

2012 EDUCATION SEMINARS

11:00 IMPROVING MEMBER COMMUNICATIONS

by Dawn M. Proc of VCT Communications

This session will focus on taking a relationship marketing approach to member communications in order to drive engagement and member satisfaction.

12:15 DEMYSTIFYING INSURANCE FOR CLUB MANAGERS: A PANEL DISCUSSION

by The Treiber Group

This session will be a high level review of the types of exposures clubs face and the various types of insurance coverage available (General Liability, Tee to Green Coverage, Property Coverage, Employment Practices Liability, Director and Officers Liability, Professional Liability, Pollution Liability, Workers Compensation, Professional Liability for teaching professionals and Liquor Liability).

1:30 WHAT THE FUTURE HOLDS FOR CLUB TECHNOLOGY

by Bill Starbuck and Jim Kennedy of The Network Support Company

Discuss the latest in tablet and iPad integration and how these devices can make your Club more efficient. Understand the current options in Cloud Computing, Virtualization and Disaster Recovery. Gain knowledge in the latest trends in technology support innovations such as Managed Services.

2:45 SOCIAL SECURITY: POTENTIAL STRATEGIES FOR MAXIMIZING YOUR BENEFITS

by James Heggie III, CFM, CRPC of Merrill Lynch Wealth Management

Whether you are nearing retirement, or just about to retire, this session will discuss taking stock of all your financial resources: a 401(k), an IRA, and personal savings. Understanding and maximizing your Social Security benefits as a key element in planning for the retirement you want will be covered.

4:00 LIGHTNING AND SEVERE WEATHER SAFETY

by Frank McCathran, Director, Education and Club Safety
for WeatherBug

Learn about modern technology for properly informing members of weather and lightning hazards. See what options exist for important alerts and how on-line enhancements can improve your member's experience.