



Please join MDASF Members & Guests at The Golf Lodge at the Quarry on Tuesday, October 17th for a lunch & education meeting.

***We work tirelessly to recruit new members.
What happens after they join? What efforts are made to keep them?***

Now more than ever, it is crucial for private clubs to engage in strategic member relations, which develops meaningful programs, events and activities, as well as effective member communication. The execution of retention-focused programming and communication equates to happier members, involved and connected members, and members who stay.

In turn, higher retention rates reduce the pressure to recruit more members. And, it costs less to retain our members than it does to introduce new ones.

In this interactive session, we'll meet Private Clubs Online Founder, Shanna Bright who has been speaking with several CMAA chapters across the nation this year, including all of the regional chapters in Florida. We'll enjoy an open and frank discussion about the Membership Director's role in Member Relations & Retention.



**MEET OUR FEATURED SPEAKER:
SHANNA BRIGHT**

Shanna Bright is the founder of Bright Life Media and Private Clubs Online. Shanna began her career in private clubs as the Member Relations Director at the City Club Los Angeles. While providing strategic communication consultation to private clubs, hosting webinars and speaking at conferences with CMAA, PCMA and ACCP, she learned there was a need in the private club industry to adapt to how members communicate and connect in their everyday lives - online and through social media. Private Clubs Online empowers private club professionals to drive revenue and retain members through strategic member communication.

When: Tuesday, October 17, 2017

11 am registration;
11:30 am lunch & presentation

**Where: The Golf Lodge at The
Quarry**

8950 Weathered Stone Drive
Naples, FL 34120

Who: MDASF Members & Guests

Cost: \$35/person



**Please note, all reservations must be made by noon, Friday, October 13.
Any cancellations after that or no-shows will be charged \$35 for the event.**