



**WISCONSIN
BADGER
CHAPTER** **75**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



JANUARY 10 – 12, 2027 · MILWAUKEE, WI

WISCONSIN BADGER CHAPTER, CMAA PRESENTS

January Leadership Exchange

100 Years of CMAA | 75 Years of the Badger Chapter
One Party. Two Days of Learning. Unforgettable.

Belonging, Continued.

Celebrate a century. Build your team. Toast the next 100 years.

SUNDAY · JAN 10

Centennial Dinner Dance

The party of the century at
The Wisconsin Club.

Cocktails, a mind-bending
mentalist, a little mystery,
and the Rhythm Kings live.
Spouses & significant others
welcome.

MONDAY · JAN 11

From Hiring to High Performance

Bring your leadership team.
Brett Horton, Ph.D. and Scott
Julien, CCM, CCE take you from
hiring to high performance:
setting clear expectations,
building a training culture and
leading courageous
performance conversations.
You'll leave with tools your
team can use the next day.

TUESDAY · JAN 12

StrengthsFinder Team Workshop

Keep the team together and
discover your Top 5 strengths
with Dr. Rachel Cubas-Wilkinson.
Every attendee receives a
personalized report, and your
team leaves with a shared
language for working at its best.

LEARN · PLAY · GIVE

SUNDAY, JANUARY 10, 2027 · THE WISCONSIN CLUB

The Party of the Century

One hundred years ago, club managers came together and CMAA was born. Seventy-five years ago, the Wisconsin Badger Chapter joined the story. On Sunday night, we celebrate all of it, and you do not want to be the one hearing about it on Monday morning.

- 5:00 PM** Arrival reception: hors d'oeuvres, full bar, and background music by the Rhythm Kings. Linger a moment, and your fortune may find you.
- 6:00 PM** Centennial dinner and mentalist Michael Gutenplan. He already knows what you are thinking. He'll prove it.
- 8:00 PM** The Rhythm Kings take the stage, and the dance floor is open until the last song.

Spouses and significant others are invited and encouraged. Dress to celebrate.



MONDAY, JANUARY 11, 2027 · THE WISCONSIN CLUB

From Hiring to High Performance

Building the People, Culture and Courage to Succeed

Brett W. Horton, Ph.D., CEO, b3remarkable & Scott Julien, CCM, CCE, CEO, Leadership Training Lab team up for a full day of hands-on learning: operational staff planning, building a training culture, crystal-clear performance expectations, "Training DNA," and courageous performance discussions.

- 8:00 AM** Full breakfast
- 9:00 AM** Education begins
- 12:30 PM** Lunch
- 4:30 PM** Wrap-up, then an open evening to enjoy Milwaukee

Designed for GMs and their department heads to learn side by side.

TUESDAY, JANUARY 12, 2027 · HILTON MILWAUKEE

StrengthsFinder Team Workshop

Designed for teams. Sit side-by-side with your department managers and work through your results together with Dr. Rachel Cubas-Wilkinson and the Optimize Teamwork facilitators. Every attendee receives the CliftonStrengths Top 5 assessment and a personalized report.

- 8:00 AM Breakfast
- 8:30 AM Workshop
- 12:00 PM Lunch and farewell

Registration

ALL-IN PASS

Sunday celebration + Monday education + Tuesday workshop.
The full experience.

\$395

Team ALL-IN PASS (4 or more All-In from the same club)

ea. **\$350**

Sunday Centennial Dinner Dance

\$225

Monday Education Only

\$125

Tuesday StrengthsFinder Only (includes assessment & report)

\$125

Monday + Tuesday Education Only Package

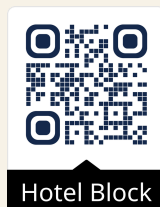
\$225

Stay with us. A hotel block at \$129/night is available at the Hilton Milwaukee while inventory lasts. Reserve early. Book before December 15, 2026 [HERE](#). The Wisconsin Club will provide shuttle service to/from the host hotel on Sunday and Monday.

Register: Chapter Mobile App or email kathy@wisconsinclmaa.org



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Hotel Block



The Wisconsin Club
900 W Wisconsin Avenue
Milwaukee, WI 53233

Hilton Milwaukee
509 W Wisconsin Avenue
Milwaukee, WI 53203