

## **CORONAVIRUS WEBINARS:**

**Week of April 20, 2020**

### Monday, April 20

2:00 pm CMAA  
What is the Future for Membership Sales and Membership Retention for the Private Club Industry? Steve Graves and AJ Redetzke, Creative Golf Marketing  
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### Tuesday, April 21

11:30 am NCA  
Club Real Estate Tax Assessments: The Impact of Coronavirus  
Laurence Hirsh, President, Golf Property Analysts  
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2:00 pm **CAROLINAS CHAPTER CMAA**  
The Way Forward: Strategizing for Re-Opening – Create Your New Global and Departmental Operational Standards (while still being flexible with daily challenges)  
RCS Hospitality Group – Whitney Reid Pennell and Joyce Halama  
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(Also at 2 pm CMAA: Supporting Mental Health in Times of Uncertainty with Katherine Lord)  
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### Wednesday, April 22

10:00 am **Carolinas ZOOM**  
Open discussion with Carolinas Chapter members. Ask questions you have of other clubs in the Carolinas and get their updates.  
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2:00 pm CMAA  
Create Your NEW Club-Wide and Departmental Operational Standards (While Still Being Flexible with Daily Challenges)  
RCS Hospitality Group – Whitney Reid Pennell and Joyce Halama  
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### Thursday, April 23

2:00 pm CMAA  
Technology: The Key to Increasing Member Engagement  
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Leverage Surveys to Engage Members During COVID-19  
GGA (Global Golf Advisers)  
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