

# GOLF INDUSTRY CENTRAL

PRESENTS

## STRATEGIC ISSUES FOR PRIVATE CLUB GOVERNANCE

With Gregg Patterson & Norm Spitzig

“UP CLOSE AND PERSONAL”

MAY 9-13, 2016



**Gregg Patterson**

*Club Management magazine  
2015 Club Executive of the Year.*



**Norm Spitzig**

*One of original six to attain the  
distinction of Master Club Manager*



ALL THE WAY  
FROM THE USA



ALL THE WAY  
FROM THE USA

### ADDRESSING THE FOLLOWING TOPICS:

- The Basics of Club Governance.
- Strategic Planning.
- IT Platforms; Managing Data, Governance, & Member Engagement.
- Makes a Good Club a Great Club.
- The Most Successful Governance Models in Clubs.
- What Board Members Really Want from their General Manager.
- What General Managers Expect from their Volunteer Board leadership.
- The Importance of Club Culture.



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MEETING WITH EITHER  
GREGG OR NORM ON THE DAY.

**SIDESHOWS**  
**MAY 10**

**GREGG PATTERSON:** Creating and Sustaining the Powerfully Effective Service Culture  
HUNTINGDALE GOLF CLUB, MELBOURNE - 8:30 AM - 12:00 PM

**\$75** pp

**NORM SPITZIG:** The 10 Keys to Long Term Prosperity in Private Clubs - 2016 & Beyond  
HUNTINGDALE GOLF CLUB, MELBOURNE - 2:00 PM - 5:00 PM

**\$75** pp

**MAY 9**

NUDGEE GC,  
BRISBANE

**SIDESHOWS**  
**MAY 10**

HUNTINGDALE GC,  
MELBOURNE

**MAY 11**

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**MAY 13**

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