award is presented to a CMAC-affiliated club that has shown significant innovation, leadership, and social responsibility in the club management profession.

One winner will be selected from each of the following three (3) categories determined by total annual revenues:

- small size club (total revenues under \$2M)
- medium size club (total revenues \$2-5M)
- large size club (total revenues over \$5M)

Please indicate which club size category you are nominating.

### THE NOMINATION SUMMARY MUST DESCRIBE HOW THE CLUB CLEARLY MEETS AT LEAST ONE OF THE FOLLOWING CRITERIA:

- Community Involvement - has made a difference in its community by its involvement in a cause or project
- Environmental Stewardship - has developed a procedure or an idea that had a measurable impact on the environment
- Hosting an Exceptional Event - has hosted or will be hosting a national or international event (e.g. The Canadian Open, the International Federation of Disabled Sailing World Championships, World Junior Curling Championship, CIBC National Cricket League, Canadian Masters Badminton Championships, etc.)

- Leadership Development - has been instrumental in developing professional leaders within its staff
- CMAC Contribution - has hosted a CMAC event (e.g. club tour, golf tournament, president's dinner, etc.) at its facility; or
- Club Management Competencies - has achieved exceptional success in at least one of the following core competencies: Club Governance; Interpersonal Skills; Leadership; Accounting; Finance; and Data Analytics, External Governmental Influences; Human and Professional Resources; Membership and Marketing; Facilities Management; Food and Beverage; Golf, Sports, Recreation, and Wellness; Information Technology

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A Letter of Support from the club's president endorsing the nomination and may include information from stakeholders (e.g. provincial or national sports associations, community leagues, charitable organizations, government officials, etc.)

## PRESIDENT'S AWARD

This is the most prestigious award CMAC may confer upon a member. It provides an opportunity for CMAC to recognize an individual for their significant achievements through a lifetime of effort and service to their club(s) and the Association.

### THE NOMINATION SUMMARY

#### MUST DESCRIBE HOW THE NOMINEE:

- Is a Professional, Honourary or Community Member in good standing with CMAC
- Has provided a minimum of 15 years of service in the club management profession in a management capacity
- Has provided distinguished service at the CMAC Branch level or on the CMAC Board of Directors
- Has mentored, and supported the professional development of managers under their supervision, including encouraging their pursuit of the CCM designation
- Has promoted diversity and inclusion in their club and in their community at large

- Has demonstrated outstanding professionalism through his or her efforts and/or achievements in the club management profession
- Has brought recognition to the club management profession in some significant or unique way

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A minimum of three Letters of Support indicating that the Nominee has widespread respect of their peers in the club management profession. The letters should provide specific examples of the contributions of the Nominee with regard to the criteria outlined above and describe the relationship between the letter writer and the Nominee

## HONOURARY LIFE MEMBERSHIP

This award is bestowed upon those managers who have provided distinguished service and/or made outstanding contributions to the club management profession.

### THE NOMINATION SUMMARY

#### MUST DESCRIBE HOW THE NOMINEE:

- Has been an Professional Member in good standing of CMAC for a minimum of 20 years
- Continues to be active in a CMAC Branch
- Has obtained either the Fellow of Professional Club Management (FPCM) designation or the Certified Club Manager (CCM) designation
- Has served CMAC at the National Board or National Committee level
- Has been recommended by a CMAC Branch Board

- Has provided distinguished service and/or has made outstanding contributions to the club management profession above and beyond those normally expected of a CMAC member

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A minimum of three Letters of Support (including one from the branch) indicating that the Nominee has widespread respect of their peers in the club management profession. The letters should provide specific examples of the contributions of the Nominee with regard to the criteria outlined above and describe the relationship between the letter writer and the Nominee

*Thank you to all my peers and colleagues who thought so highly of me that they would feel it appropriate to nominate me for this prestigious award. Although my reasons for helping have always been to give back to an industry that I love, I was so happy to learn that my efforts have also meant so much to so many others in the industry.*

*The proverbial saying, it takes a village, is as true about raising children as it about success in the club industry so I share this award with the many who came before me and those who will follow me. I believe we are indebted to the many great managers whose shoulders we stand on, whose contributions we will benefit from, and whose names we are proud to be associated with. I feel truly honoured to join this exclusive group of amazing individuals!*

Carol-Ann Goering, CCM | General Manager & Secretary, Rideau Club  
2022 President's Award Winner

## HONOURARY BRANCH MEMBERSHIP

This award recognizes a CMAC Member who has rendered distinguished service to the Association through their Branch.

### THE NOMINATION SUMMARY MUST DESCRIBE HOW THE NOMINEE:

- Has been an Professional Member, in good standing for a minimum of 20 years, and is retired at the time of the appointment as an Honourary Branch Member
- Has served on the Board of Directors of a CMAC Branch
- Is preferred to have obtained the designation of either Fellow of Professional Club Management ("FPCM") or Certified Club Manager ("CCM"), however these designations are not a requirement
- Has rendered distinguished service/outstanding contributions to the club management profession above and beyond those normally expected of a CMAC Member or a Director of CMAC or CMAC Branch

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A minimum of three Letters of Support (including one from the branch) indicating that the Nominee has widespread respect of their peers in the club management profession. The letters should provide specific examples of the contributions of the Nominee with regard to the criteria outlined above and describe the relationship between the letter writer and the Nominee

*The above-noted criteria are presented as the guideline for bestowing this award and shall be considered by the Branch, but not preclude nominations for Honourary Branch Membership.*

**Note:** The Branch is responsible for determining Honourary Branch membership.

*Receiving an Honourary Life Membership from CMAC was proud and memorable moment. Being recognized by my peers with this illustrious award was the highlight of career in professional club management. CMAC has provided me with exceptional learning and networking opportunities which will continue for many years to come.*

Jason Clarke, CCM  
2022 Honourary Life Member

*Being named 2022 Club Professional of The Year was truly unexpected and very humbling. This award truly belongs to the outstanding team at Westmount Golf & Country Club. It made me proud to share this award with them.*

Brad Duench | General Manager, The Osler Bluff Ski Club Ltd.  
2022 Club Manager of the Year Award Winner

## EXCELLENCE IN TEACHING

This award recognizes excellence in teaching and honours faculty for their teaching accomplishments. Recipients are presented with an award and a \$1,000 honorarium at the Awards Ceremony during the CMAC National Conference.

The faculty may be nominated by their Department Heads and Chairs or by a CMAC member. The nomination letter should advocate and outline the case for why and how the Nominee has met the award criteria and indicate the relationship between the Nominator and Nominee.

### THE NOMINATION SUMMARY MUST DESCRIBE HOW THE NOMINEE:

- Is a full-time or part-time faculty of a post-secondary institution who has taught at least four semesters of a Hospitality/Tourism, Golf Management, Culinary Management, and/or Club Management program
- Displays the following qualities:
  - Intellectually demanding
    - Is thought-provoking and intellectually demanding
    - Relates course material to other fields, contemporary issues, student experiences
  - Deeply committed to teaching and students
    - Is enthusiastic about teaching
    - Is conscientious, organized, and well-prepared for class
    - Is concerned about individual students and their development
    - Is readily available to students
  - Communicates with students and effectively relays course content
    - Provides clear expectations, relevant assignments, and ample feedback
    - Presents material clearly, asks good questions, and adjusts strategies as necessary to facilitate understanding
    - Engages students and stimulates participation
    - Is open-minded, fair, and respectful of differences among students
  - Has positive and lasting impact on students
    - Inspires students to excel
    - Promotes critical reading, thinking, and writing
    - Produces more learning than in other courses
    - Affects students' educational and career goals and achievements

### ■ Contributes to CMAC

- Has been a Member of CMAC for a minimum of two consecutive years
- Has served as a CMAC volunteer by either participating on a committee, writing an article, facilitated an education session (local or national)

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A personal statement prepared by the faculty being nominated (maximum of one page). The statement should describe teaching styles, methods and objectives, and if appropriate, examples of the integration of teaching with research and scholarship
- A minimum of three Letters of Support. At least one letter should be from a student and one from another faculty or administrator (maximum of two pages each). The letters should provide specific examples of the contributions of the Nominee with regard to the criteria outlined above and describe the relationship between the letter writer and the Nominee
- A summary of course evaluations from the past three years of the Nominee's teaching

## YOUNG PROFESSIONAL

This award recognizes a young club management professional who demonstrates notable professional accomplishments to date and shows great future potential. It serves to enhance the club management profession by celebrating young professionals and promoting future leaders.

Any CMAC member in good standing may nominate one or more candidate(s) for consideration.

### THE NOMINATION SUMMARY MUST DESCRIBE HOW THE NOMINEE:

- Is 35 years of age or under as of July 6, 2023
- Has been active in the club management industry for less than five years
- Currently employed at a CMAC member-affiliated club at the time of their nomination

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A detailed list of the Nominee's professional achievements to date and promise for the future, including:
  - Education and commitment to ongoing professional development
  - Professional accomplishments
  - Demonstrated leadership skills
  - Community involvement and/or volunteerism
  - Future career goals and aspirations
  - Commitment to the club management profession
- Letter of Recommendation from the Nominee's current employer

## VAL MASON SCHOLARSHIP

In memory of Val Mason, the first president of CMAC, the Association is offering a scholarship of \$2,000 to an applicant who is presently enrolled in a post-secondary institution and intends to pursue a career in the club management profession.

The Nominator must be a CMAC member.

### THE NOMINATION SUMMARY MUST DESCRIBE HOW THE NOMINEE:

- Is employed, or has been recently employed, at a CMAC-affiliated club
- Has shown a keen interest in pursuing a career in the club management profession
- Has participated and contributed to the development of the club management profession through leadership, involvement, and service at the Branch or National levels of CMAC

### THE APPLICATION PACKAGE MUST ALSO INCLUDE:

- A 500-word essay written by the Nominee explaining their interest in the club management profession
- An explanation by the Nominee describing how their education is presently funded. If they are the recipient of other scholarships or bursaries, the value of each award is indicated
- A copy of an official transcript from their college/university

*I am very grateful to be recognized by my peers and lucky to be a part of a great Club with tremendous leadership that has helped me grow in my role and as an industry professional. CMAC has had a very positive impact on me as it has provided me with many opportunities to learn and grow both as a student and in the early stages of my career. Being a CMAC member has been very rewarding and I am thankful to be recognized amongst an excellent group of 2022 CMAC Award Recipients.*

Sean McEvoy | Membership Sales Consultant, Ontario Racquet Club  
2022 Young Professional Award Winner



## FREQUENTLY ASKED QUESTIONS

### **When are applications due?**

All categories of awards have a deadline this year of 5:00 PM ET on Thursday, July 6, 2023 . Please submit to [events@thecmac.ca](mailto:events@thecmac.ca) by this date to be considered.

### **Is there an application form?**

There is no application form. Application packages must include nominator cover letter, two to three page nomination summary and required Letters of Support, as outlined in each individual award category. Further details can be found on [page 2](#).

### **Do I require a Nominator or can I self-nominate?**

All awards require a Nominator, with the exception of Club of the Year.

It is important to note that if you are considering nominating an individual, this must be communicated to that person in advance of submitting the application to CMAC.

Please refer to the individual award categories and descriptions listed in this package.

### **If I am missing information in my application form, am I automatically removed from the review process?**

Yes; incomplete submissions will not be included in the Committee review process.

### **Do you have samples of award nomination submissions?**

Yes; you can download sample nomination submissions [here](#) (login required).

### **Am I required to attend an interview?**

No; however, an Awards Committee representative may be in touch with you via telephone/email to clarify points in your completed award nomination package.

### **When will I be notified about the results of the Awards Committee review?**

The Awards Committee will be reviewing all applications over the summer months and final decisions will need to be approved by the Board of Directors. You will be notified personally in September.

### **When is the award presented?**

All awards will be presented at the CMAC National Conference being held in the fall.

### **How do I know if the club is small/medium/large?**

You will need to determine the club's total revenue.

Small size club (total revenues under \$2M)

Medium size club (total revenues \$2-5M)

Large size club (total revenues over \$5M)

### **Is the process the same to nominate an Honorary Branch or Honorary Life member?**

Yes, both awards require a Nominator and a minimum of three letters of Support (including one from the branch).

Nominators should allow extra time for the Branch to review the submission before it is sent into the Awards Committee.

### **What constitutes a Member or an Associate Member as being in "good standing" with CMAC?**

To be considered in good standing with the CMAC, the member must be up-to-date on all membership dues for 2023 .

*It was an honour to be a recipient of the 2022 Young Professional Award, and to be joining a distinguished group of past winners who have made notable contributions to the Club industry. This recognition is not just a personal and professional accomplishment, but a testament to the hard work and dedication of my colleagues and mentors who have guided me along the way, and to CMAC's commitment of providing leadership, support, and value to its members. I am deeply grateful for this experience.*

Nicole Kiatipis | Executive Coordinator, Kelowna Yacht Club  
2022 Young Professional Award Winner