

EVERGREEN CONNECTION



WWW.EVERGREENCMAA.ORG



AUGUST EDITION

Spotlight Club of Month

Hayden Lake Country Club



Nestled along the shores of beautiful Hayden Lake, the Historic Hayden Lake Country Club offers more than golf

www.haydenlakeecc.com

COMING EVENTS

GM Roundtable

August 11th ~ 10am PST

Hosted by

Carl Hetterle

Invites via email

Annual Evergreen Chapter Club Tour

September 29th, 2026

Annual Golf Tournament

Monday, October 12th

REGISTRATION IS NOW LIVE

Richard Hadden

Unlock Your Leadership Potential

September 8th, 2026

Seattle Golf Club

9:30 Continental Breakfast

10am - Program

Dan Dixon

How to maintain through course renovations

October 26th

Rainier Golf & Country Club

PNW Regional Conference

April 4, 5, & 6, 2027

Bend, Oregon

SAVE THE DATE



31st Annual Evergreen Chapter Golf Tournament



Monday, October 12th at Broadmoor Golf Club

31st Annual Evergreen Chapter CMAA Golf Tournament 🏌️

Join us for the 31st Annual Evergreen Chapter CMAA Golf Tournament at Broadmoor Golf Club on Monday, October 12, 2026! Gather your colleagues, clients, and friends for a day of outstanding golf, networking, and camaraderie at one of the region's premier courses. Whether you're competing for bragging rights or simply enjoying a great day on the course, this is an event you won't want to miss.

Space is limited and teams fill quickly—register your foursome today to secure your spot!

We look forward to seeing you on the course!

[Register TODAY](#)



Shaping Evergreen's Next Chapter

As we move into the second half of the year, I want to share a few important updates and opportunities for our Evergreen Chapter members.

First, our search for the next Evergreen Chapter Managing Director continues to move forward in a very positive direction.

We received approximately 40 resumes and are conducting interviews with candidates. This is an important decision for the future of our Chapter, and the search committee is taking the time necessary to find the right fit. We remain confident that we will have a recommendation in front of the Board of Directors by mid-September.

This is also the time of year to begin thinking about Chapter leadership for 2027. If you have ever considered serving on the Evergreen Chapter Board of Directors, I encourage you to put your name forward. We will be electing one new At-Large Board Member for a two-year term beginning in January 2027. Board service is a meaningful way to give back to the profession, help shape the future of our Chapter, and build stronger connections with peers across Washington, Idaho, and Montana. Interested members should email their bio to our Nominations Committee Chair, **Jordan Pitre**, at gm@fairwood.org.

I also want to remind everyone that registration is open for our Annual Evergreen Chapter Golf Tournament at Broadmoor Golf Club on Monday, October 12. This signature event continues to be one of our best opportunities for fellowship, networking, and partner engagement, and we expect it to fill in the coming weeks. In addition, please mark your calendars for our annual club tour on September 29. Registration for the club tour is live, and the education committee is working to finalize the participating clubs. www.evergreencmaa.org

Nationally, CMAA is beginning its countdown toward the association's Centennial celebration and continues to highlight professional development resources, including the new Contemporary Club Management online textbook and upcoming education opportunities. It is a great reminder of the depth and value of our national association, and of the role our Chapter plays in keeping members connected, informed, and engaged.

Thank you for your continued involvement and support of the Evergreen Chapter. Our strength has always come from members who show up, contribute, and help move the profession forward.

Sincerely,
Chas Holmes, CCM, PGA
Evergreen Chapter CMAA President

DON'T GET LEFT BEHIND - REGISTER FOR MEMBERS TEXT TODAY



We Make Text Marketing for Golf & Country Clubs Easy

Text Messaging is the Fastest Growing Communication Tool at Clubs
Here's why ↪



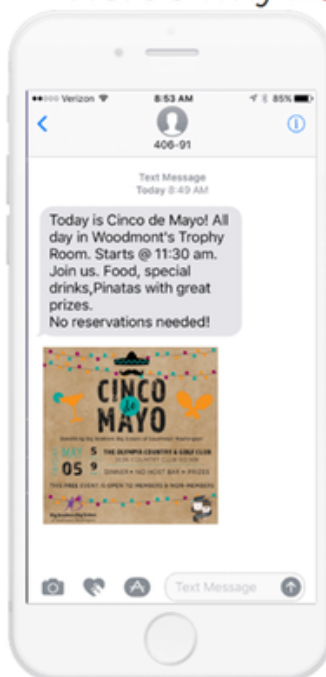
TEXTS HAVE A 98% OPEN RATE

Sell out your club's events in minutes knowing that your members got your message



TEXTS ARE 4-6X MORE EFFECTIVE THAN EMAIL

Have an important announcement or event coming up at the club? There is no communication more effective than text.



TEXTS ARE READ WITHIN 3 MINUTES

Being able to reach members in minutes is incredibly powerful when it comes to timely club announcements like pool closures and emergencies on campus.



PEOPLE CHECK THEIR PHONE 150 TIMES A DAY

Your members are addicted to their phones. Most don't go an hour without checking it.

You can now register for [Members Text](#) to receive updates, announcements, and important information directly on your phone. It's a simple way to stay connected with the chapter and never miss key updates.

Sign up today by TEXTING

EVERGREEN TO 38316

GM Roundtable

August 11th 2026

10am PST -

11am MST -

Hosted by

Carl Hetterle, General Manager
Wenatchee Golf & Country Club

In person or virtual

for in person reservations -

carlh@wenatcheegolfclub.org

Continued Discussion on AI

* Sharing of a few Best Practices as it relates to using AI at your facility

Technology

- * What software and programs are you currently using?
- * How do they integrate with one another?
- * What software are you considering for next year?

CMAA Scholarship



The Kendall Scholarship

The Kendall Scholarship is The Club Foundation's most sought-after scholarship. It covers the cost of all not-yet-taken Business Management Institute (BMI) courses required to achieve the CCM designation, as well as the Certification Review Course and exam.

Applications are due August 10th

[APPLY HERE](#)

2026 Evergreen Chapter Scholarships Nielsen-Hollister Scholarship

This scholarship is named in remembrance of
Julie Nielsen, CCM, CHE and **Bob Hollister, CCM**.

Both were accomplished General Managers, team builders and leaders in the private club industry. Julie thrived on finding, developing and supporting talented individuals. She created vibrant teams and believed in the pursuit of excellence through continuous education and professional development. Bob excelled at developing and supporting adept team members and said the most rewarding aspect of his career is, "working with young people aspiring to make Club Management their Career." Bob is personally responsible for launching the careers of eight successful General Managers.

This Scholarship has a monetary value of \$3500

[download application here](#)



**Susan Rogers Legacy Scholarship
(Provided by Endicott Coffee)**

This scholarship is named in honor of **Susan Rogers**. Susan Rogers managed the Evergreen Chapter of the Club Management Association of America for over 20 years. . With decades of experience in all facets of Club Management, Susan fostered connections, education, organization and leadership to create a vibrant, active and successful chapter of the CMAA. Endicott Coffee proudly presents this scholarship in honor of our mentor, Susan Rogers. The Executive Team at Endicott truly values the vision of building from the ground up and supporting the next generation of managers. In a small way, we hope this scholarship can boost one or two young managers to the next level.

This scholarship has a monetary value of \$1500

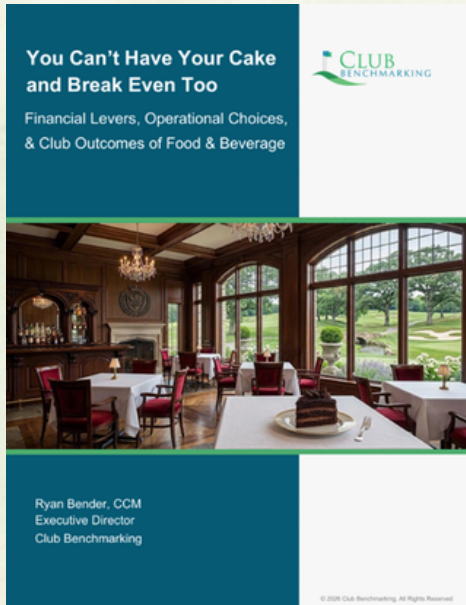
[download application here](#)



Where to Apply ?

Scholarships are due to eddy@evergreencmaa.org on **Friday, September 11th, 2026**.

Articles of Interest



[Read Article HERE](#)



What Does it Mean to Be a Private Club?

Can you advertise? How many non-member events can you hold annually? What can happen if you don't comply with IRS regulations? Brad Steele of Private Club Consultants shares guidelines.

by Brad Steele, Esq.

[Read Article HERE](#)



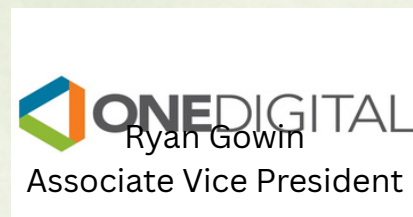
Culinary Trends and What Private Clubs Should Prepare For
By
David Robinson, CCM GSI
Executive Search

[Read Article HERE](#)



There Is No One Way to Lead And That Is the Point
By Karen Barok
Director of Client Education and Engagement.

[Read Article HERE](#)



[Read Article HERE](#)



Is Your Club AI Ready? Start With the Data
by Karen Barok, Northstar Technologies

[Read Article HERE](#)

HUNNICUTT & CO. LLC
GLOBAL FUND PLACEMENT AGENCY & ADVISER SINCE 1988

David E. Hunnicutt, MAI, CRE, JD, SGA
Principal
HUNNICUTT & ASSOCIATES, INC

[Read Article HERE](#)

Welcome New Chapter Partners

The Evergreen Chapter CMAA is excited to welcome our newest Chapter Partners!

We are grateful for their partnership and look forward to working together to strengthen our chapter and create even greater value for the club management community. Please join us in giving our new partners a warm Evergreen Chapter welcome!

2HEMISPHERES

Strategy. Design. Build.

www.2hemi.com



www.blazonheaters.com



www.bellesboards



NEW EVERGREEN CHAPTER WEBSITE PLATFORM

We are excited to introduce our brand-new website platform, in partnership with ForeTees.

Important Change for Members: There will no longer be a member login section on the website. All secure, members-only content will now be accessed exclusively through the Chapter app on either mobile or desktop. When you click Member Login on the website, you will be guided to download or open the app.

What Stays the Same: You'll still use the same familiar app experience. All activities, including all ForeTees modules, remain in the app. Chapter event sign-ups will look and work just like they do now.

You MUST Download the App for Member Access: For easy setup, use these quick installation guides:

Windows Desktop App – [Click Here.](#)

Mac Desktop App – [Click Here.](#) Mobile

App -- search "Foretees" in your app store. **Download ClubCentral by Foretees.**

If you need assistance with the app, please contact

eddy@evergreencmaa.org

Login to the ForeTees App

To get the App, search "ForeTees" in your app store. Download ClubCentral by ForeTees.

- 1 Inside the app tap, on "Email Me My Credentials" and enter your email address.
- 2 You'll be sent an email from ForeTees with your app login credentials.
- 3 Simply tap the "Tap Here to Login" and you are all set!

Available on the App Store GET IT ON Google Play

Partner Product Spotlight



PIK'R JOINS THE PACIFIC GOLF & TURF FAMILY!

Pacific Golf & Turf is excited to announce that we are now an **authorized distributor of Pik'r**, the industry's most advanced autonomous golf ball picker designed to transform driving range operations.



With cutting-edge automation and intelligent design, Pik'r keeps your range clean and efficient—without manual labor.

Key Features of Pik'r:

- ✓ Fully Autonomous Operation
- ✓ Eco-Friendly & Electric
- ✓ Smart Mapping & Obstacle Detection
- ✓ Minimal Maintenance

CONTACT US

INTEGRATED PRODUCTS TEAM
info@groundsforsolutions.com



INSURANCE FOR THE GOLF INDUSTRY

ABOUT US

George Petersen Insurance Agency and 20-year PGA touring professional, Greg Twigg, have partnered together to create GP Golf Insurance Solutions. GP Golf Insurance Solutions is a team of experts dedicated to the golf industry, with the intent to better serve the needs of golf courses and country clubs across the nation. GPIA has been insuring the golf industry for over 10 years and was an innovator of one of the first golf insurance programs. With the alliance of GPIA and Greg Twigg, we are able to create custom protection plans made for golf courses by someone who has been immersed in the industry for over 20 years.

AVAILABLE INSURANCE COVERAGES:

- Property Coverage
- General Liability
- Auto
- Liquor Liability
- Excess / Umbrella
- Flood Insurance
- Pollution
- Garage Keepers
- Directors & Officers
- Employment Practices
- Cyber Liability
- Earthquake

INDUSTRY LEADING SERVICES:

- Safety & Loss Control Administrators
- Human Resources Consulting
- Workers' Compensation Claims Administration

DEDICATED MEMBERS OF:

PGA | CMAA | NCGA | SCGA

EXCLUSIVE CARRIER ACCESS

With access to a wide range of carriers, including an exclusive workers' comp carrier, board members and managers can rest assured knowing GP Golf Insurance Solutions has the ability to secure any coverage necessary for golf courses and country clubs across the nation.



ALL WE DO IS GOLF!

GREG TWIGGS
gtwigg@gpins.com
480.213.1067

JOSEPH FEIERABEND
jfeierabend@gpins.com
707.525.4159

www.gpins.com | License #0M08041



WE PROUDLY SUPPORT THE EVERGREEN CMAA CHAPTER

Call your ClubProcure team today at 801.201.4869 or visit us online at www.clubprocure.com.

Unlock the power of North America's largest foodservice organization for your kitchen.

BROADLINE DISTRIBUTION

Cashback plus lower costs when buying from our preferred distributors.

PRODUCE PROGRAM

Our produce agreements span savings from the local farmer to national brands.

BEVERAGES

Numerous contracts on hot & cold beverages plus the industry's only Top Shelf Bar Program.

SEAFOOD PROGRAM

Stabilize pricing on all proteins delivered by your local distributor.

UNIFORMS

Have the team looking sharp whether you rent or purchase.

LINENS

Receive the products you want and the pricing you deserve.

SMALLWARES

Find peace-of-mind pricing on these frequently purchased products.

EQUIPMENT

Commercial kitchens cost less with our contracts.



WILLIS SELF

Director of Member Development
wself@clubprocure.com



AMY LINDER

Regional Coordinator
alinder@clubprocure.com



EVERGREEN CHAPTER
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



The Most Modern HR & Payroll Platform

Efficient HR, Empowered Clubs

Paylocity's modern platform simplifies HR processes and equips you with the tools you need to help your club excel.

Stay Focused on Growth

- Automate and streamline processes from recruiting and onboarding to payroll and expense reimbursements - all in one platform to ensure compliance.
- Make better, data-driven decisions with visibility into key data like labor costs and turnover. Plus, get AI-powered recommendations on how to advance growth and workforce health.

Prioritize Employee Experience

- Attract talent with user friendly, mobile-first experiences and the option to collect pay-on-demand.
- Draw employees into the platform daily and build culture with experiences like recognition & rewards.
- Unify communication to keep employees connected, ensure consistency, and build a stronger culture.

Flexible Platform & Integrations

- Combine our end-to-end HR capabilities with seamless integrations that eliminate disconnected data and tedious manual re-entry.
- 350+ out-of-the-box integrations easily connect Paylocity with business critical systems you use - like POS and applicant tracking software.
- Open APIs provide unlimited flexibility to unify your data.

Special Offer

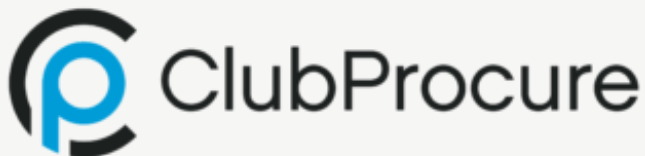
CMAA Evergreen members receive a 20% discount and **FREE integrations!**

* New Paylocity clients only

Please Contact:

Cisco Masias
(253) 285-6345
cmacias@paylocity.com

THANK YOU TO OUR PARTNERS



Interested in Serving on the Evergreen Chapter CMAA Board of Directors?

Dear Evergreen Chapter Members,

Are you looking for a way to get more involved with the Evergreen Chapter CMAA? We're looking for members who are interested in serving on our Board of Directors.

Joining the Board is a great opportunity to connect with fellow professionals, help plan chapter events and programs, and make a positive impact on our construction management community.

Whether you've served on a board before or are looking for your first leadership opportunity, we'd love to hear from you. We welcome members with a variety of skills, ideas, and experiences.

If you're interested in learning more, please reply to Nominations Committee Chair, **Jordan Pitre**, at **gm@fairwood.org**. We'd be happy to answer your questions and talk with you about available opportunities.

Thank you for your continued support of the Evergreen Chapter CMAA. We hope you'll consider joining our leadership team!

