From Vision to Reality: Developing Capital Projects

Description:

Learn how to turn a dense, technical resource into a powerful strategic tool with this in-depth session on the CMAA Capital Improvements Handbook, led by industry leader Joseph “Joe” Krenn, CCM, CCE. Joe is the CEO and General Manager of Farmington Country Club in Charlottesville, VA, a nationally recognized, member-owned club with 2,900+ members, 500+ employees, and more than $36.5 million in annual operating revenues. He currently serves as Vice Chair on the CMAA Board of Directors and has been a dedicated contributor to the association and the club industry for over two decades. Drawing on his experience at top-tier clubs nationwide and his role in co-creating the CMAA Governance and Capital Projects Handbooks, Joe will share practical insights, real-world applications, and proven strategies to help you confidently plan, manage, and execute successful capital projects at your club.

Presented by:

Joe Krenn, CCM, CCE

MONDAY, APRIL 13, 2026
The Milwaukee Club

8:30 AM	ARRIVALS
9:00 AM	PRESENTATION
12:00 PM	LUNCH
1:00 PM	CONCLUSION

$75 PER PERSON
GUESTS WELCOME
REGISTER ON CHAPTER MOBILE APP OR KATHY@WISCONSCMAA.ORG

While in-person attendance is recommended, a virtual option is available. $30 per person
Pre-registration is required: HERE

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