

CMAACT WEBINAR

Wednesday, February 2

10:00 am - 11:30 am

*"Is This Current
Membership Momentum
Sustainable and If Not
How Do We Position
Our Clubs For
Long Term Success?"*



Steve Graves
President, Creative Golf Marketing

There is a false sense of security that has gripped the private club industry. Everyone is talking about waiting lists, increasing initiation fees and member usage like this success will never end. We all know that the private club industry tends to have the pendulum swing and prosperity has never been forever. Additionally, we all know that the private club industry tends to be a "reactive industry" rather than a "proactive industry." For 90 minutes Steve Graves, President of Creative Golf Marketing, will be discussing strategies and philosophies to position your club for keeping your membership numbers and financial success for the long term. This session will be relevant.

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