

# ELEVATING THE MEMBER EXPERIENCE

## 2021 Downtown Fall Conference

### SPEAKER INFORMATION

#### Sunday, October 17<sup>th</sup>, 2021

**MEETING ROOM:** Webb Gallery

**COCKTAILS & DINNER:** 6:30PM

Featuring an open bar for 2 hours starting at 6:30PM followed by dinner at 7PM

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#### Monday, October 18<sup>th</sup>, 2021

**MEETING ROOM:** McWhinney Room

**BREAKFAST:** Members are on their own for breakfast

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**TIME:** 8AM-8:20AM: Social/Networking (Optional)

**CHAPTER MEETING:** Chapter Business overview and discussion 8:20AM -8:30AM

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**TIME:** 8:30AM-10AM

**SPEAKER:** Brian Marcus with Global Hospitality

**TOPIC:** "Airline Elites: Take your Club to 35,000 feet! Lessons for Private Clubs from the world's BEST of the best.

**BREAK:** 10AM-10:15AM

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**TIME:** 10:15AM -11:45AM

**SPEAKERS:** Shannon Herschbach & Mike Phelps with Pipeline Agency

**TOPIC:** Building Your Club's Internal Brand Communications System

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**LUNCH:** 11:45AM -12:30PM

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**TIME:** 12:30PM – 1:30PM

**SPEAKER:** Lawrence "Larry" Lee with Jones and Keller, PC

**TOPIC:** "The Top Legal Issues Facing Country Clubs in 2022"

**BREAK:** 1:30PM-1:45PM

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**TIME:** 1:45PM – 3PM

**SPEAKER:** Mike Kelly, Managing Partner, 59 Club USA

**TOPIC:** Member Integration

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End of Education. Optional Networking until 4PM