

Hello CMAA Members!



[Click Here for a Brief Message from Jeff!](#)

CMAA's Week Ahead

10,000 Letters and the Latest Legislative & Regulatory Information

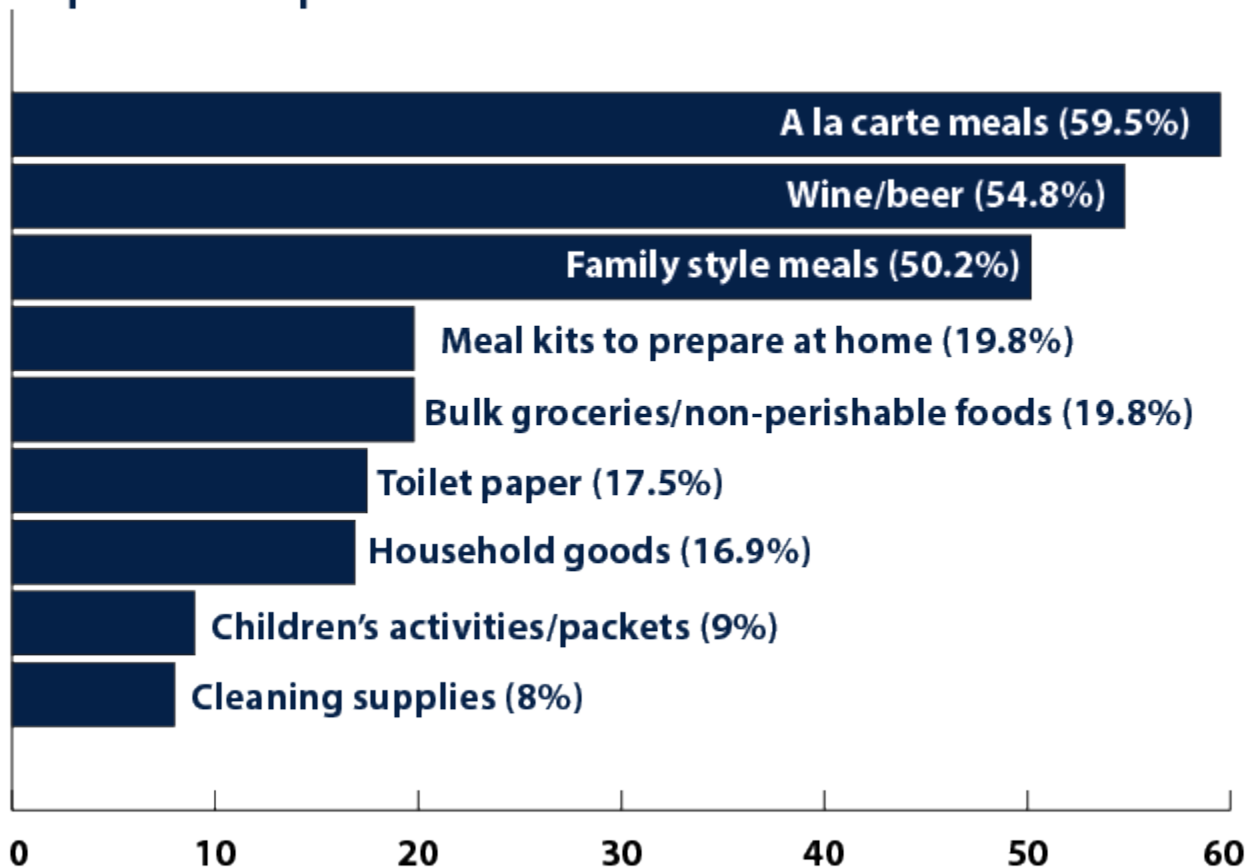
Access our two-page resource - [Understanding Federal Legislation on COVID-19: What Clubs Need to Know](#) - that encapsulates everything that you need to know about these two packages, how they apply to operations, what they can take advantage of, and links on how to take advantage of different programs.

Our grassroots advocacy efforts continue to seek relief for clubs under the federal stimulus. To date, **more than 10,000 letters** have been sent to the Hill. If you have not yet, please act now to share the impact of COVID-19 on your facility and employees within their district and how you would benefit from assistance at this time via [Club Industry Votes](#). You can also share this link with your team and your members!

Latest Research: Financial Loss and Top To Go Offerings

CMAA members are upping their games in providing to-go to their members. Here's the top offerings from our latest research report released this week:

Top To-Go Options for Clubs



The average financial loss is **\$237,905** and cumulatively it is greater than **\$68.7 million** due to the coronavirus pandemic.

Thank you to everyone who has participated in our research efforts. Access the results on www.cmaa.org/beprepared and the recording of the April 8 webinar on [CMAA University](#) within the COVID-19 Resources.

On Thursday, April 16, CMAA will be releasing the **2020 Finance and Operations Survey**. This survey will be open until **May 15** and available on the Industry Insights platform to ensure confidential and secure data storage and management. This year, in addition to the online survey, CMAA has added a data mapping option to facilitate the collection of data. More details will be available in the invitation next week. We look forward to your participation.

Be Prepared

Access all the resources on [Be Prepared](#) including newly added resources!

Learn and Connect on Upcoming Webinars

CMAA is offering a number of webinars to help club professionals stay informed during these fast-changing times. Additional webinars will be announced. Watch your email daily for further announcements! Next week's webinars will include:

Monday, April 13 – 2:00 p.m. EDT – GCSAA Town Hall Briefing – CMAA CEO Jeff Morgan, FASAE, CAE, GCSAA CEO Rhett Evans, PGA of America CEO Seth Waugh, and NGCOA CEO Jay Karen

Wednesday, April 15 – 2:00 p.m. EDT – Uncharted Territory: Logistics and Best Practices of Team Member Layoffs – Jodie Cunningham, Optimus Talent Partners

Friday, April 17 – 2:00 p.m. EDT – Game, Set, Match – Jeff Morgan, FASAE, CAE, and John Embree, CEO of the United States Professional Tennis Association (USPTA)

Can't attend a live event? The recordings of the webinars and a copy of the slide presentations are made available within 48 business hours of the live event. You can access the recordings under the COVID-19 Resources section of [CMAA University](#). Once you sign in, click on the "Start Learning" button. If you need to access your login information, please [contact us through this online form](#).

Listen to Let's Talk Club Management Ep. 24 – SBA Loans and Clubs

This week, we're talking with Joe Mendez, CCM, CCE, about the recent CARES Act for coronavirus relief and the SBA Loans included within that legislation. Melissa Low, CAE, walks us through what provisions the CARES Act includes and how clubs can (and cannot) take advantage. Joe shares his personal experience in determining what his club could act on, how he has handled furloughs and layoffs, and the ways in which he is getting involved in advocacy on the grassroots level. Listen [here](#) or access via Apple Podcasts.

Traditionally, this is a week of togetherness through the celebration of holidays. Our celebrations may differ in our distance from each other, but our faith during this time remains strong. To each of you celebrating, many blessings to you and your family.

Sincerely,

Jeff

***"Sometimes we're tested not to show our weaknesses, but to discover our strength."
~Deborah Hill***



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