



The Carolinas Chapter of the Club Managers Association of America

Who We Are

The Carolinas Chapter of the Club Managers Association of America (CMAA) is the professional Association for managers of membership clubs. The Carolinas Chapter is comprised of more than 350 members, representing nearly 175 clubs, within North and South Carolina. As CMAA's third largest chapter, the Carolinas is very active and proud of the value of the education, networking and social opportunities offered to its members.

Given the geography of the Carolinas, Chapter members manage clubs ranging from the seasonal mountain and beach clubs to the year-round metropolitan country and golf clubs. Similarly, clubs range in size from small seasonal properties to large multi-property facilities and operate under several different ownership structures, from member-owned to developer-owned, and everything in between.

What We Do

The Chapter's mission is to provide timely, engaging and informative education to persons connected with the management of clubs and other associations of similar character; to promote and encourage efficient and successful club management skills; and to advance friendly and mutually beneficial relationships among its members.

Education is the backbone of the Association. In addition to all that is afforded on the CMAA National-level, the Carolinas Chapter prides itself in offering a plethora of valuable and continuous education programs, all of which are aligned with CMAA's ten competency areas of club management and meet the requirements for the certification process.

On an annual basis, the Chapter schedules three multi-day meetings and four one-day programs. Additionally, the Chapter is divided into five regions, similar in character and geography, so that managers of clubs can meet and network on a more frequent basis than the full-Chapter events allow.

How We Do It



Much of the Chapter's continuing education is afforded by the Carolinas Club Foundation (CCF) by way of grants and scholarships offered to the Chapter and its members. The CCF was formed in 2005 as a tax-exempt, 501(c)(3) organization for the purpose of financially supporting the professional development of club management through education, training and research initiatives.

Along with the honored members of the Founders Club, the financial support of many, and the current and ongoing leadership of the CCF Board of Directors, the Foundation continues its great support of the club management industry. Pledges from members and clubs and sponsorships from corporate vendor partners allow continued growth in the education offerings provided.

Wine & Widgets Auction

The Wine & Widgets Auction is an annual event traditionally held in conjunction with the Carolinas Chapter's Summer Conference. The purpose of the Auction is to raise funds to help support the Foundation's mission; additionally, a portion of the proceeds are donated to the Carolinas Chapter Benevolence Fund, a fund that supports managers, clubs and industry associates in need.

The Auction is inclusive of wine, wine-related items and non-wine-related items alike, and features live and silent components as well as a raffle.



How We Can Partner With You

This year's Auction will be held on Sunday, July 19, 2015, at Litchfield Beach & Golf Resort in Pawley's Island, SC. The theme is "Think Outside the Cork" with the goal being to broaden the Auction to be much more than wine alone. Additionally, the Auction Committee has a goal to partner with industry-supporting companies in an effort to add value to the event as well as to promote companies' wares to Chapter members – making it a win-win.

Donated items to consider include:

- Wine – Minimum \$25 wholesale value; wine valued at \$100 or more will be included in the "Wall of Wine" Raffle
- Widgets – Jewelry, Technology, Art, Apparel, etc.
- Experiences – Winery, Golf and/or Spa Packages

Companies that donate item(s) valuing \$1,000 or more will be afforded:

- Two individual registrations to the Wine & Widgets Auction event.
- List and contact information for all CMAA member participants (estimated 70-90 club managers).
- Recognition in all Wine & Widgets Auction promotions, to include the Chapter and Foundation's websites, Chapter eNewsletter, event e-mail blasts, etc.