

EVERGREEN CONNECTION



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MARCH EDITION

Spotlight Club of Month



Ranch living at its finest

COMING EVENTS

- * **GM Roundtable**
March ~ 10am
Hosted by
Nolan Halterman, PGA
Invites via email
- * **Pacific Northwest Regional Conference**
March 22-24, 2026
[**REGISTRATION IS OPEN**](#)
- * **Dirty Power**
April 21st 2026
Overlake Golf & Country Club
4pm - 5:30 pm



Attending the 2026 Club Management Association of America World Conference in Anaheim, California was an incredibly impactful experience for the Washington State University CMAA Student Chapter. The opportunity to connect with club leaders, learn from experienced professionals, and engage with other CMAA student chapters helped broaden our understanding of the industry and the many career paths within it. One thing in particular that our members enjoyed was having mentors! Overall, the conference was both inspiring and impactful, further motivating students to pursue excellence in the club management field. Thank you to everyone who made this experience possible.

Thank you

Megan McCoy

Inaugural President of WSU CMAA Student Chapter
Hospitality Business Management Undergraduate | Carson College of Business, Washington State University

GM Roundtable

March 10th, 2026

10am PST -

11am MST -

Topic:

Modern Board Governance: Centralizing Communication, Documents & Confidentiality

Strong governance requires more than good people around the table, it requires structure, clarity, and secure systems. This open GM roundtable will focus on how we organize and manage Board and Committee operations: document distribution, confidentiality controls, meeting scheduling, calendar management, archival storage, and communication flow.

Nolan Halterman, General Manager of Hillcrest Country Club, will open the discussion with a live demonstration of the board management platform he utilizes to centralize meetings, document sharing, messaging, and secure record retention, all within one system, significantly reducing reliance on email.

Following the demonstration, the session will transition into an open forum for peer discussion, for everyone to share their processes, challenges, and best practices related to Board and Committee organization.

Invitations to GM's will be sent by email

PLEASE WELCOME NEW MEMBERS

Dylan Petrick, COO
Yellowstone Country Club

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



FOR MORE INFO VISIT | WWW.EVERGREENCMAA.ORG
THREE DAYS OF EDUCATION, NETWORKING, AND PROFESSIONAL
GROWTH WITH CMAA PEERS ACROSS THE PACIFIC NORTHWEST



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

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

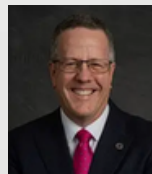
1:00pm - Optional Golf at The Home Course



Lynne LaFond DeLuca



Aaron Goldstein



Jeffery Morgan, FASAE, CAE, CEO & President CMAA



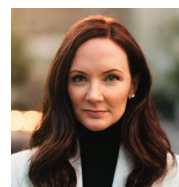
Bruce Gerlander, PGA & GM Walt Disney World



Jim Creighton, Author & COO Sylvania Country Club



Kevin MacDonald
CMAA Coach



Natalie Quick

REGISTER TODAY

www.evergreencmaa.org

Partner of the Month



INSURANCE FOR THE **GOLF** INDUSTRY

ABOUT US

George Petersen Insurance Agency and 20-year PGA touring professional, Greg Twiggs, 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 Twiggs, 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

gtwiggs@gpins.com
480.213.1067

JOSEPH FEIERABEND

jfeierabend@gpins.com
707.525.4159

NEW 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.**

More details and reminders will follow as we get closer, but please note that all member access will move into the app starting late March.

If you need assistance with the app, please contact

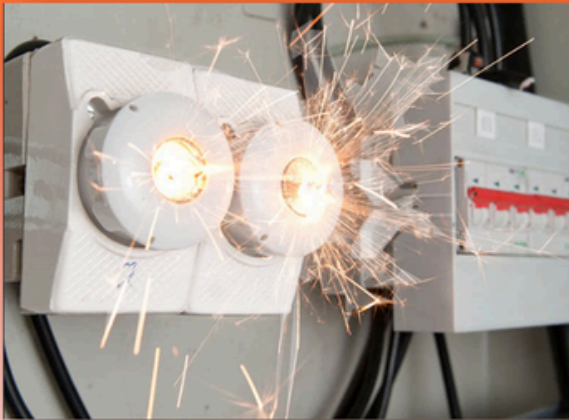
eddy@evergreenmaa.org

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



Join Us for an Informative Event on Dirty Power!

Date: April 21st

Time: 4:00 – 5:30 PM

Location: Overlake Golf and Country Club

Are you struggling with electrical equipment that underperforms or malfunctions? You might be dealing with dirty power! This is an essential workshop for anyone interested in understanding how to protect their capital investments and improve the efficiency of their electrical systems.

Join us in person for light bites and refreshments or virtually for our chapter members east of the Cascades as we welcome Jeramie Gibson, a field specialist and electrical general foreman with Holaday-Parks Mechanical, who will share his insights on identifying and mitigating dirty power.

Who Should Attend:

- Facility teams
- Maintenance personnel
- Anyone interested in enhancing their electrical knowledge

Cost to Attend:

- Chapter Members: Free
- Affiliate Members: \$20
- Nonmembers: \$30

Don't miss this opportunity to learn how to safeguard your investments and ensure your electrical systems perform at their best. We look forward to seeing you there!

RSVP~

Introducing



MEMBER TEXT
Powered by  Club Courses

We Make Text Marketing for Chambers Easy

Text Messaging is the Fastest Growing Communication Tool at Chambers. Here's why



98% open rate for text messages

TEXTS HAVE A 98% OPEN RATE

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

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.

TEXTS ARE 4-6X MORE EFFECTIVE THAN EMAIL

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

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 emailing eddy@evergreencmaa.org with your name and cell phone number.

Thank You to our Partners

