

# EVERGREEN CONNECTION



WWW.EVERGREENCMAA.ORG



JANUARY EDITION



## Spotlight Club of Month

### Moonlight Basin

There's a side of Big Sky, Montana, that speaks to those seeking something special.

## COMING EVENTS

- \* **GM Roundtable**  
January 13<sup>th</sup> ~ 10am  
Invites via email
  
- \* **World Conference and Club Business Expo**  
February 17-21, 2026  
[Learn More HERE](#)
  
- \* **Pacific Northwest Regional Conference**  
March 22-24, 2026  
[REGISTRATION IS OPEN](#)

## NEW MEMBERS

**Kevin Caldabaugh, CCM, CAM**

General Manager  
The Valley Club

Prior Club: Lost City Golf Club, FL



**WORLD CONFERENCE  
& CLUB BUSINESS EXPO**  
FEBRUARY 17-21 • ANAHEIM, CA

[Register Today](#)

# 2026 PACIFIC NORTHWEST REGIONAL CONFERENCE

*IGNITE KNOWLEDGE. INSPIRE LEADERSHIP.*

**MARCH 22-24, 2026**

## **MARCH 22 | TACOMA COUNTRY & GOLF CLUB**

🕒 4:30 PM | Registration & Welcome Reception

Enjoy hosted beer and wine, hors d'oeuvres, raffle prizes, and networking with club professionals from across the region. Optional Golf before reception.

## **MARCH 23 | FIRCREST GOLF CLUB**

🕒 8:00 AM – 4:30PM | Education Sessions & Club Tour

Lynne LaFond DeLuca — From Tradition to Trendsetting: Elevating the Member Experience  
Aaron Goldstein — Performance Management in a Litigious World  
Jeff Morgan, FASAE, CAE, CEO & President CMAA — The State of the Club Industry  
Bruce Gerlander, PGA & GM Walt Disney World & Jim Creighton, Author & COO  
Sylvania Country Club — Harnessing AI to Build Better Leaders and Stronger Teams  
Fircrest Club Tour Evening: Free time to explore local dining or connect with peers.

## **MARCH 24 | THE HOMECOURSE**

🕒 9:00 AM – 1:00 PM | Education Sessions & Golf

Kevin McDonald — Performance & Life Coaching  
Additional Speaker and Topic Pending  
The Home Course Club Tour  
Complimentary Golf Following Sessions  
**\$300 INCLUSIVE PER PARTICIPANT**

# THREE DAYS OF LEARNING, SHARING BEST PRACTICES, & NETWORKING

March 22nd, - 24th, 2026

## MARCH 22 - TACOMA COUNTRY & GOLF CLUB

5:00 pm Registration & Welcome Reception  
Enjoy hosted beer, wine, hors d'oeuvres, raffle prizes, and networking with club professionals from across the region. Optional Golf before reception.

### MARCH 23 - FIRCREST GOLF CLUB

7:30am Continental Breakfast & Registration

8:00am

**Lynne LaFond DeLuca**

From tradition to trend setting; elevating the member experience

9:30am – 09:45am Break

**Aaron Goldstein**

Performance management in litigious world

11:15am – 12:00pm Fircrest Club Tour

12:00pm – 12:45pm Lunch

**Jeff Morgan**

Update state of the industry; Club trends

2:15pm – 2:30pm Break

**Bruce Gerlander and Jim Creighton**

AI as a Catalyst for Building Better Leaders and Stronger Teams and Team Member Development Strategies

6:00pm – 9:00pm Networking Dinner

## Tuesday, March 24, 2026, The Home Course

8:30am Continental Breakfast

9:00am – 10:30am

**Kevin MacDonald**

Coaching for you and you as the coach!

10:30am – 10:45am Break

**NEW**

**Natalie Quick**

Creative media counsel and public affairs strategy

12:15pm – 12:30pm Conference Closing Remarks

12:30pm – 1:00pm Box lunch pickup and The Home Course Club Tour

1:00pm - Optional Golf at The Home Course



Lynne LaFond DeLuca



Aaron Goldstein



Jeffery Morgan, FASAE,  
CAE, CEO & President  
CMAA



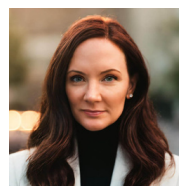
Bruce Gerlander, PGA &  
GM Walt Disney World



Jim Creighton, Author &  
COO Sylvania Country Club



Kevin MacDonald  
CMAA Coach



Natalie Quick

**REGISTER TODAY**

[www.evergreencmaa.org](http://www.evergreencmaa.org)

# Membership Dues Reminder

Evergreen Chapter CMAA membership dues will be sent out at the end of this month. Please keep an eye on your inbox and ensure your contact information is up to date on the chapter website to avoid any delays.

*CMAA Members - \$450*

*Affiliate Members \$250*

[www.evergreencmaa.org](http://www.evergreencmaa.org)

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## Introducing MEMBERS TEXT MESSAGING

The Chapter will be incorporating MEMBERS TEXT MESSAGING as a new form of communication.

Please make sure your contact information is up to date - email [eddy@evergreencmaa.org](mailto:eddy@evergreencmaa.org)

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**Find and Follow Us:**



# Help Support the WSU Student Chapter attend the 2026 CMAA World Conference

We are reaching out to ask for your support in helping the **Washington State University CMAA Student Chapter** attend the **2026 CMAA World Conference**. This incredible event provides our students with opportunities for professional growth, networking, and exposure to the Club Management Association of America at the national level. These students could be your next department heads, supervisors, or managers!

To make this possible, we are asking each **CMAA Chapter Club** to consider contributing toward travel and registration costs for our student attendees. Every dollar will go directly toward helping these future industry leaders represent WSU and our region on the national stage.

Your support makes a real difference, not just for these students, but for the future of the CMAA as they gain the experience and connections that will help them grow into tomorrow's hospitality leaders.

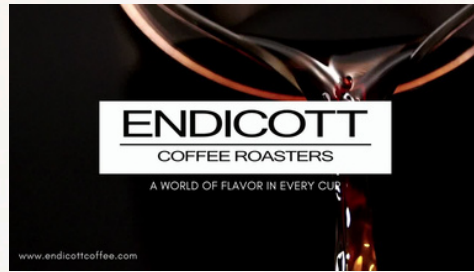
If your club would like to contribute, please contact

[Eddy@evergreencmaa.org](mailto:Eddy@evergreencmaa.org) OR [Kippjohnson@seattlegolfclub.com](mailto:Kippjohnson@seattlegolfclub.com)

Any donation amounts are welcome and appreciated!



# Partner of the Month



Endicott Coffee is proud to be an active member and partner of the Evergreen Chapter of CMAA, supporting the professionals and clubs that define excellence in hospitality throughout the Pacific Northwest.

As a locally owned and operated coffee roaster and service partner, Endicott delivers premium roasted coffee, espresso, and full beverage programs tailored to the unique needs of private clubs. Our offerings are supported by hands-on training, equipment sales and service, and dependable distribution. Beyond the cup, our commitment to quality is reflected in thoughtful sourcing, precise roasting, responsive support, and long-term personal partnerships—ensuring timely, reliable solutions when they matter most.

We're honored to support the Evergreen Chapter and the broader CMAA community as a trusted partner in delivering exceptional service. Thank you for the opportunity to work alongside your outstanding clubs and members.

## Ryan, Tim, Rob, and Terry



