



CONFERENCE **PROGRAM**



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The private club industry continues to evolve in order to serve ever-changing market segments. CMAC and BFL CANADA have worked together on an ongoing basis since 1996 to develop a comprehensive **Employee Benefits** program tailored to your needs.

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WHY CHOOSE US

- We offer a benefits program tailored to the needs of CMAC
- We have over 30 years of expertise in **Employee Benefits**
- Our offices are located in major cities across Canada

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WELCOME

FROM THE CONFERENCE COMMITTEE



We are thrilled to welcome you to Windsor — Ontario's southern gem — for the 2025 National Conference! Get ready for an unforgettable experience filled with inspiring education, meaningful connections, and a celebration of club management excellence.

This year's conference promises fantastic educational sessions, the opportunity to connect with colleagues and industry partners, and a chance to explore the best of Windsor. Whether you're deepening your knowledge, building your network, or sharing ideas with fellow professionals, there's something here for everyone.

We're also excited to take you beyond the meeting rooms with exclusive visits to four of the region's premier local clubs. These on-site experiences will offer a unique behind-the-scenes look into exceptional club operations and hospitality.

Our host hotel, Caesars Windsor, is located in the heart of downtown, just steps away from vibrant entertainment, renowned restaurants, and scenic riverfront views. Whether you're catching up with peers over a great meal or enjoying some well-deserved downtime, Windsor is ready to impress.

We invite you to watch the video below for a sneak peek at what's in store — from stunning venues to unforgettable experiences. We can't wait to welcome you. Join us for a week of learning, networking, and inspiration!

Sincerely,
2025 National Conference Committee



Laura Shackleton, CCM
Communications & Member Engagement Officer
Sunningdale Golf & Country Club



Bradley Chambers
Controller
Westmount Golf & Country Club



Shawn Greco, CCM
Food & Beverage Manager
RiverBend Golf Community



Michael Hearse, CCM
General Manager
Westmount Golf & Country Club



JoAnne Hosack, CCM
Fanshawe College



Karrie Rupple
Food and Beverage Services Manager
London Hunt and Country Club

Be Prepared for What's Ahead

GGA helps you stay in the right lane

Our experienced team of advisors help you gain a better understanding of your market, financial capabilities, and member priorities to identify the right strategies to drive your club forward.

Our services include:

- ◆ Strategic Planning
- ◆ Executive Search & People Services
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- ◆ Member and Employee Engagement
- ◆ Membership Strategy & Restructuring
- ◆ Financial Modeling & Analysis
- ◆ Capital Planning & Funding
- ◆ Capital Communications
- ◆ Transaction Advisory
- ◆ Technology Planning & Implementation

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In **RECOGNITION**



2025 CMAC Anniversary Years

20 YEARS

Gregory Andrew
Daniel Beauregard
Matthew Butko, CCM
Jeremey MacRae, CCM, CCE
Alex Maggiacomo
Gary Ward
Glenn Williams
Terry Yacyshen, CCM

25 YEARS

Jason Clarke, CCM
Donna Cram
Richard Creally
John Gravett CCM, CCE
Rob Mason
Chris Serré, CCM

30 YEARS

Christian Diotte
Larry Purpur
Anne Richardson

40 YEARS

John Adams
Patricia Mann, FPCM, BAS
George Pinches, FPCM

45 YEARS

James Little

60 YEARS

Norbert Luth

CMAC Awards Ceremony sponsored by



New CCM Designates

Ash Chadha, CCM | The Glencoe Club
Nicole Crewe, CCM | Ontario Racquet Club
Kerry Donohue, CCM | Blackhawk Country Club
Domer Rafael, CCM | Manitoba Club
Hendrick van der Geld, CCM | The Club at North Halton

New Honour Society Designates

Richard Arnold, CCM | The Glencoe Club & The Glencoe Golf & Country Club
Chris Serré, CCM | Rosedale Golf Club
Eric Thorsteinson, CCM, CCE | Silver Springs Golf and Country Club

New CCE Designate

Eric Thorsteinson, CCM, CCE | Silver Springs Golf and Country Club

2025 Awards Recipients

President's Award

Jeff Germond, CCM

Club Manager of the Year Award

Daniel Lambert | Richmond Country Club

Denzil Palmer Mentor of the Year Award

David Main, PGA, MBA, ECM | Lambton Golf & Country Club

Excellence in Teaching Award

Sheldene Matyczuk | Saskatchewan Polytechnic

Young Professional Award

Ilijana Stankovic | The Oakville Club

Club of the Year (Large) Award

The Boulevard Club

Club of the Year (Medium) Award

Oakfield Golf & Country Club

Excellence Through Innovation Awards

Calgary Petroleum Club

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CORPORATE PARTNERS and CONFERENCE SPONSORS

Sincere thanks to our Corporate Partners for their ongoing support of, and involvement with, CMAC and its members. We will continue to work together to enhance the value of membership in CMAC as we strengthen our existing relationships.

   	    	    
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Conference Sponsors

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CMAC MEMBERSHIP and Education CREDITS

CMAC Membership

The Club Management Association of Canada is the national professional association for individuals involved in the club management profession in Canada. Since 1957, the association has been supporting members with education, certification, networking, and member events to facilitate them being the best in the industry. Members include general managers, chief operating officers, assistant general managers, clubhouse managers, golf superintendents, chefs, controllers, food and beverage supervisors, golf professionals, as well as students interested in pursuing a career in club management. CMAC professionals work at private, semi-private, and public golf clubs, country clubs, city clubs, faculty clubs, and recreation and leisure clubs.

CMAC is headquartered in Toronto, Ontario, with over 675 members and 11 branches across Canada.

For more information or to download a membership application form, please visit thecmac.ca.

Education Credits

Education Credits are awarded on the basis of one (1) Credit for each 60 minutes of education time.

There are a total of 15 National Education Credits possible if you attend all sessions.

Participants must be present for the full session and an evaluation form must be completed and submitted for each session in order to be eligible for the credit(s). Breaks are not included.

CMAC members who register for and attend the conference will be awarded ten (10) Association Activity Credits with an additional two (2) Activity Credits for attending the Annual General Meeting. Members will also receive one (1) CMAC National Conference Credit (with attendance at a minimum of four education sessions).

Members who attend the Pre-Conference CMI Workshop will also receive six (6) National Education Credits.

UNLEASH EMPLOYEE POTENTIAL

TAKE YOUR STAFF EXPERIENCE TO THE NEXT LEVEL

Are you ready to take the leap into the future of employee excellence? At Club Core, we're not just reimagining the workplace; we're rewriting the rules. Club Core is a centralized hub to keep your staff engaged, consistent and efficient.

ATTRACT

top talent by meeting the needs of the modern employee with flexible, personalized learning available anytime, anywhere

ONBOARD

staff seamlessly, with consistent training materials and interactive communication tools for a confident and successful day 1

TRAIN

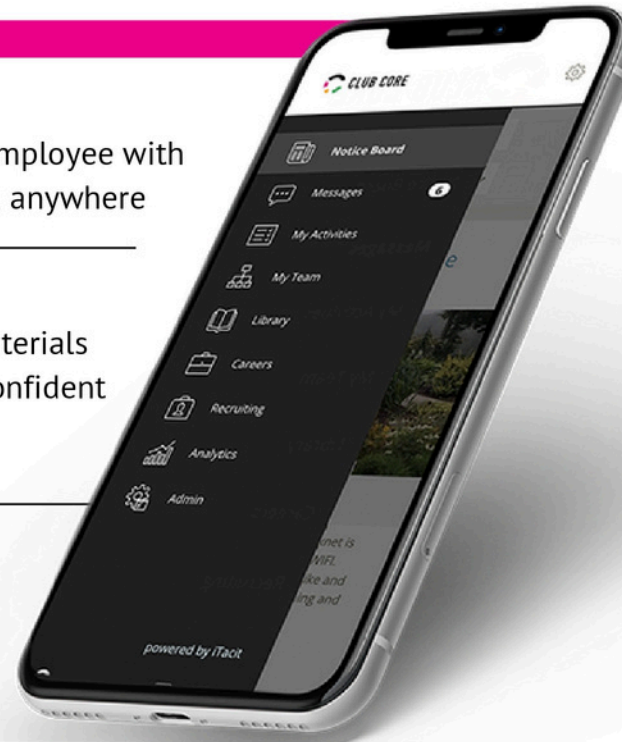
employees with a platform that delivers diverse training content, progress tracking and tailored learning experiences to individual needs

EVALUATE

with standardized assessment criteria, real-time feedback, and data-driven performance metrics, while creating mentorship opportunities

RETAIN

talent by fostering loyalty and engagement through effective communication, and on-going skill development opportunities, making employees feel valued and informed



“ Club Core has been the perfect platform to host our required training, onboarding and centralized communication for all staff at Credit Valley. The team at Club Core made the implementation process seamless.

- Jason Hanna, Chief Operating Officer Credit Valley Golf Club ”

SAVE
the **DATE**



2026

**BMI Leadership General
Manager -
Chief Operating Officer**

Toronto, ON

JANUARY 26-30, 2026



2026

**National
Food & Beverage
Management Conference**

Collingwood-Blue Mountains

FEBRUARY 22-25, 2026



2026

**National
Conference**

Montreal

OCTOBER 16-20, 2026



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CMAC
Club Management Association of Canada
Silver Corporate Partner

PROGRAM at a GLANCE



	Saturday, November 1	Sunday, November 2	Monday, November 3	Tuesday, November 4	Wednesday, November 5
7:00					Stretch Class & Wellness Area LivUn Ltd.
7:30					
7:45		Breakfast 7:45 am - 8:45 am		Bus to Detroit	Breakfast 7:30 am - 8:30 am
8:00					
8:15	CMI Workshop Breakfast				The Power of a Positive Team: Fueled by P.A.S.S.I.O.N. Passion Graham, CCM Lori LeBard, CCM 8:30 am - 9:30 am
8:30		Awards Ceremony 8:45 am - 9:45 am	Travel to Essex Golf & Country Club 8:45 am - 9:30 am		
8:45					Breaking Barriers and Building Confidence Lindsay Zubek 9:30 am - 10:30 am
9:00		Conference Welcome	Club Tour Essex G&CC 9:30 am - 10:00 am	OFF SITE IN DETROIT Club Tours & Education	
9:15			Breakfast at Essex G&CC 10:00 am - 10:30 am		
9:30		"It's Show Time"- How to Develop a Five Star Distinguished Member Club Experience John Formica Opening Keynote 10:00 am - 11:30 am			
9:45					
10:00			AI in Clubs Scott Rawcliffe 10:30 am - 11:30 am	Grosse Pointe Yacht Club	
10:15	Leading from Within – Mindful Emotional Resilience Laurie Martin CMI Workshop				Sponsor Showcase & Lunch 10:30 am - 1:30 pm
10:30		AGM Registration	GOLF TRACK OTHER EDUCATION	Country Club of Detroit	
10:45					
11:00		AGM Lunch 12:00 pm - 1:00 pm			
11:15					
11:30	CMAC Board Meeting & Leadership Forum	New Board Meeting			Canadian Club Insights GGA Partners 1:30 pm - 2:30 pm
11:45		Break			
12:00		Wellness Trends Panel Concurrent Session 1:30 pm - 2:30 pm			
12:15		Difficult Conversations - Ending Employment Concurrent Session 1:30 pm - 2:30 pm			
12:30		Break 2:30 pm - 3:00 pm			
12:45		The Sponge Effect of Leadership Concurrent Session 3:00 pm - 4:00 pm			
1:00		Turf Talk: Secrets from the Field Panel Concurrent Session 3:00 pm - 4:00 pm			
1:15					
1:30					
1:45					
2:00					
2:15					
2:30					
2:45					
3:00					
3:15					
3:30					
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4:00					
4:15		Making Sense of the People Puzzle Caroline Rochon 4:00 pm - 5:30 pm			
4:30					
4:45					
5:00					
5:15					
5:30					
5:45					
6:00					
6:15					
6:30	Newbee Session				
6:45					
7:00					
7:30	Welcome Reception Caesars Windsor				
8:00					
8:30					
9:00					
9:30					
10:00					

Program is subject to change.



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SPEAKERS

AND SESSION DESCRIPTIONS



John Formica

John, “Ex-Disney Guy” is a former Disney leader, internationally known speaker, coach and author of the top selling book, “Making The Customer Experience Magical Now!” John has inspired audiences with over 3,000 presentations and keynotes across the globe. He has appeared on all major TV networks and featured in business journals and magazines as Australia’s Top Five Best Customer Experience Speaker. John was also selected as one of the Top 10 World Global Thought Leaders and Influencers on Customer Loyalty in 2021, 2022, 2023 and 2024.

JOHN FORMICA

“IT’S SHOW TIME” - HOW TO DEVELOP A FIVE STAR DISTINGUISHED MEMBER CLUB EXPERIENCE

Sunday November 2, 2025 | 10:00 am - 11:30 am

Discover how to create a five-star club experience that captivates members and guests by turning every interaction into a magical experience. Learn practical strategies to enhance member engagement, boost operational success, and achieve a distinguished status amongst members with style and energy.



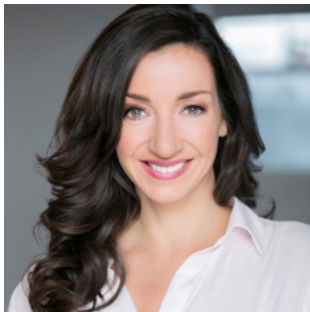
SPEAKERS

AND SESSION DESCRIPTIONS



*Rob Barr,
Director of Athletics,
Detroit Athletic Club*

Rob Barr has spent more than 30 years in the fitness and athletics industry, with over two decades dedicated to the Detroit Athletic Club. As Director of Athletics, Rob oversees a wide range of programs and operations designed to help members live longer, healthier, and more fulfilled lives.



*Jennifer Kennedy,
Athletics and Wellness Director,
The Boulevard Club*

Jennifer Kennedy leads Athletics and Wellness at The Boulevard Club, bringing over 20 years of leadership experience in developing innovative athletic and wellness programs. She is passionate about creating strategies that promote longevity, holistic health, and overall well-being for members.

ROB BARR JENNIFER KENNEDY EMERGING WELLNESS TRENDS

Sunday November 2, 2025 | 1:30 pm - 2:30 pm (Concurrent)

This fireside chat dives into the latest wellness trends and explores what's working, what's next, and how to stay ahead in wellness-focused facilities.



SPEAKERS

AND SESSION DESCRIPTIONS



Cassandra DaCosta

Cassandra is a Senior Associate at Filion Wakely Thorup Angeletti LLP, specializing in labour and employment law. Her practice encompasses a wide range of workplace issues, including collective bargaining, labour disputes, grievance arbitration, human rights, wrongful dismissal litigation, employment standards, and workplace policies.

Cassandra's background includes addressing complex issues in unionized environments, navigating human rights concerns, and managing wrongful dismissal claims, which equips her to guide employers through both formal dispute resolution processes and informal negotiations.

Her experience in multiple jurisdictions also allows her to provide nuanced advice that considers political, cultural, and socio-economic factors, helping employers resolve disputes efficiently while maintaining compliance and fostering positive workplace relationships. She is a frequent speaker and author on employment law topics and is actively involved in professional associations within the field.

CASSANDRA DACOSTA **DIFFICULT CONVERSATIONS - ENDING EMPLOYMENT**

Sunday November 2, 2025 | 1:30 pm - 2:30 pm (Concurrent)

Explore how to handle difficult conversations when employees leave—whether through resignation, retirement, or termination. This session provides practical guidance to ensure departures are managed with professionalism, empathy, and compliance.



SPEAKERS

AND SESSION DESCRIPTIONS



Laurie Martin

Laurie Martin is an internationally respected educator, keynote speaker, and trauma-informed leadership consultant with over 25 years of experience helping leaders navigate emotionally complex moments with clarity, compassion, and strength.

Known for her refreshingly real approach, Laurie blends evidence-based strategies with delightful humour and deep emotional insight—leaving audiences feeling energized, equipped, and understood.

She knows the club industry from the inside out. With a background in hospitality, food and beverage service, and frontline customer care, Laurie has lived the day-to-day of club culture. Since 2013, she has partnered with private clubs across North America and Europe, supporting General Managers and leadership teams in building emotionally resilient, people-centered workplaces.

LAURIE MARTIN

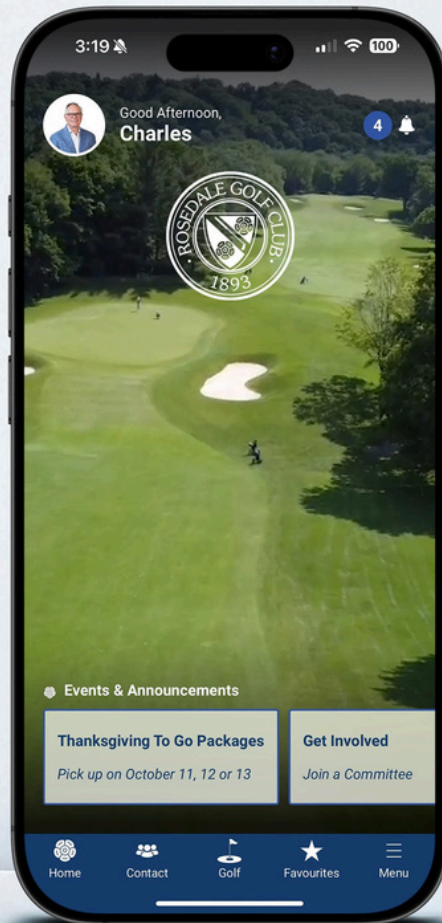
THE SPONGE EFFECT OF LEADERSHIP

Sunday November 2, 2025 | 3:00 pm - 4:00 pm (Concurrent)

Welcome to The Sponge Effect of Leadership — a refreshing, real-world workshop designed exclusively for club managers. In your role, you absorb stress, expectations, and frustrations from every direction — members, staff, boards, and even home life. Over time, that pressure can make even the most passionate leader feel robotic and weighed down. This session introduces “The Sponge Effect” — practical, science-backed strategies to wring out what no longer serves you and reignite your emotional strength.



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SPEAKERS

AND SESSION DESCRIPTIONS



MODERATOR:
Michael Hearse, CCM
General Manager,
Westmount Golf & Country Club



Greg Brown,
Golf Course Superintendent,
Maple City Country Club



Kevin Collier,
Golf Course Superintendent,
RiverBend Golf Community



Joel Henderson,
Golf Course Superintendent,
Sarnia Golf & Country Club

GREG BROWN
KEVIN COLLIER
JOEL HENDERSON

TURF TALK : SECRETS FROM THE FIELD PANEL

Sunday November 2, 2025 | 3:00 pm - 4:00 pm (Concurrent)

Get the latest insights from superintendents tackling real-world challenges and discussing trends in sustainability, technology, and innovation.



SPEAKERS

AND SESSION DESCRIPTIONS



Caroline Rochon

Caroline is a bilingual International Speaker, Transformational Trainer, DISC Certified Human Behaviour Consultant – In association with Personality Insights, Inc., Success Coach, Professional Organizer, Certified Facilitator and Premiere Partner with Appreciation at Work™. She is dedicated to inspiring and empowering individuals and groups so that they can achieve their goals and fulfill their dreams. She was trained by Jack Canfield (co-author of the Chicken Soup for the Soul® Series and the Success Principles™) on how to facilitate individual and group transformation. A TEDx speaker and award-winning entrepreneur, Caroline has inspired audiences globally—from India to Mexico. She's also a bestselling author, columnist, and passionate storyteller. Let yourself be transformed by Caroline's passion and authenticity!

CAROLINE ROCHON

MAKING SENSE OF THE PEOPLE PUZZLE

Sunday November 2, 2024 | 4:00 pm - 5:30 pm

Understanding the Model of Human Behaviour is essential to building stronger personal and professional relationships. DISC, a time-tested behavioural modality, has empowered millions to recognize personality styles and improve how they connect with others. This dynamic, action-oriented keynote engages multiple senses—hearing, seeing, and doing—to maximize retention and impact. Attendees will gain a clear, practical overview of the four personality types in an entertaining and eye-opening way, transforming the mystery of human behaviour into meaningful insight.



SPEAKERS

AND SESSION DESCRIPTIONS



Scott Rawcliffe

Scott is an AI-driven marketing strategist with 24 years of entrepreneurial experience. Having overseen eight-figure Meta ad spends and advised businesses worldwide, he blends real world experience with friendly, actionable guidance. A seasoned keynote speaker across North America, Australia, and New Zealand, Scott joins CMAC's National Convention to show golf-club managers how generative AI can boost member acquisition, loyalty, and spend.

SCOTT RAWCLIFFE

FROM TEE TIME TO BOTTOM LINE: DEMYSTIFYING AI FOR CLUB MANAGEMENT PROFESSIONALS

Monday November 3, 2025 | 10:30 am - 11:30 am

Artificial intelligence moves fast, but the goal is timeless: happier members and healthier margins. In this interactive session, AI marketing strategist Scott Rawcliffe breaks down the newest, no-code tools shaping club marketing and day-to-day operations; from marketing to member communication to tee-sheet demand forecasting. Everything we go over will be paired with a short "your turn" exercise and open Q&A, so you can test ideas on the spot and see how they fit your club. You'll leave with an adaptable framework, a starter checklist, and the confidence to keep experimenting long after the convention.

Williams

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"The Candy Store for Cooks"

SPEAKERS

AND SESSION DESCRIPTIONS



J.P. WISER'S EXPERIENCE CANADIAN WHISKY MASTERCLASS

Monday November 3, 2025 | 12:30 pm - 2:30 pm

Experience the story of Canadian whisky – from its vibrant history to the craftsmanship and process behind making it. Learn first hand how we make our world-renowned spirits in The Distillery, while you enjoy a curated flight of our award-winning Canadian whiskies. This guided tasting seminar features a blend of history and story-telling intertwined with Canadian whisky education. Cheers, eh!



CAESARS WINDSOR BACK OF HOUSE TOUR

Monday November 3, 2025 | 3:30 pm - 4:30 pm

Step beyond the guest experience and discover what happens behind the doors at Caesars Windsor! This exclusive Back of House Tour takes you through the bustling hotel kitchens and service areas where world-class dining and hospitality come to life. Then, head backstage for a rare look at the legendary Colosseum stage — where top performers prepare before the spotlight shines. From gourmet prep to showtime magic, see how Caesars Windsor delivers excellence from the inside out!

CLUB TOURS

DAY IN DETROIT



Grosse Pointe Yacht Club



Country Club of Detroit



Detroit Athletic Club

Tuesday November 4, 2025 | 8:30 am -10:15 am

Set sail for an exclusive look inside the prestigious Grosse Pointe Yacht Club! Explore this stunning waterfront property, renowned for its timeless architecture, exceptional amenities, and vibrant boating culture. From the elegant dining rooms to the award-winning marina, discover what makes this private club a true Great Lakes gem.

Tuesday November 4, 2025 | 10:30 am - 12:00 pm

Experience the rich tradition and refined elegance of the Country Club of Detroit. Nestled in historic Grosse Pointe Farms, this storied club blends classic charm with modern excellence. Explore its beautifully restored clubhouse, world-class dining spaces, and championship golf facilities — a true showcase of heritage, hospitality, and timeless club culture.

Tuesday November 4, 2025 | 12:30 pm - 4:30 pm

Discover the legacy and luxury of the Detroit Athletic Club — a historic landmark at the heart of downtown Detroit. Step inside this architectural masterpiece to explore its exquisite dining venues, athletic facilities, and private member spaces that blend tradition with contemporary sophistication. A rare glimpse into one of America's most distinguished city clubs.



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SPEAKERS

AND SESSION DESCRIPTIONS



Passion Graham, CCM

Passion has traversed the road less traveled throughout her almost 30 year hospitality career. It has been more of a lattice as opposed to a ladder to success with forays in restaurants, hotels and most prominently in the private club sector before taking the entrepreneurial leap & focusing on Passionate Productions full time in 2024.



Lori LeBard, CCM

Lori, honored as the 2024 Gary Player Educator of the Year and a Certified Club Manager (CCM), brings over 20 years of expertise to her position as Assistant General Manager at Atlantic Fields, a premier Discovery Land Company property. Starting her hospitality career at the age of 15, Lori has evolved into a leader renowned not just for her dedication to team culture and service excellence, but for elevating the member experience to its highest potential.

PASSION GRAHAM, CCM

LORI LEBARD, CCM

CULTURE BY DESIGN: LEADING WITH POSITIVITY AND PASSION

Wednesday November 5, 2025 | 8:30 am - 9:30 am

Leadership is not simply about directing teams—it's about cultivating an unshakable culture of trust, purpose, and resilience. This interactive session brings together two powerful leadership philosophies—Jon Gordon's *The Power of a Positive Team* and the **PASSION** framework pioneered by Passion Graham, CCM—to ignite deeper understanding and intentional action among today's club leaders.

Through real-world application, participant activities, and tangible takeaways, this session explores how positivity and intentional leadership foster a thriving team culture. We'll challenge attendees to evaluate their current culture, align their leadership styles, and create an action plan to reinvigorate their teams from the inside out.

SPEAKERS

AND SESSION DESCRIPTIONS



Lindsay Zubek, SHRM-SCP, CPHR, CPCC, ACC

Lindsay is an executive coach, leadership strategist, and co-founder of Plum Leadership Group. With over 20 years of experience across corporate, nonprofit, and entrepreneurial sectors, she works with organizations to build confident, capable leaders who can lead with both clarity and emotional intelligence.

Through Plum's development programs, including the Manager Essentials program, Lindsay helps leaders strengthen technical leadership skills while also developing the soft skills essential to team performance, such as communication, emotional intelligence, and self-awareness. She works closely with professionals in the club industry, coaching, training, and developing their future leaders to succeed in fast-paced, people-centered environments.

LINDSAY ZUBEK, SHRM-SCP, CPHR, CPCC, ACC

BREAKING BARRIERS AND BUILDING CONFIDENCE

Wednesday November 5, 2025 | 9:30 am - 10:30 am

In a world where even the most accomplished leaders grapple with self-doubt and imposter syndrome, confidence becomes a skill – not a given. Drawing from my experiences as a hockey player and coach, investment industry leader, and business founder, this keynote explores how we can strengthen our inner voice and step into challenges with greater confidence.

Together, we'll delve into:

- How to navigate challenges and uncertainty while keeping your confidence intact
- Why imposter syndrome shows up (even for the most successful) – and how to reframe it
- Practical strategies to project confidence, take smart risks, and lead with authenticity
- Real-life lessons and insights drawn from my journey across high-performance environments

This talk is for anyone ready to break through internal barriers and build lasting self-assurance in work and life.

SPEAKERS

AND SESSION DESCRIPTIONS



Neil Brown, CPA, CIA, CRMA, ICD.D
Executive Director
GGA Partners



Matthew Clarfield
Director
GGA Partners



Michael Gregory
Partner
GGA Partners

NEIL BROWN, CPA, CIA, CRMA, ICD.D

MATTHEW CLARFIELD

MICHAEL GREGORY

FROM INSIGHT TO IMPACT: WHAT 2025 CANADIAN CLUB DATA MEANS FOR YOU

Wednesday November 5, 2025 | 1:30 pm - 2:30 pm

GGA Partners' Michael Gregory, Neil Brown, and Matthew Clarfield will provide an overview of the current state of the private club industry in Canada, going beyond the data to uncover impactful insights relevant for Club leaders.

Building on the 2025 Canadian Club Industry Insights research in partnership with CMAC, this session will help club managers understand emerging trends and show how leading Canadian clubs are changing their business strategies to provide exceptional member experiences.

Using a case-based technique, where data will be paired with real-world case studies to drive meaningful conversation, attendees will leave with practical insights they can immediately apply to their club environments by recognizing opportunities, overcoming key challenges, and leveraging the collective experience of fellow club leaders to develop applicable solutions.

GGA Partners is an international consulting firm and strategic advisor to many of the world's most successful golf courses, private clubs, resorts, and residential communities.

With a highly experienced team of professional consultants and seasoned industry executives across five global offices in Canada, Europe and the United States, we leverage in-depth business intelligence and proprietary global data to design impactful strategic solutions and help organizations achieve lasting success.



Big responsibilities.
Smarter solutions.

Managing a successful property means juggling priorities, from guest satisfaction to course upkeep. With a full schedule and high expectations, you need solutions that help streamline golf course operations. Our tools are designed to support your team today and prepare you for tomorrow's challenges. Like you, we're committed to staying one step ahead.

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SPEAKERS

AND SESSION DESCRIPTIONS



Drew Dudley

Fifteen years ago, Drew was the head of Canada's largest leadership program at the University of Toronto when a group of his students secretly nominated him to deliver a TED Talk that went on to be voted one of the "15 Most Inspirational TED Talks of All Time" and gave Drew the opportunity to travel the world trying to redefine leadership for as many people as possible.

Now a Wall Street Journal Bestselling Author, speaker and educator, Drew is on a mission to help people unlearn some dangerous lessons about leadership. With clients that have included some of the world's most dynamic organizations--including the United Nations and over 100 colleges and universities--Drew draws on over two decades of experience to blend humor, storytelling and easy-to-implement strategies into some of the most engaging and practical leadership presentations in the world.

DREW DUDLEY

THIS IS DAY ONE: CREATING CULTURES OF LEADERSHIP

Wednesday November 5, 2025 | 2:30 pm - 4:00 pm

The "winds of change" can often seem hurricane-force: pushing us to feel like we're constantly trying to adapt in the midst of chaos. This practical and empowering keynote provides a roadmap to the quiet and calm at the centre of the storm – a far better place to make assessments and decisions about what must come next.

Wall Street Journal Bestselling author Drew Dudley demonstrates that while innovation and adaptability are key factors in navigating times of great uncertainty, the first step in preparing to navigate change is identifying which stability-building behaviours need to remain unchanged.

Drew will share a process rooted in behavioural psychology and designed to help you identify and embed those stability-building behaviours into your life and work. He will share the crucial role your personal values play in effective decision-making and share The Leadership Test: six questions that provide a daily roadmap to living those values. The Leadership Test turns your key values into more than just words: providing the foundation of clarity, consistency and strength necessary to thrive in times of tremendous change.

None of us can make our professional or personal storms disappear, but Drew will show you how to equip yourself to make better decisions as you push through.

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Contributions generated via the auction are put towards the Professional Manager Development (PMD) Fund. The PMD Fund is a critical part of supporting the continued education and development of CMAC Members who are pursuing their Certified Club Manager (CCM) designation. The Fund provides bursaries for members attending Business Management Institute (BMI) courses, Club Management Institute (CMI) courses, the fee payments for those challenging the CCM exam, and is also instrumental in the ongoing development of the BMI courses hosted in Canada.

Now more than ever, support of the Fund is needed. The auction has previously contributed upwards of \$30,000 to the Fund.

THE ONLINE AUCTION WILL CLOSE ON THURSDAY, NOVEMBER 20, AT 12 PM ET.

To view items and submit your bid: <https://auctria.events/CMACWindsor2025>

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General INFORMATION

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Dress Code

WELCOME RECEPTION

November 1 – **Business Casual**

EDUCATION SESSIONS AT HOTEL

November 2 & 5 – **Business Casual (denim permitted)**

CLUB TOUR AT ESSEX GOLF & COUNTRY CLUB

November 3 – **Business Casual (golf attire permitted)**

CLUB TOUR AT WINDSOR YACHT CLUB

November 3 – **Business Casual (golf attire permitted)**

DETROIT CLUB TOURS

November 4 – **Business (NO denim permitted)**

PRESIDENT'S DINNER

November 5 – **Formal (black tie is NOT required)**

Conference Bus Transportation

Transportation to all clubs and tours is included in the fees for registration.

Disclaimer Regarding Videos and Photos

Please note that photos will be taken throughout the conference and associated events, and may be posted on social media.

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