

A nighttime photograph of a club building with a fountain in the foreground. The building has several lit windows and is surrounded by palm trees. The fountain is illuminated with blue and white lights, creating a central spray of water. The sky is dark blue.

Contemporary Club Management

Second Edition

Edited by Joe Perdue
for the Club Managers Association of America

CONTEMPORARY CLUB MANAGEMENT

Second Edition

Edited by Joe Perdue, CCM, CHE
for the Club Managers Association
of America



Club Managers
Association of America



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Preface

CONTEMPORARY CLUB MANAGEMENT, SECOND EDITION, continues to be the product of a close partnership between club industry professionals and hospitality educators. The Club Managers Association of America's certification program for club managers guides the development of the book's content. Hospitality educators provide input from the classroom. CMAA's core club management competencies serve as the foundation for chapter content. Hospitality educators were selected to develop detailed chapter outlines based on these competencies. Authors were chosen for their leadership and proven experience in hospitality education in the area of club management. The overriding goal for this book is to provide both club managers and students of club management a thorough overview of the competency areas needed for success in club management.

The text provides an explanation of the unique aspects of club management. It provides a discussion of what it takes to be successful as a leader in the club industry and covers the various club operational areas. Chapters have been added to the second edition covering training and professional development, golf course maintenance, and entertainment. Extensive revision is provided for all additional chapter content.

Some of the most popular features of the first edition are maintained in the second edition. Case studies outline real-life dilemmas faced by club managers and challenge students to come up with workable and creative solutions. Definitions of key chapter terms are conveniently located at the end of each chapter, along with review questions to help students evaluate their knowledge of the material. An additional reading and Internet site list at the end of each chapter points readers to more information. This text also adds in summaries of recent Master Club Manager research.

Managing a private club requires knowledge, skills, flexibility, vision, diplomacy, stamina, empathy, patience, integrity, common sense, uncommon energy, and—above all—a never-ending dedication to providing extraordinary service to club members each and every day. The hope of everyone who worked on *Contemporary Club Management, Second Edition* is that readers will find much that will inform, challenge, and inspire them in its pages.

Acknowledgements

A textbook is the result of contributions from many individuals. This book is no exception and in fact is perhaps an extraordinary example of the dedication it takes from so many individuals to turn a book from an idea into a reality.

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**Keep this book. You will
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your career.**

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Part I

General Club Management