



MEMBERSHIP DIRECTORS' ASSOCIATION OF SOUTHWEST FLORIDA

2020 Florida Membership and Marketing Summit Agenda

<i>Wednesday, May 20 ~ Bay Colony Beach Club</i>	
4:30 pm - 6:30 pm	Opening Reception <i>Sponsored by: Northstar</i>
<i>Thursday, May 21 ~ Bonita Bay Club</i>	
8:00 am - 8:45 am <i>Registration: North Foyer Breakfast: Hearth Room Sponsor Showcase: Fireside Room</i>	Registration, Networking Breakfast & Sponsor Showcase <i>Breakfast Sponsored By: Clubessential</i>
9:00 am - 9:15 am <i>Ballroom</i>	Welcome and Introductions <i>MDASF President, Danita Osborn</i>
9:15 am - 9:30 am <i>Ballroom</i>	State of the Florida Club Industry <i>Fred Fung, General Manager, Bonita Bay Club</i>
9:30 am - 10:30 am <i>Ballroom</i>	Stop Selling & Start Relating <i>Michael J. Russ, President of Powerful Living International</i>
10:30 am - 10:45 am <i>Fireside Room</i>	Morning Refreshment Break & Sponsor Showcase <i>Sponsored By: Club Properties</i>
10:50 am - 11:50 am <i>Ballroom</i>	National Club Trends in a Florida Marketplace <i>Dr. Jim Butler, CCM/CCE, CEO of Club Benchmarking</i>
12:00 pm - 1:00 pm <i>Lunch: Hearth Room Sponsor Showcase: Fireside Room</i>	Networking Lunch & Sponsor Showcase <i>Sponsored By: MembersFirst</i>
1:05 pm - 2:35 pm <i>Ballroom</i>	Panel Discussion: INSIDE THE INDUSTRY: Key Roles of a Membership & Marketing Professional <i>Victoria Burns ~ Website & Communications Susan Greene ~ Marketing Plans Melissa Hansen ~ Social Media Claudine Wetzel ~ PR & Community Relations Moderated by Jennie Taylor</i>
2:35 pm - 2:50 pm <i>Fireside Room</i>	Afternoon Refreshment Break & Sponsor Showcase <i>Sponsored By: Hirsch Studio</i>
3:00 pm - 4:30 pm <i>Ballroom</i>	KEYNOTE PRESENTATION: Choices Create Champions <i>Dale Smith Thomas, International Motivational Speaker</i>
4:30 pm - 5:00 pm <i>Ballroom</i>	Closing Comments
5:00 pm - 6:00 pm <i>55th Hole</i>	Networking Cocktail Hour & Bonita Bay Club Tours <i>Sponsored By: ForeTees</i>

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For more information visit www.mdasf.com or email summit@mdasf.com