

The Ohio Valley Chapter

Annual Chapter Meeting & Installation Dinner

**October 22-23, 2017
Meridian Hills Country Club
Indianapolis, Indiana**

Thanks to our Presidential Partners:



2017 Annual OVC Chapter Meeting Schedule of Events and Speaker Information

Sunday, October 22, 2017

9:00 a.m. Board Meeting (*Board Members Only*) Meridian Hills Country Club

11:00 a.m. Education – “Roll Out the Red Carpet for Your Members” – [Ms. Donna Cutting](#) Imagine a workplace with a strong service culture, a place where people work together, engaged and enthusiastic about creating an amazing experience for your members - where the entire team understands that the member matters, their work matters and they matter. Get the tools in Donna’s presentation based on her best-selling book (named by Forbes as one of the best business books of 2015) “501 Ways to Roll Out the Red Carpet for Your Customers.” (1.5 Education Credits)



12:30 p.m. Lunch, Business Meeting, & Vote for the OVC 2018 Board of Directors (1 Association Activity Credit)

1:45 p.m. Education - “How to Develop a Strategic Member Communication & Content Plan” – [Ms. Shanna Bright](#), Founder of Private clubs Online, will offer the first of her two programs on developing a strategic member communication and content plan. Shanna says that member communication across all platforms should be a team effort. She’ll provide step-by step for content planning and great ideas on how to make that happen. (1.5 Education Credits)



3:15 p.m. Education over for the day – return to hotel

6:15 p.m. Transportation leaves hotel for Installation Dinner

6:30 p.m. Cocktails & Entertainment – A “magical” night!

8:00 p.m. Installation Ceremony

8:15 p.m. Installation Dinner

9:45 p.m. Transportation leaves Meridian Hills Country Club for hotel

Monday, October 23, 2017

8:00 a.m. Breakfast – Meridian Hills Country Club

9:00 a.m. Education - “How to Create Engaging Content for Newsletters, Emails, Social Media & More” – [Ms. Shanna Bright](#) Now that you have a content plan, Shanna will walk you through developing topics for each department, identifying resources, hashtags, and other topics. Learn best practices from some of the clubs in attendance and others from around our region. You’ll get several takeaways that can make a difference in your social media, email, and newsletter content immediately. (1.5 Education Credits)



10:45 a.m. Education - “New Perspectives on Member Engagement” – [Mr. Jeff Tomberg](#) Uncover new ideas on how to define, identify and nurture member engagement. Learn how to create an environment that helps engagement flourish within the club and learn about The Three Pillars of Member Engagement. (1.5 Education Credits)



12:15 p.m. Lunch

12:45 p.m. 24th Annual Vendor Show

3:00 p.m. Education - “Effectively engage your members through the power of video” – [Mr. Dominic Giarratano](#) It’s a fact that a one-minute video can have the same effect on our emotions as 1.8 million words of text. And when purchase decisions are at stake, emotions can have a significant impact on retention rates and recruitment efforts. Tag lines on glossy brochures with a picture of the ‘happy family’ cannot, will not and shouldn’t be expected to differentiate your club in the marketplace any longer. (1.5 Education Credits)



Education will take place at

Meridian Hills Country Club
7099 Spring Mill Road
Indianapolis, Indiana

Dress Code:

Business casual for all education programs. Business attire for the Installation Dinner.



Hotel Accommodations



Marriott Indianapolis North
3645 River Crossing Parkway
Indianapolis, Indiana
317-705-0000

We'll be staying at the Marriott Indianapolis North. Our room-night rate is **\$119**. Please make your reservations as soon as possible but certainly **NO LATER THAN OCTOBER 1ST**. That's the final date to get the special rate. After that date, the room rate jumps to \$240/night.

To make your reservation, call Marriott Reservations at 800-228-9290 and refer to the room block **CMAA/Ohio Valley Chapter** and mention that you are staying at the Indianapolis Marriott North. If you have any trouble making the reservation or getting the room block rate, please call me.

The hotel is located at 3645 River Crossing Parkway, Indianapolis, and is about a 15-minute drive from Meridian Hills Country Club. We will have transportation to pick you up and return you from the club for the Installation Dinner.

Bring your staff and your family

Several of you have asked over the past few months for education that pertains specifically to member service and engagement. And, just as many of you said you wanted to learn more about using social media more effectively. Fortunately, I was able to combine those two requests into one great weekend of education.

You'll start your weekend on Sunday morning with a high-energy program on member service. Donna Cutting will set the stage with her hilarious, motivating, and theatrical style presentation. With heart and humor, Donna will show you how to create a culture of celebration, accountability, and red-carpet member service.

Following lunch, our business meeting, and your vote for the 2018 Board of Directors, Shanna Bright, Founder of Private Clubs Online, will offer the first of her two programs on developing a strategic member communication and content plan. Shanna says that member communication across all platforms should be a team effort. She'll provide step-by-step outline for content planning and great ideas on how to make that happen.

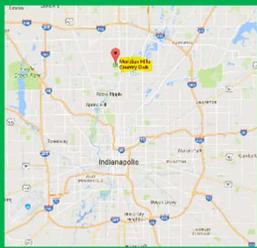
Your Sunday in the classroom will end early enough for you to get back to the hotel to freshen up before the transportation picks you up for a short trip to Meridian Hills Country Club for the 2018 Board of Directors installation dinner and entertainment. You won't want to miss the entertainment, either! It will be a truly "MAGIC" evening.

Your Monday will kick off (after breakfast) with Shanna's second program. Now that you have a content plan, Shanna will walk you through developing topics for each department, identifying resources, hashtags, and other topics. Learn best practices from some of the clubs in attendance and others from around our region. You'll get several takeaways that can make a difference in your social media, email, and newsletter content immediately.

Leading into the Vendor Show, you'll hear from Jeff Tomberg on member engagement where you'll uncover new ideas on how to define, identify and nurture Member Engagement. You'll learn how to create an environment that helps engagement flourish within the club and learn about The Three Pillars of Member Engagement.

Following the always popular and important 24th annual vendor show, listen to Dominic Giarratano teach you about the value of incorporating video into your communication process. Did you know that YouTube is the second most heavily used search platform? Doesn't it make sense to incorporate video into your club's recruitment and retention message? Member engagement is the cornerstone to member retention and what better way to engage your members than through video?

Your staff member does not have to be a member of CMAA or the OVC to join you at one of our meetings. Just check the box on the registration form for a guest and pay the appropriate fee. This is another value-added opportunity that comes with your OVC membership.



Send in your registration soon. Our annual meeting is always well attended and we don't want you to miss out.

Step 1: Book your hotel room
Step 2: Pay by credit card (see below), and email this form to md1@ovccmaa.org.

Otherwise, make check payable to Ohio Valley Chapter and mail with this form to:

Ohio Valley Chapter
 7124 Windwhisper Blvd
 Knoxville TN 37924

Please enter your name (including designations and club name) exactly as you would like them to appear on your name badge. **Each meeting attendee should complete their own registration sheet.** However, if you are registering your significant other, please include him/her on this registration.

Registrant Name: _____

Member #: _____ Email: _____

Club Name: _____

Club City/State: _____

Significant Other Name: _____

Chapter Meeting Registration

- \$ _____ **1st CMAA Member from a Club – Full Registration - \$225**
- \$ _____ **Additional CMAA Member from Same Club – Full Registration - \$215**
- \$ _____ **Guest (Non-CMAA Member) – Full Registration - \$245**
- \$ _____ **Spouse/Child Sunday Installation Dinner - \$125**
- \$ _____ **Student Chapter Members – Full Registration - \$0 (Paid by Student Fund)**
- \$ _____ **Faculty/CU/AU/Retirees – Full Registration - \$190**
- \$ _____ **Sunday Only Registration - \$155**
- \$ _____ **Monday Only Registration - \$50**
- \$ _____ **Grand Total**

- **Full registration includes all meals, beverage breaks, and entertainment**
- **Sunday Only Registration includes lunch, beverage breaks, and the installation dinner with entertainment**
- **Monday Only Registration includes breakfast, lunch, and break-out beverages**

Payment Instructions

☐ **Make Check Payable to:**

Ohio Valley Chapter
 7124 Windwhisper Boulevard
 Knoxville TN 37924

☐ **You may pay with MasterCard, Visa, AMEX, or Discover. Go to <https://ovc.plastiq.com>. A 2.5% surcharge (1% for debit cards) may apply.**

You may have to register with Plastiq the first time you use this method.

Please email me your registration form and feel free to follow it up with a check if that works best for you. If paying by credit card, I'll still need your registration form. It's very important that I have registrations as soon as possible. Thanks.