

Member Engagement Forum

Best Practices During a Global Health Crisis

3.27.2020
presented by





Thank you for joining us! My name is Shanna Bright and I'm the founder of Private Clubs Online.

My mission is to help you drive revenue and retain members through strategic member communication.

Shanna has spoken with several CMAA Chapters across the nation, and has presented at national conferences for CMAA, ACCP and PCMA. She presented "Happy Kids Make Future Members" at the 2020 CMAA World Conference and Club Business Expo. Shanna will return to the 2nd Annual CMAA Communication Summit in March and will present "Say Cheese! Capturing Quality Photos and Video of Member Events."



Lynne LaFond DeLuca is the Executive Director of the Association of Club Catering & Event Professionals, an association dedicated to the education and advancement of the Catering & Event Professionals in private clubs. The ACCP National Conference has earned acclaim as one of the most educational and inspirational conferences in the industry with surprises and impactful experiences at every turn.

She has worked in the private club industry for 28 years and loves helping clubs achieve financial success while providing a superior member experience through member and private events.

Named one of “The Most Influential Women in the Private Club Industry”

The ACCP has been named “Association of the Year”
2019 Gary Player Educator of the Year Award
2016 Gary Player Educator of the Year Award



Member Engagement Forum

Best Practices During a Global Health Crisis

Every Friday at 12:00pm PDT



Inspiration



“Let’s turn this red light into a green light.”



Inspiration



Nicole Hughes, The Reserve Club



COVID-19 Resources

Have you found a helpful resource you would like to add to our handout? Share the link in the question box now.



In one week's time...

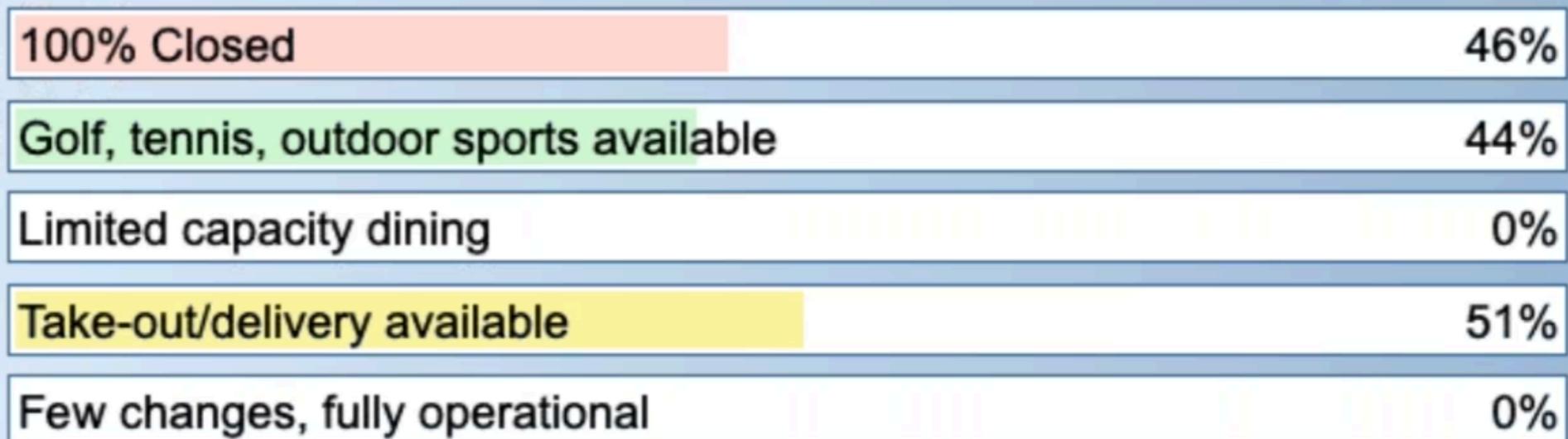
Let's take a poll



QUICKPOLL

What is the status of your club operations?

Poll Results:



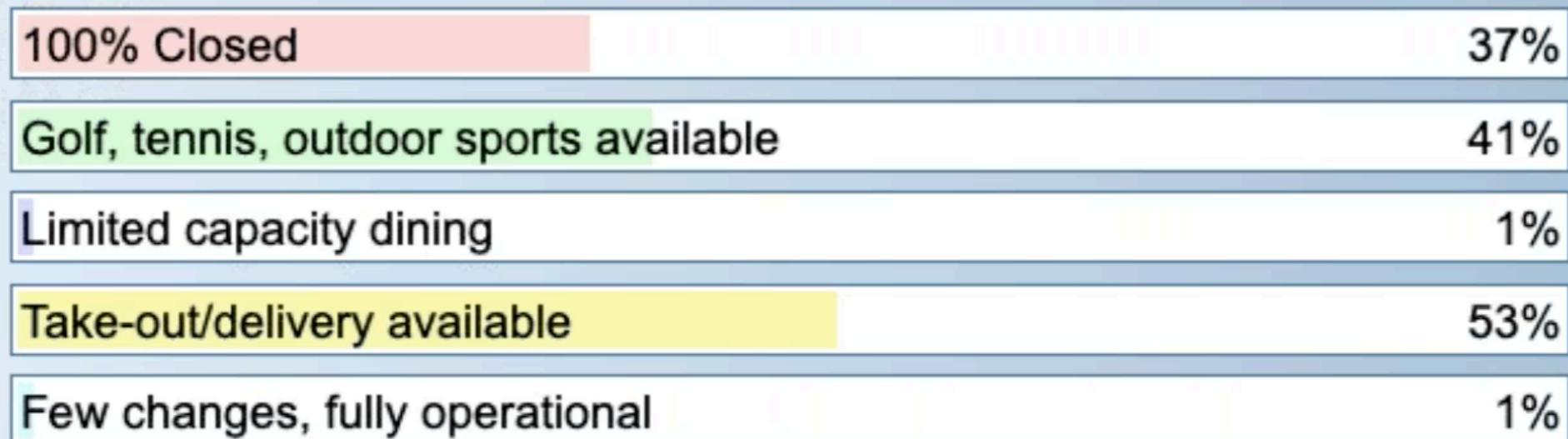
This is from 3.27.2020



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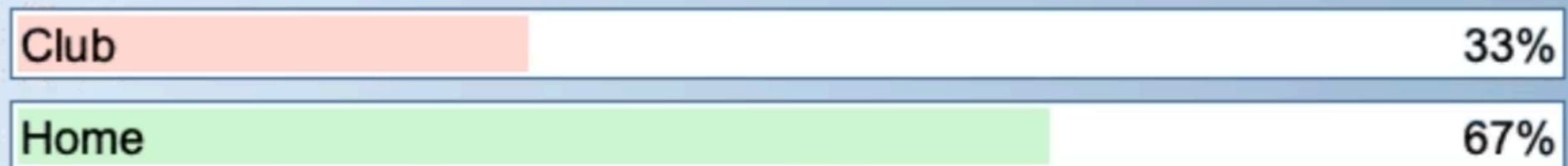
This is from 3.20.2020



QUICKPOLL

Where are you working from?

Poll Results:



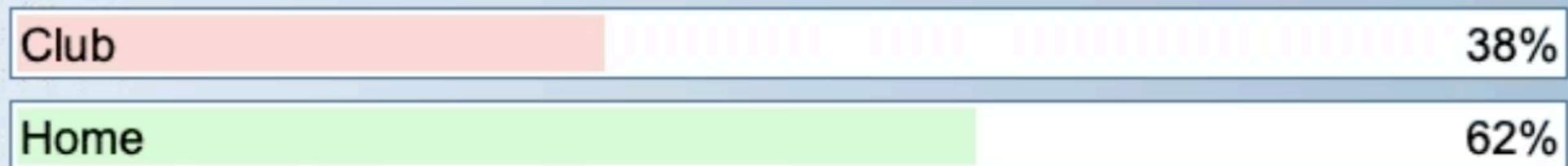
This is from 3.27.2020



QUICKPOLL

Where are you workign from?

Poll Results:



This is from 3.20.2020



Personal/Inspiration

Have you found a helpful resource you would like to add to our handout? Share the link in the question box now.





Nicolette Hall • 2nd
Event Coordinator at Savannah Yacht Club
6d • 🌐



There's nothing like calming SYC views to help relax and refocus during these stressful times.

Wishing everyone good health and positive [mindsets](#). 🌞🚤





How to manage the emotional fallout from the outbreak.
via Entrepreneur (5:32)



Keep Sharing!

In order to keep each other informed and share best practices of what you are doing in your clubs, please make sure you join the **Association of Club Catering & Event Professionals LinkedIn Group**, so we can share our ideas and solutions to these challenges. Please tel us what you are doing at your club!





Lynne LaFond DeLuca • 1st

Executive Director, Association of Club Catering Professionals / Private Club In...
1d



Question from a club: "My club wants to start a weekly webinar series focusing on a member each week. As we have so many members who have such wonderful knowledge, we hope it would be beneficial to the membership. I've been tasked to first find the technology that's best, and then make a schedule of content." So clubs, what technology platform would you use for this? I use GoToWebinar for our ACCP webinars and I have also used Zoom. Comments? Different platforms that you use?

1 Comment



Like



Comment

Most Relevant ▼



Add a comment...



Lynne LaFond DeLuca **Author**

Executive Director, Association of Club Catering Professionals / Private Cl...

1d ...

Here's another one to look into - MeetingPlay. I have not used it, so cannot speak to that, but you can check it out:

<https://www.meetingplay.com/virtual-meetings>



Best Practices



Community



Community



green_valley_country • Following ...
Green Valley Country Club



green_valley_country_club
Last week we donated our entire stock of produce to The Colonial Neighborhood Council. The CNC partnered with local restaurants to get lunches to over 300 students each day! We are so proud to be apart of this incredible community and can't wait to see you soon! #greenvalley #countryclub #lafayettehill

6h



debbieblue4 So wonderful! Can't wait to be back soon! 😊❤️

3h Reply



43 likes

6 HOURS AGO

Add a comment...

Post



Community



Stonebridge Country Club Naples • 2nd

Relaxed Elegance.....Unsurpassed Value

2h • 🌍



Supporting the Stonebridge team with the best gift possible. Care packages full of paper goods, hand sanitizer, sanitizing wipes and snacks.



Community



Jennifer Herring • 2nd

Member Services Manager at The Clubs at Houston Oaks

1w • Edited •



I've always admired the Louis Vuitton brand although I have never owned one of their items. This huge humanitarian contribution makes me love them even more and with the FREE price tag, I too will have one in the bag! We all have to help out to beat this! [#helpinghands](#) [#luxurygoods](#) [#louisvuitton](#) [#fashion](#)



LVMH is converting its perfume factories to make hand sanitizer

designboom.com



Community



Brandon Millares • 2nd
Senior Vice President at ClubCorp
21h • Edited •

Need a reminder of how relevant human connectivity and PRIVATE CLUBS are in our culture and society today? My Sons elementary school teachers formed a 100 car caravan and rode through the neighborhood today just to say hi. All because the teachers (and the kids) missed the connection and relationships they have with each other. When this all passes, our club members will be coming back in droves as they yearn for the same relationships and connectivity. OUR CLUBS WILL BE READY.

[#privateclubs](#) [#clubcorp](#) [#clubs](#) [#clublife](#)



Community

CHIPPING IN

March 24, 2020

Country club members, managers step up with good deeds during crisis

By Dave Shedloski

Share this story:



Country Club of North Carolina members Dale Moegling (left) and Barbara Reining.



Community

*What role are you playing in your community?
What articles have you seen, related to the club
industry? Share in the question box now.*



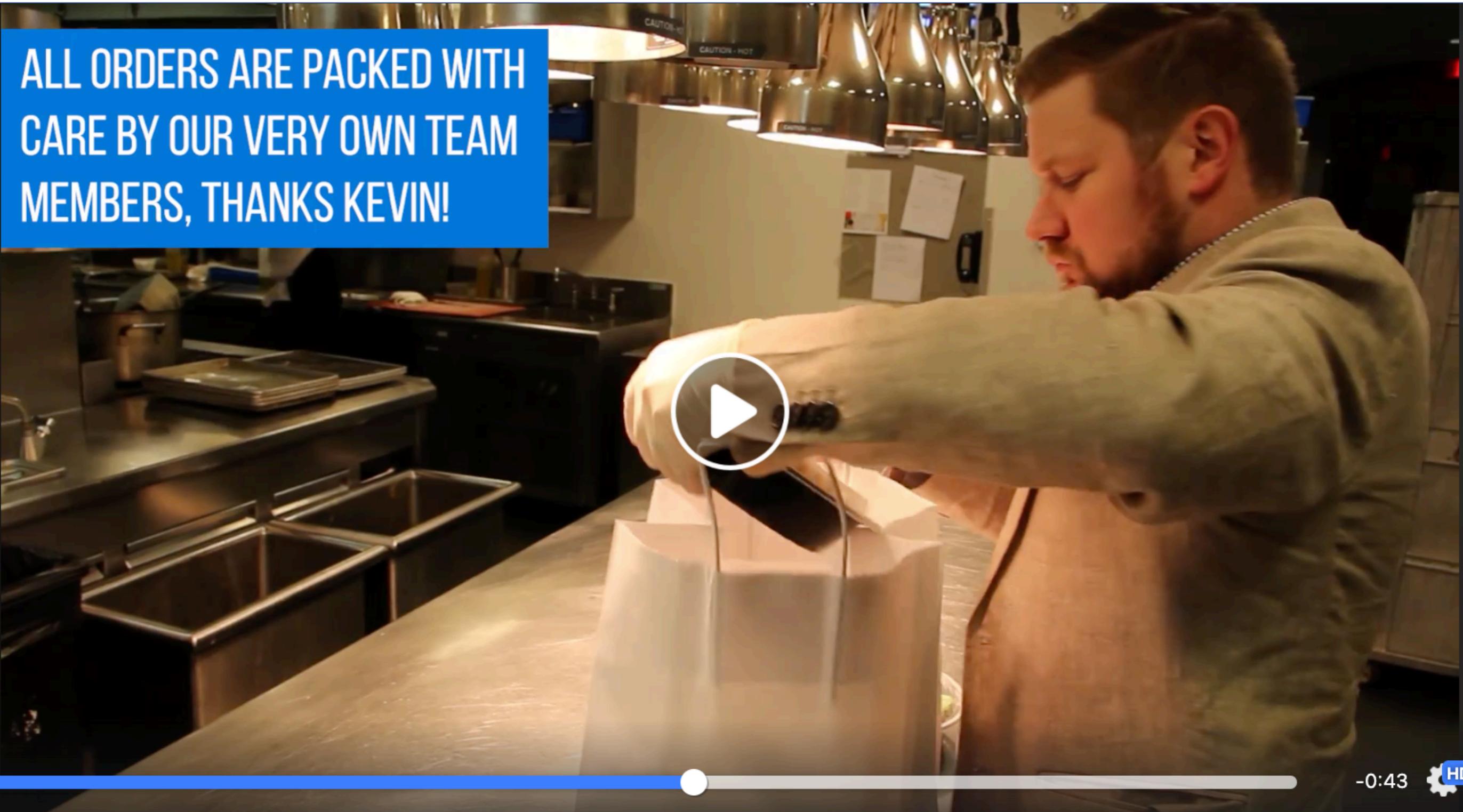
Communication



Communication



Communication



Communication



Communication



lascolinascc • [Follow](#)

Las Colinas Country Club



lascolinascc Did you know?
Club improvement projects underway!

23h



181 views

23 HOURS AGO

Add a comment...

[Post](#)



Communication



merioncricket • Following



merioncricket Wondering what to do with the family on a rainy day like today? Kelsey's got your back! Have fun doing this fun [#paperairplanechallenge](#) today! Let us know how you do! [#MerionatHome](#) Swipe for the rules ➔ [#mckidsclubhouse](#)

2h



18 likes

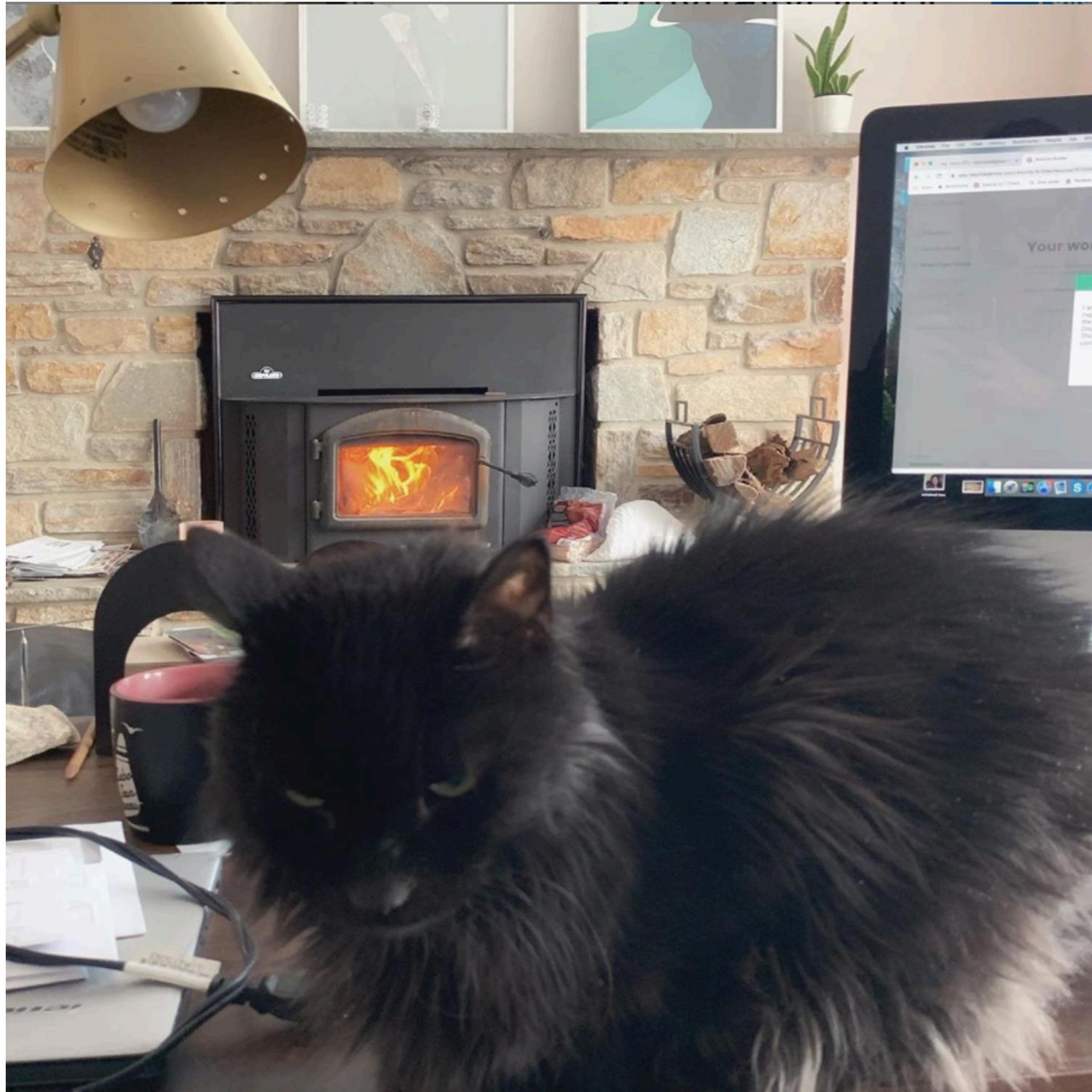
2 HOURS AGO

Add a comment...

Post



Communication



armynavyclubdc • [Follow](#)



armynavyclubdc Here's a photo of Membership Director Liz Juskie's personal assistant!
What does your social distancing setup look like? Tag us and use the hashtag [#ancflattenthecurve](#)

1d



30 likes

1 DAY AGO

Add a comment...

[Post](#)



Communication



skyline_club_southfield • Follow



skyline_club_southfield Introduce us to your work-from-home stay-at-home crew!

Family members, roomies, pets, plants... who are you hanging with these days? Let's bring our communities together online -- introduce your crew and connect with fellow Members! Here's how:

1. Screenshot the 'Quarantine Crew' graphic in our stories
2. Upload into your Instagram stories and insert a selfie of your quarantine crew (there is a selfie option in the stickers function)
3. Insert text with name(s), city and positive word of the day!
4. Tag your Club AND 3 fellow Members to post their crew, too



Liked by **thereserveclub** and 4 others

11 HOURS AGO

Add a comment...

Post



Communication



westwoodcountryclu • Following ...



westwoodcountryclubatx Some of our beautiful Westwood Families sheltering in place -Hayes holding his new pup, Dodge with cousin Morgan and Taylor and Sister Kendall Newberry.

1d



kelnewby We miss all of our Westwood friends!

1d Reply



31 likes

1 DAY AGO

Add a comment...

Post



Communication



Rob Martin, CCM, CAM • 1st

General Manager/COO at Wycliffe Golf And Country Club

2h • Edited •

Nice touch on the Grocery menu Chef [Christopher Park](#) and team delivering member service in this time of crisis management. All orders are placed through our Member App (Pacesetter) with member ease and prompt service. Thank you [George Stavros](#) for your partnership on this initiative [#memberengagement](#) [#membervalue](#) [#creativity](#) [#leadership](#) [#innovation](#) [#CMAAStrong](#)



Grocery and Alcohol items may be ordered between 10 am and 2 pm, daily for pick-up between 11 am and 4 pm. Please call 472-6528 or order directly on the App. Your items will be available for pick-up at the Main Lobby valet area. If you choose delivery, note that there is a \$10 purchase minimum and your items will be delivered within 15-20 minutes of your selected timeframe.

Please note your order must contain food for you to be able to purchase alcohol. This is a state mandated rule and we will not be able to fulfill your order if it is not accompanied by food.

Name: _____

Member Number: _____ Date: _____ Phone Number: _____

Address: _____

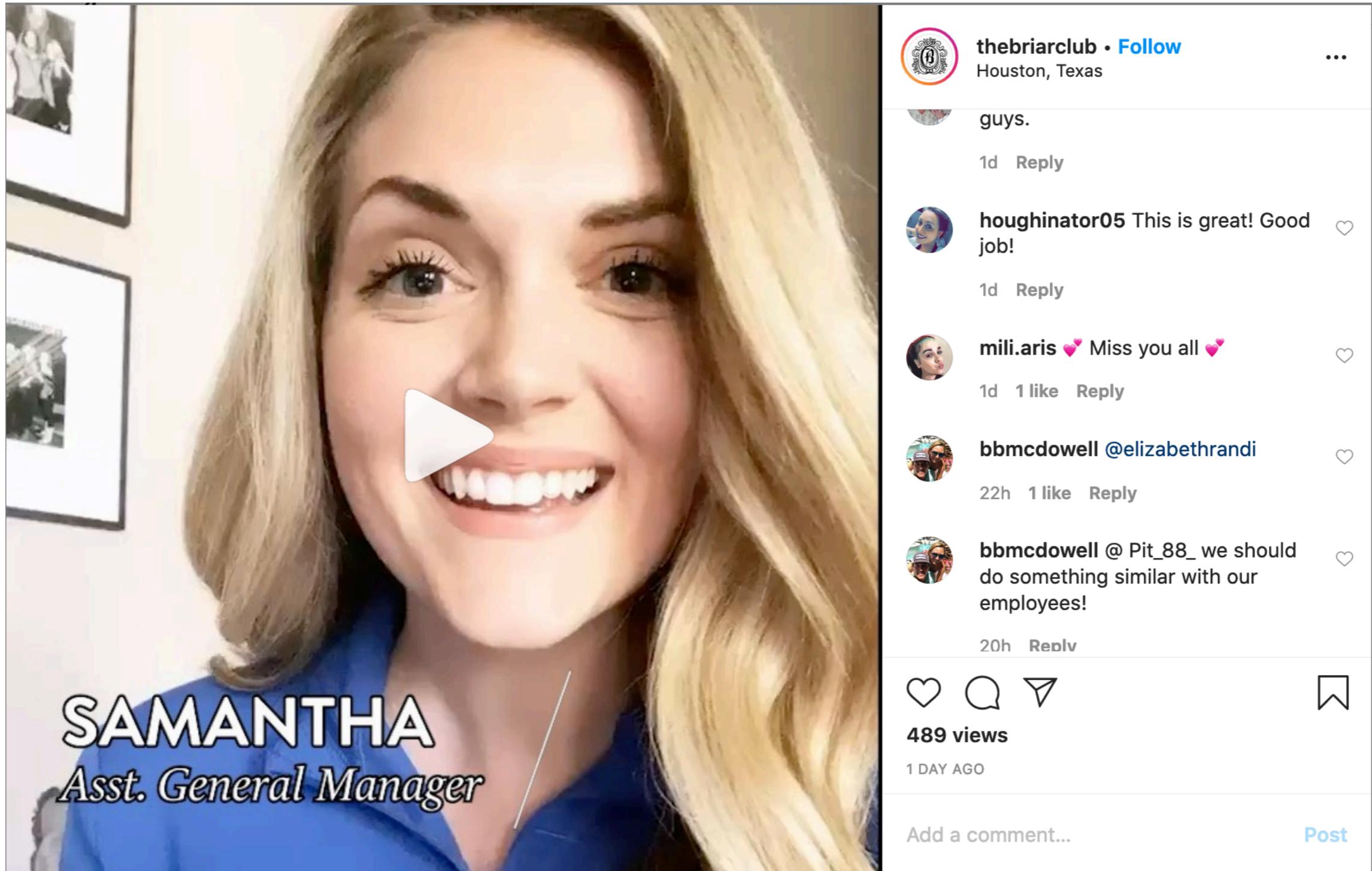
Pick-up or Delivery (circle one)

Pick-up or Delivery time (circle one):

11 am 11:30 am 12 pm 12:30 pm 1 pm 1:30 pm 2 pm 2:30 pm 3 pm 3:30 pm 4 pm



Communication



SAMANTHA
Asst. General Manager

thebriarclub • Follow
Houston, Texas

guys.
1d Reply

houghinator05 This is great! Good job!
1d Reply

mili.aris ❤️ Miss you all ❤️
1d 1 like Reply

bbmcdowell @elizabethrandi
22h 1 like Reply

bbmcdowell @ Pit_88_ we should do something similar with our employees!
20h Reply

489 views
1 DAY AGO

Add a comment... [Post](#)



Communication



fsu_cmaa • Follow



fsu_cmaa FSU's CMAA exec board meeting via Zoom proved life can still go on! Next up, elections via Zoom!

1d



heyitsjoshgay the grind doesnt stop



23h 2 likes Reply



sarah_debellis Love to see it



22h 1 like Reply



28 likes

1 DAY AGO

Add a comment...

Post



Communication

WORK FROM HOME

10 Tips From CEOs on Working From Home Effectively and Happily

Far beyond getting out of your pajamas, these tips encourage wellness when you are working from home.



Add to Queue

NEXT ARTICLE



Image credit: Westend61 | Getty Images

Please provide any links to helpful articles we can all share with our members.



Services



Services



amarilloclub • Follow
Hodgetown



amarilloclub When our members can't come to the Club on their birthday, we take the party to them!! 🎂🎉 Happy Birthday Tony Ensor and Mike Huges (Mrs. Huges accepts cake on his behalf)! #WeHeldOurBreath #LessThanTen #membersonly #privateclub #cityclub #downtownamarillo #amarilloclub #happybirthday

1d



kelbreemc Awe! So awesome



1d Reply



mackie1954 Love and miss you guys!



41 likes

1 DAY AGO

Add a comment...

Post



Services



highlandcc1945 • Following



highlandcc1945 HCC Members we have select discounted beer and wine available! While supplies last! #hcc #celebrating75years #curbsidemenu

19h



178 views

19 HOURS AGO

Add a comment...

Post



Services



clubatibis • [Follow](#)

The Club at Ibis



clubatibis Get ready! #LifeAtIbis #TennisTipTuesday

20h



jbeaubois5 Josh you are the best tennis coach 🏆



20h 2 likes Reply



223 views

20 HOURS AGO

Add a comment...

[Post](#)



Services



racquetclubofphiladelpt • Follow ...



racquetclubofphiladelphia How to Make a Court Tennis Ball

RCOP Pro John Lumley, with the aid of fellow RCOP team member Brittany Lawrence, shows us how to make a court tennis ball from start to finish.

- If you just so happen to have all the ingredients sitting around your house like John does, quarantine is a good time to make your own while we all wait patiently to get back on court!

- Thank you @johnlumley7 & @blaw1230 for showing us the way!

-
-
-



321 views

3 HOURS AGO

Add a comment...

Post



Services



Governors Club NC



Services



losaltosgolfandcountryclub • Follow ...



losaltosgolfandcountryclub Backyard Golf Lessons: Episode One

If you and your little ones are itching to get outside, you can take this opportunity to sharpen everyone's game! Even if they aren't golfers, this hand-eye coordination game will boost their performance in any sport. For adults—modify by chipping or putting instead of throwing. Let's see you put some spin on that ball! 🚩

1d



kkennedyallen This is awesome! Going to do it tomorrow with Emery and Grace!



1d 1 like Reply



225 views

1 DAY AGO

Add a comment...

Post



private clubs online

Services



Quail Valley Golf Club, FL



Services



centercluboc • Following

centercluboc Chef Lewis & family! We are here for you! ❤️ #centerclubOC #curbsideorders

We are taking recommendations, please comment below on your desired dish!

Center Club Risotto

- 1/4 cup olive oil
- 1-2 chopped shallots
- 1/2 cup of white wine
- 1 Cup Rice
- 2/3 quart of vegetable or chicken stock
- 1 stick of butter
- 1/2-3/4 cup of Parmesan cheese
- 1/2 cup of heavy cream
- Salt and pepper.

1d

krystalburkev ❤️❤️❤️ They steal

300 views

1 DAY AGO

Add a comment... [Post](#)



Member Events

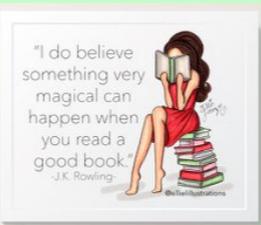


Member Events



Activities



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<h2 style="text-align: center; margin: 0;">DANCE Class</h2> <div style="text-align: center; margin: 10px 0;">  </div> <p>Join the instructors of No Limits Dance Studio for a fun dance class for all ages. We believe in making potential a reality and want to share our passion for dance, love for teamwork and strong work ethic to make every dancers' possibilities limitless!</p> 	<h2 style="text-align: center; margin: 0;">Golf Putting Lesson</h2> <p>Join Brad Bailey and Josh Enholm for an INDOOR Putting Lesson. Grab your putters, golf balls, and enjoy a fun golf lesson from the professionals. Learn to create your own putt putt course in your house!</p> <div style="text-align: center; margin: 10px 0;">  </div> <div style="display: flex; justify-content: center; gap: 20px;">   </div>	<h2 style="text-align: center; margin: 0;">ART with Ellie L</h2> <div style="text-align: center; margin: 10px 0;">  </div> <p>Join us Wednesday to channel your inner artist! Ellie L. has been drawing dresses since the age of 5! As a child, she had dozens of sketch books filled with different illustrations. At the age of 22, Ellie won the title of Miss Nebraska USA 2013 and had the opportunity to help design her dream Miss USA dress.</p> <p>Grab your colored pencils or markers, We will be Drawing THE KRAKEN!</p>	<h2 style="text-align: center; margin: 0;">YOGA with Liz H.</h2> <p>Join us for QUARANTINE Yoga! Join us for all levels - and all ages for this awesome activity. We may even throw in some partner poses!</p> <p>The mind//body connection of yoga includes physical postures, controlled breathing, and the ability to QUIET the mind {so challenging!}</p> <p>Let's see what you got!</p> <div style="text-align: center; margin: 10px 0;">  </div>	<h2 style="text-align: center; margin: 0;">KICK BOXING with Carrie B.</h2> <div style="text-align: center; margin: 10px 0;">  </div> <p>Cardio kickboxing is a FUN fitness class that combines martial arts techniques with fast-paced cardio. This high-energy workout challenges the beginner and elite athlete alike.</p> <p>Build stamina, improve coordination and flexibility, and burn calories with this fun and challenging workout.</p>	<h2 style="text-align: center; margin: 0;">FAMILY TIME</h2> <p>Family Time. It builds children's self-esteem, strengthens family bonds, develops positive behaviours, and can help your children be a good friend.</p> <p>We consider all of you our family and cannot wait to see you back at the Club.</p> <p style="text-align: center;">Stay Safe.</p> <div style="text-align: center; margin: 10px 0;">  <h3 style="margin: 0;">CHAMPIONS RUN</h3>  </div>



Member Events

PRESCHOOL

STAY AT HOME SCAVENGER HUNT

Enjoy this scavenger hunt with you preschoolers. Take this opportunity to talk to them about rhyming words, textures, shapes, colors, letters, and more! We can't wait to see your pictures!

- SOMETHING SMOOTH
- SOMETHING THAT MOVES
- SOMETHING ROUND
- SOMETHING THAT WEIGHS A POUND
- SOMETHING SHINY
- SOMETHING TINY
- YOUR FAVORITE BOOK
- A BAG ON A HOOK
- SOMETHING YOU USE TO WRITE YOUR NAME
- A PICTURE IN A FRAME
- SOMETHING HARD

- AN ANIMAL IN YOUR YARD
- SOMETHING TO EAT
- SOMETHING YOU PUT ON YOUR FEET
- SOMETHING BLUE
- SOMETHING YOU LOOK THROUGH
- SOMETHING TALL
- SOMETHING HANGING ON THE WALL
- A GLOVE
- SOMETHING YOU LOVE

BONUS:

- CANNED FOOD CASTLE
- MAKE A TOILET PAPER TOWER

 Take pics and tag us on Instagram!
Let us see your kids hunting!



huntersgreencc • [Follow](#)

Hunter's Green Country Club



huntersgreencc Hunter's Green Country Club Members: With your kids hanging out at home, now's a great time for a fun scavenger hunt! Use this with your preschool age children & talk with them about textures, shapes and more! Tag us in photos of your children hunting!

1d



huntersgreencc [#wearehgcc](#) [#huntersgreencountryclub](#) [#huntersgreen](#) [#clublife](#) [#clublifetogether](#) [#clubcorp](#) [#scavengerhunt](#) [#funforkids](#)



1d Reply



12 likes

1 DAY AGO

Add a comment...

Post

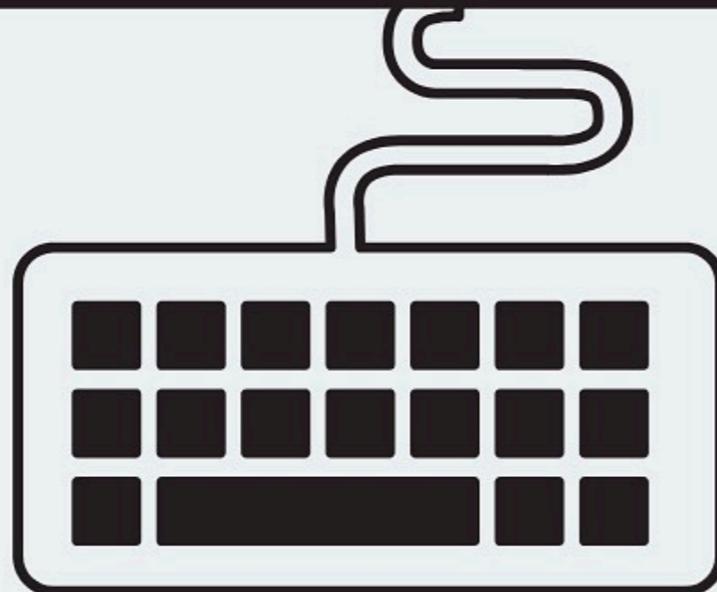


Member Events

JOIN US ONLINE!

We're bringing the Club to you.

COVID-19 might have closed the Club's doors, but we're bringing the Club programming to you, virtually!



charlottcityclubyps • Following ...
Charlotte City Club



charlottcityclubyps Members, join the Book Club, Literary Salon and Global Thinkers for online meetings next week! Just click on each event on the Club's online calendar to learn more and to sign up!

23h



Liked by **charlottcityclub** and 12 others

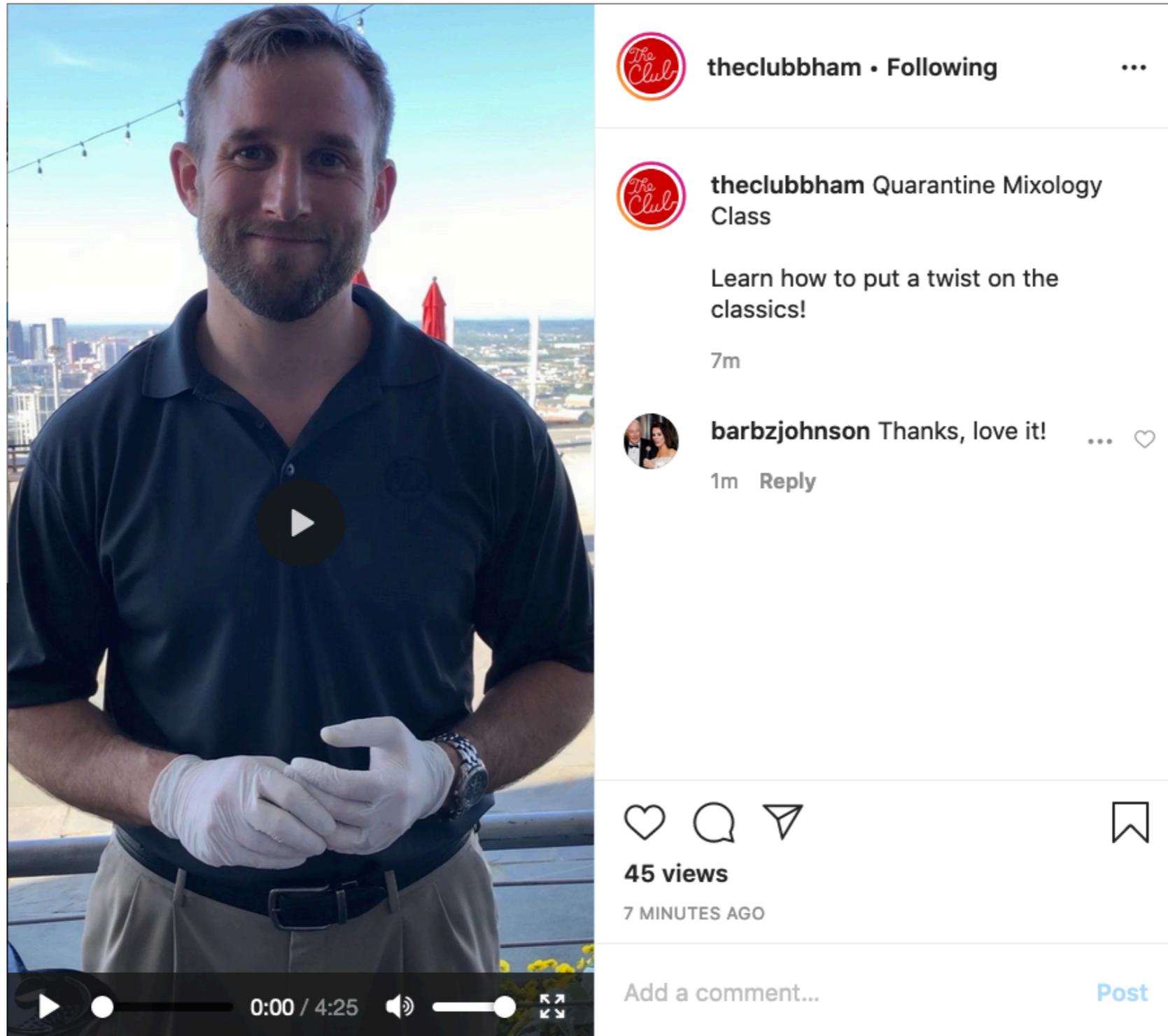
23 HOURS AGO

Add a comment...

Post



Member Events



theclubbham • Following

theclubbham Quarantine Mixology Class

Learn how to put a twist on the classics!

7m

barbzjohnson Thanks, love it!

1m Reply

45 views
7 MINUTES AGO

Add a comment... [Post](#)



Member Events



rombauervineyards  • [Follow](#) 



rombauervineyards  Join us for a Virtual Tasting today @4pm PT
Grab a glass and tune in to watch the Rombauer winemaking team taste through our portfolio of wines over Facebook Live.
See you there!

3h



grammykmz Brilliant idea 



134 likes

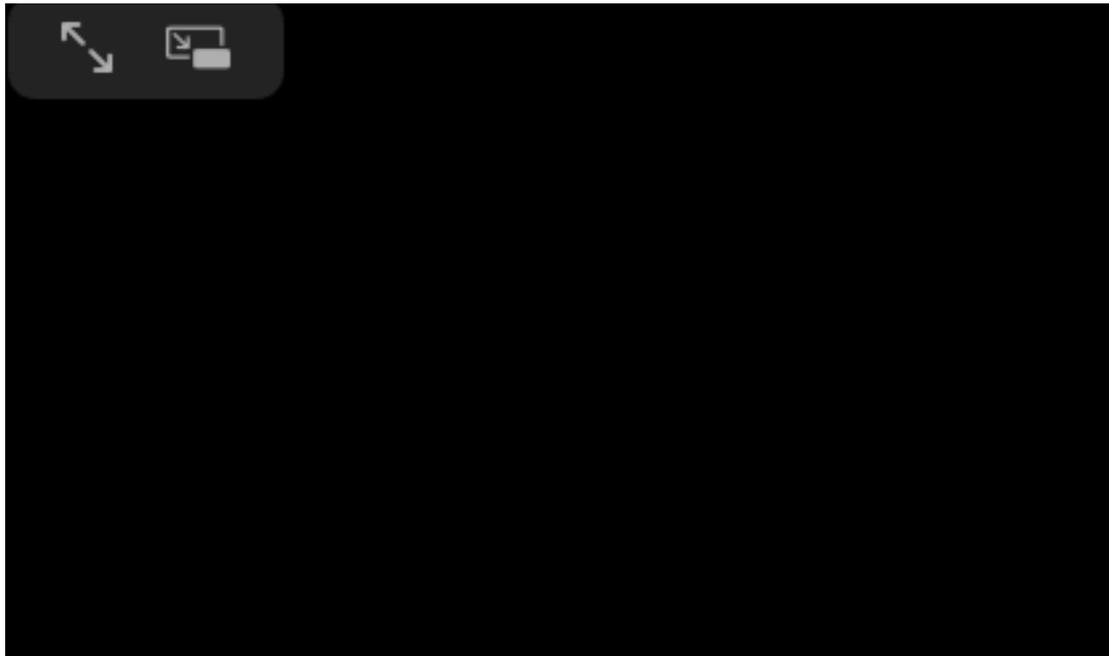
3 HOURS AGO

Add a comment...

Post



Member Events



caytonmuseum • [Follow](#)



caytonmuseum
[#caytonrecess](#)

Like you, we're finding our groove at home while we do our part to protect our health and the health of those we love. And wouldn't you know it ... staying indoors is full of surprises! Starting today and every weekday at 11AM, join us exclusively on our Instagram channel for [#caytonrecess](#) . Each week, we will enjoy music, storytime, art making, reflection and food for the mind, body and soul with The Amazing Andres and the rest of the Cayton family. Stay tuned for updates 🌈

5h



Member Events

Share your ideas for what you have been doing to engage & retain members and plan future member events!



Private Events



Private Events



ballantyne_countryclub • Following ...
Ballantyne Country Club



ballantyne_countryclub Cheers to you, brides & grooms! We are so excited for wedding season to be back in full swing! We are utilizing our resources during this time, and can't wait to share all of the new, fun ideas and trends that we are learning about!
[#ballantynecountryclub](#)
[#weddingwednesday](#) [#bride](#)

21h



26 likes

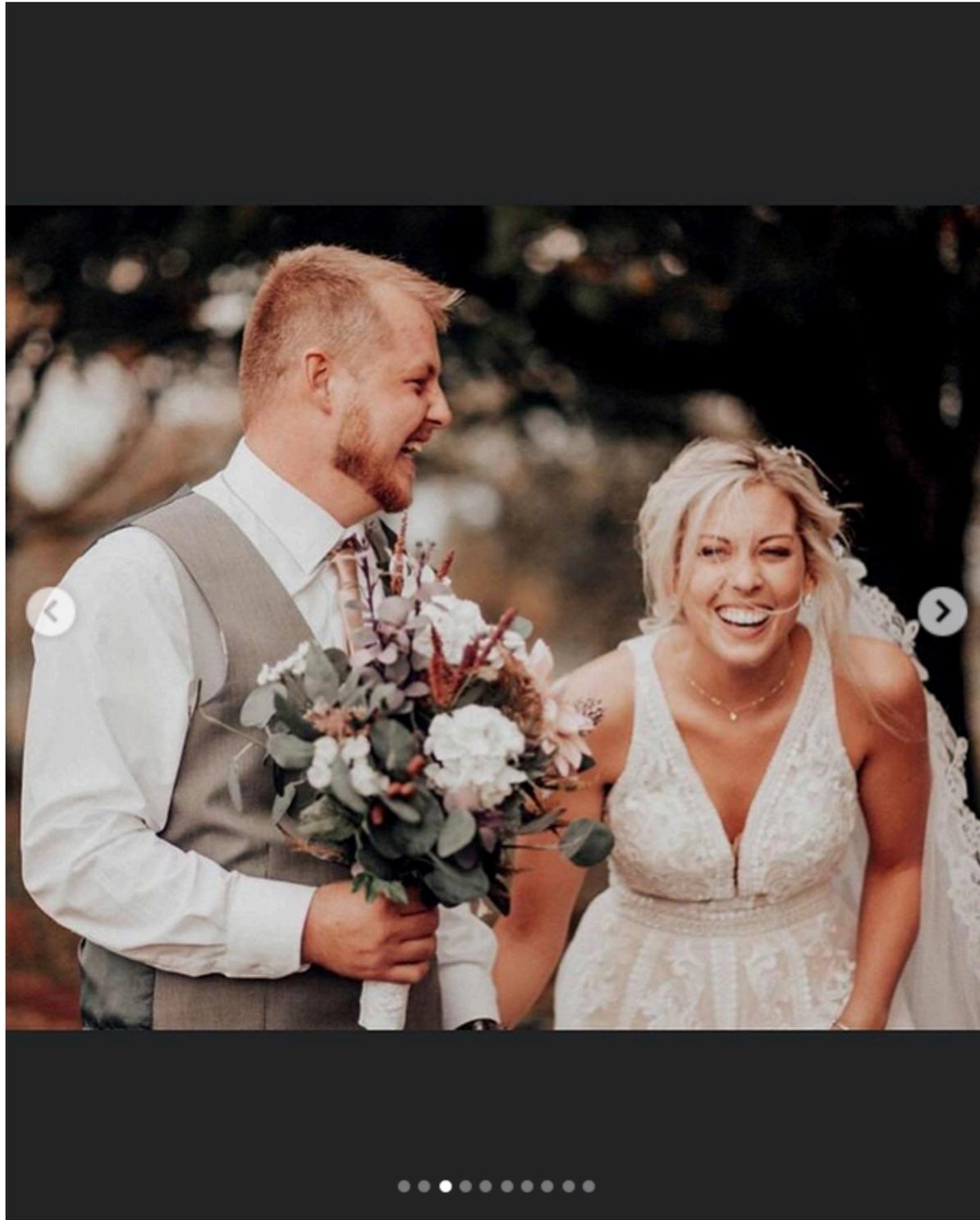
21 HOURS AGO

Add a comment...

Post



Private Events



woodhavencountrycl • Following ...
Woodhaven Country Club | Louisville Kentu...



woodhavencountryclubky Think you can't have modern and rustic themes mix? Just take a look at these gorgeous photos 🤩 .

On this [#WeddingWednesday](#) we're throwing it back to Lauren and Jamie's big day! Such a fun loving couple to work with! .

📷: [@ashleymurphyphotos](#) .

[#WoodhavenWeddings](#)
[#WeddingWednesdays](#)
[#WoodhavenCountryClub](#)
[#LouisvilleBride](#) [#2019Weddings](#)



20 likes

1 DAY AGO

Add a comment...

Post



Private Events



skyline_club_southfield • [Follow](#) ...



skyline_club_southfield We have [#summer](#) and [#weddingseason](#) on our minds today for [#tbt!](#) We're looking forward to seeing all the great ways our brides and grooms turn the club into their own to celebrate their big day! What are you most looking forward to this summer?
[#weddinginspiration](#) [#weddingplanning](#) [#weddingwithaview](#)

5h



Liked by [smartbufferware](#) and 7 others

5 HOURS AGO

Add a comment...

[Post](#)



Private Events



Levi's® Stadium Special Events

370 followers

7h • Edited •

+ Follow ...

Meet **Catherine Lentz**, Director of Special Events for our Levi's Stadium Special Events team. "Working from home has been a challenge as I love seeing my team and my co-workers on a daily basis. They are the reason I come into work each day so it's been an adjustment for sure. As I turn my attention from the negative to the positive, I am focusing on doing things that bring me joy. One of those things is cooking and baking. After two years, I have finally opened my KitchenAid mixer (from my wedding registry) and put it to good use. I found an amazing chocolate chip cookie recipe that I made last night and I'm thinking about making homemade sourdough bread next...why not? Contact me at Catherine.Lentz@49ers-smc.com for the chocolate chip Cookie Recipe! I promise you will love them!" [#Levisstadiumspecialevents](#) [#chocolatechipcookies](#) [#stayathome](#) [#hospitalitystrong](#) [#49ers](#)



Private Events

Share your ideas for what you have been doing to adjust & generate revenue and plan future private events!



#WeAreInThisTogether





willoughbygolfclub • Following



willoughbygolfclub

What a shot! Bob Kopprasch perfectly captured their "Compliant Tee Party" on the 13th Tee! We love seeing what everyone is up to, keep sharing!
[#lovewhereyoulive](#) [#willoughbygolfclub](#)

4h



11 likes

4 HOURS AGO

Add a comment...

Post



When The Going Gets Tough, Sawgrass CC Gets Creative

By Joanna DeChellis | March 25, 2020



By being agile and adaptable with how it continues to serve its members, Sawgrass CC is finding success despite challenges.



“Our biggest challenge is simply trying to figure out who has the better idea for the day. In all seriousness, I think our biggest challenge is going to be the unknown. Everything seems to change daily and every day we aren’t sure what the news is going to be or how we’re going to deal with it. But I think we’ve all handled it fairly so far—and I expect us to continue doing so.” - Perry Kenney, Assistant General Manager, Sawgrass Country Club





tregothedj • Following

Fiesta Americana Condesa Cancún All Inclus...



tregothedj

Yin & Yang 🍷 .

Covy, you've taught me appreciation, patience and gratitude. One of the things I'm most thankful for is this little lady here.

This is Stephanie. My dear friend from Disney Cruise Line. (Hint: she brought honor to us all and I never grew up.) . She was my last bride from almost two weeks ago. Two weeks doesn't seem like much but in the event industry, that can be quite a long time.

Stephanie got married to Sean. They've been together for over a decade and finally tied the knot in Cancun, Mexico. My first destination wedding. Definitely different than what I imagined for my



11 likes

30 MINUTES AGO

Add a comment...

Post

Stephanie got married to Sean. They've been together for over a decade and finally tied the knot in Cancun, Mexico. My first destination wedding. Definitely different than what I imagined for my first destination wedding...

The lead up was stressful. The travel was stressful. The anticipation was stressful. But that party...WOW. One of the best weddings that I have ever been experienced! 🙌

Covy Cov, thanks for making this one the lasting memory to hold me through.

I don't have any "confirmed" events until May. And even then, it's all very much still up in the air...

We will be back. We will rage, we will laugh, we will unite and we will celebrate.

But when come back: buckle. your. seatbelts. 🔥



Member Engagement During & After Coronavirus

Takeaways

*And still time to ask questions or share your ideas,
make a comment in the question box now...*



Private Clubs Online Programs



Private Clubs Online Essential Membership

A membership which grows in value each month

- Anytime access to a growing library of educational and training videos.
- Handouts, and training materials
- Education applicable to all departments addressing retention, communication, member relations, F&B, and member programming.
- Bonus conference calls, quick tips videos/webinars
- One membership serves one club, with no limit on the number of users.

Member Communication Workshop - *Online*

April 14 & 16

9am - 1pm PST each day

Challenges & Best Practices
Communication Strategy
Content Planning
Creating Engaging Content
Effective Email Strategies
Social Media Management

www.privateclubsonline.com



ACCP Upcoming Events



Complimentary Webinar

ACCP Members and non-Members Welcome
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Supercharging the Rebound - Private Event Sales Strategies

Tuesday, March 31, 2020

12:00pm PDT / 2:00pm CDT / 3:00pm EDT

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