

2015 National Conference

August 23-25, 2015

The Montelucia Resort
Scottsdale, Arizona



INSPIRE CONNECT EDUCATE





Educating
The Club
Industry....
One Catering
Director at a Time

The **First** and the **Only** Association created and designed specifically to satisfy the educational and creative cravings of the fiercely dedicated and passionate group of individuals known as Club Catering Professionals.

Longtime club and catering industry experts, Lynne LaFond DeLuca and Michele Carroll, spearhead this team, providing Clubs with the tools they need to provide dynamic Member services and events; significantly increase catering revenues; and increase member retention by adding value and professionalism to the Club's Catering Department. An ACCP membership is a must-have for all Clubs and Catering Professionals.

*The ACCP is honored to be
named the **2014 Association
Program of the Year, an
"Excellence in Achievement"**
Award from
Boardroom Magazine!*





Bringing Together Club Catering Directors from Across the Nation All Under one Roof

Each year the country's foremost Private Clubs and Catering Directors attend ACCP's National Conference for 3 days of accredited education, brainstorming, creative thinking and networking with their peers.

This year's conference is taking place in Scottsdale, Arizona at the beautiful Omni Hotels & Resorts Montelucia.

ACCP is an Allied Association of CMAA, so attendees will receive education credits with CMAA.



The ACCP National Conference has received rave reviews each year from club professionals who enjoyed:

- Incredible Networking Opportunities to Build Relationships with their Peers
- The Most Innovative, Creative and Rock Star Speakers in the Industry
- Trendy and Creative Event ideas for Member and Private Events
- Club Industry-Specific Education for Club Catering Professionals
- Round Table Idea Brainstorming



Experts from every aspect of the private club and special events industry share their knowledge and expertise to help Club Professionals fine tune their sales skills, professionalism and event execution.

From Innovative menu concepts, social media expertise, sales technique, effective communication to strategic and profitable partnerships with our industry vendors, these speakers cover it all.

Past and Current Speakers include:

- | | |
|------------------------|---------------------|
| Simon T. Bailey | Mindy Weiss |
| Colin Cowie | David Tutera |
| Peter Callahan | Will Marre |
| Cindy Novotny | Wendy Dahl |
| Leine Stevens | Shanna Bright |
| Ciara Glendon | Ian Prosser |
| Kate Patay | Sarita Maybin |
| Lee Silber | Charles Dorn |
| Tim Richardson | John Goolsby |

The Industry's
Thought Leaders
and Experts
Share their
Knowledge

All the brightest and forward thinking minds of our time!



Lee Silber

2015 Agenda:

DAY 1

Sunday, August 23



Arrivals throughout day

- 12:00pm – 4:00pm** Registration Open in Alhambra Ballroom 2
Creative Partner and Sponsor Showcase
- 4:00pm – 4:30pm** Opening Welcome Session in Alhambra Ballroom B
- 4:30pm – 6:00pm** **Inside the Mind of the Member and Event Host** with **Lee Silber**
- 6:00pm – 7:30pm** Evening Welcome Party in Castillo Lucerna & Cortijo Plaza



DAY 2

Monday, August 24

- 7:00am** Breakfast in Alhambra Ballroom 1
- 8:00am – 9:00am** **Communicating for Success 2.0: How to Maintain High Touch Relationships in High Tech Times**
with **Sarita Maybin**
- 9:15am – 10:00am** **Creating High Experience Events**
with **PJ Fuerstman-Meyer**
- 10:00am – 10:15am** Break
- 10:30am – 11:45pm** **Key Note Speaker, David Tutera**
- 11:45pm – 1:15pm** **Lunch and Book Signing**
- 1:30pm – 2:30pm** **Breakouts by Club Product Type and Ownership**
Best Practices and Brainstorming on increasing Holiday Event Revenue; Creative Partner/Vendor Relationship Revenues; and Upsell Revenues



David Tutera



PJ Fuerstman-Meyer



Sarita Maybin

DAY 2

Monday, August 24

- 2:45pm – 3:30pm** General Session Speaker
- 3:30pm – 3:45pm** Break
- 3:45pm - 4:30pm** **Fine Tuning your Appointment Protocol and Booking the Sale** with **Lynne LaFond DeLuca** and **Michele Carroll**
- 4:45pm – 5:30pm** **Sharing Your Conference Excitement – Getting Your Whole Team on Board!** Panel Discussion with **Charles D. Dorn, CCM**
- 6:30pm** Cocktail Reception on the Valencia Lawn
- 7:30pm** Dinner Event in the Valencia Ballroom
Wine education with each course



Lynne LaFond DeLuca



Michele Carroll



Charles D. Dorn, CCM



Kevin Dana



Wendy Dahl



John Goolsby



Kate Patay



Tim Richardson

DAY 3 Tuesday, August 25

- 8:00am** Breakfast in Alhambra Ballroom 1
- 9:00am – 10:00am** **Panel Discussion on The Hottest, Most Inspiring, Fun-Loving Trends!**
With **Wendy Dahl, John Goolsby, PJ Fuerstman Meyer, Kate Patay, Kevin Dana**
- 10:15am – 11:00am** **Breakouts by Club Product Type and Ownership**
Best Practices and Brainstorming on Target Markets marketing strategies for weddings and social events, corporate events, and charitable events; Social Media Marketing.
- 11:00am – 11:15am** Break
- 11:30am – 12:15pm** **Creating Innovation in the Private Club Event Industry**
with **Tim Richardson**
- 12:15pm – 12:45pm** The 2015 Conference - It's a Wrap! Closing Comments and Questions
- 12:45pm – 1:30pm** Lunch and Camaraderie in Castillo Lucerna





Registration Pricing

Take advantage of the great early bird and Member prices!

Attendance at the ACCP Conference is truly an investment in your education and your success in your club.

Fees to attend the conference include all of your food & beverage during the conference, starting with the Welcome Party on Sunday (heavy hors d'oeuvres and bar); Breakfast, lunch, break with snacks, cocktail hour and dinner on Monday; Breakfast, break with snacks and lunch on Tuesday.

Budget Now and Save-the-Date for this Incredible Educational Opportunity in 2015 at the Montelucia in Scottsdale, Arizona!

2015 Conference Pricing:

Before March 1, 2015:

Premiere Member: \$950

Member: \$995

Non-Member: \$1,095

Until May 1, 2015:

Member: \$1,095

Non-Member: \$1,295

After May 1, 2015:

Premiere Member: \$1,195

Non-Member: \$1,395

Testimonials



“Awesome event! Loved the speakers, the venue, seeing old friends, making new ones and came back with a boat load of new ideas. JOB WELL DONE!!!! It just keeps getting better.

Helen Engelhardt
Sharon Heights Golf & Country Club

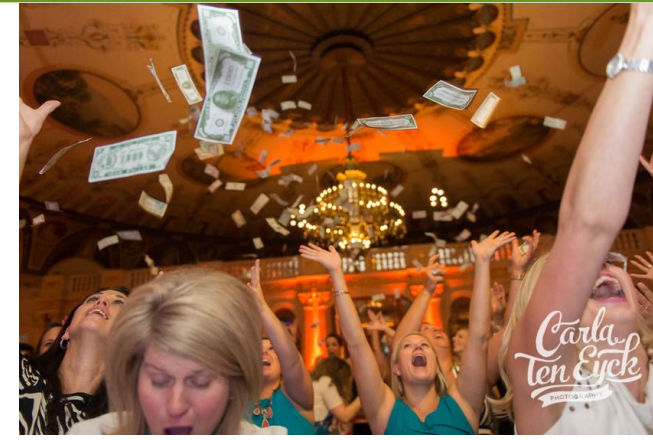
“The detail and education were first class.

Chris Quigley
Capilano Golf & Country Club



“Thank you for an amazing-amazing experience at The Breakers! Once again, I've come home with a boat load of inspiration and information! It is always such a pleasure to connect with other catering professionals specifically in Private Clubs. I feel we are in such a small and unique niche....I gained so much from our break out sessions and cocktail parties (Yes...I can learn while drinking out of a Vodka Luge!).

Liz Cordano
Westhampton Country Club



“This was by far, the best conference I have ever been to! From the presentations to the venue, the food service to the camaraderie, it truly was a remarkable experience. And everyone I spoke to felt exactly the same way. ACCP hit this one out of the park... can't wait to see what you have planned for us next year!

Wesley Taylor
Lancaster Country Club



Getting to & Staying at the Conference

Flight
Hotel
Taxi
Spa

***To assist with
budgeting please
take these other
items into
consideration.....***

Transportation to and from the Airport:

Phoenix Sky Harbor International Airport is only about 8 miles, or 15 minutes away and the taxi rate is approximately \$25.00 each way.

Hotel Accommodations:

In order to take advantage of the special ACCP negotiated rate of \$149.00 + taxes and local fees (currently 13.17%) at The Omni Montelucia, please either call the reservation line at (877) 409-6664 or <http://alturl.com/no7pg>. If calling in, let them know that you are with the Association of Club Catering Professionals National Conference. The “resort fee” has been waived for our group, but the services are still included, which are local and toll free calls; wireless internet; in-room coffee and tea; access to the fitness center; access to the Kasbah Pool; access to the Oasis Pool and USA Today newspaper upon request. If driving, self-parking at the resort is complimentary and overnight valet is \$27.00 per night.

Joya Spa:

The Spa at The Montelucia is fabulous! ACCP National Conference attendees will receive a 10% discount on all Joya Spa Services.

Air Travel:

When booking your flights, please keep in mind that Registration is open from 12:00pm – 4:00pm and the Opening Session starts at 4:00pm on Sunday, August 23. Plan on arriving on property no later than 3:00pm in order to check-in, register and be on time for the Opening Session. The conference agenda comes to a close at 1:30pm on Tuesday, August 25, and you have the afternoon on your own to mingle with your new friends and enjoy The Montelucia. If you wish to fly out that day, please do not schedule flights before 4:00pm. If you would like to arrive earlier and stay additional nights in order to enjoy The Montelucia a little longer, the resort will offer you the same rate, based on availability. Phoenix Sky Harbor is the closest airport.

Book Purchase! We are thrilled to have David Tutera as our featured speaker for 2015! David will have his book, My Fair Wedding, available for purchase and will personally sign the book for our attendees.



Contact Us Today!

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