

# Welcoming a New Chapter

Professionals who manage golf clubs in the Asia Pacific region will soon be able to be part of an association that they can call their very own.

**“The establishment of the Asia Pacific Chapter is part of our plan to strategically expand our international growth opportunities in a very important part of the world and to help fulfil the CMAA’s mission.” -James Singerling**

Club Managers Association of America stalwarts James Singerling (left) and Henry DeLozier (right).

November’s Asia Pacific Golf Summit (APGS) will be the platform for the launch of an exciting new initiative that is primed to benefit golf clubs – and the individuals tasked with managing them – around the region.

As well as showcasing a slew of top-level speakers from the global golfing industry, the seventh edition of the Summit at the Shangri-la Hotel in the Indonesian capital of Jakarta from November 5-7 will mark the birth of the Asia Pacific Chapter of the Club Managers Association of America (CMAA).

Seeing a rapidly growing demand to cater to the wide-ranging needs of all prac-

and so many citizens around the world, are now enjoying through the sport of golf.

“The time is perfect and the global citizenry and the Olympic Games will define our future.

“We regard the establishment of the Asia Pacific Chapter as part of our plan to strategically expand our international growth opportunities in a very important part of the world and to help fulfil the CMAA’s mission.”

The CMAA is the professional association for managers of membership clubs and has almost 6,500 members across all classifications. Its manager members operate more than 2,500 country, golf, athletic, city, faculty, military, town and yacht clubs.

are able to share best practice models from around the world and we have the resources to develop new and exciting models for opportunities that we have not yet realised.

“America does not have an advantage on knowledge – we only have the advantage of having done this for many decades and now it is our obligation to share and continue to develop the profession throughout the world.”

**Jason P. Koenigsfeld**, the CMAA’s Senior Vice President of Professional Development, described the formation of a new CMAA Chapter in the Asia Pacific as ‘a win-win for the CMAA and the managers in the area.’

“CMAA looks forward to bringing its global ‘Hallmark of Professionalism’, the Certified Club Manager designation (CCM) as well as its professional development programmes which provide a pathway to the CCM to the club leaders in the Asia Pacific Rim.

“We look forward to working, listening and learning from the club leaders in Asia and the pathway to the CCM designation will be similar to what CMAA has achieved in other international destinations, including Canada, China, Europe and South Africa.”

**Henry DeLozier**, Principal of Global Golf Advisors and a CMAA stalwart, said: “CMAA has established a global brand through its unparalleled approach to professional education and accreditation. Club managers across the globe wish to earn the CMAA designations of Certified Club Executive (CCE) and CCM and the spirit of excellence is a common language thanks to CMAA.”

Members of the Asia Pacific Chapter will be afforded the opportunity to learn and network with managers in the local environment as well as other managers in CMAA’s global network.

The Asia Pacific Chapter will be located in Singapore and will conduct its services throughout the region from this hub.

**Mike Sebastian**, President of CMAA Asia Pacific Pte Ltd, the organisation spearheading the Asia Pacific Chapter, said: “This is a milestone achievement for the CMAA and with the entry of this powerful organisation into the region we can expect to see numerous initiatives being introduced to help advance and grow the professional stature of club managers throughout the continent.”

## FACT FILE

**Event:** Asia Pacific Golf Summit 2013

**Dates:** November 5-7

**Host City:** Jakarta, Indonesia

**Venue:** Shangri-La Hotel Jakarta

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**Event Organiser:** Asia Pacific Golf Group

**Event Website:** www.golfconference.org

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**Event Partners:** Indonesian Ministry of Tourism and Creative Economy; Golf Wonderful Indonesia

ticing club managers in the area, the CMAA has taken the bold step to spread its wings across the Asia Pacific and commit its human resources and global support network to the region.

**James B. Singerling**, CMAA’s Chief Executive Officer, said: “What CMAA has learned and developed as ‘best practices’ over the past 86 years is now available to everyone, all of you who wish to invest themselves in the Asia Pacific golf industry. It is CMAA’s desire to share our success.

“As we prepare to witness the sport of golf’s re-entry into the Olympic Games in Brazil, the world will become more aware of the global impact of golf as a sport and we are excited to watch the Asia-Pacific golf industry grow and enjoy the success America,

The objectives of the CMAA are:

- To promote and advance friendly relations among persons connected with the management of clubs and other associations of similar character;
- To encourage the education and advancement of members;
- To assist club officers and members, through their managers, to secure the utmost in efficient and successful operations.

Singerling said it was an initiative begun by Dr **Aylwin Tai** in China, more than 10 years ago that brought CMAA to the ‘global’ table.

He said: “It has allowed us to expand to the south into the rest of the Asia Pacific region. CMAA understands the enormous challenges of the difference of cultures and we

\*Note: Inaugurated in 2007 in Singapore, the Asia Pacific Golf Summit was staged at Mission Hills in Shenzhen, China in 2008 before moving to the Malaysian capital of Kuala Lumpur in 2009. In 2010 it was the Thai capital of Bangkok that hosted the Summit with the coastal resort town of Pattaya the venue in 2011. Last year, the Summit went to Brunei’s Empire Hotel & Country Club.