



GEORGIA CMAA CHAPTER NEWSLETTER

**SPECIAL MESSAGE FROM
MANAGING DIRECTOR
ALLEGRA JOHNSON, CCM**

2026 CHAPTER MOTTO

**Connecting Leaders,
Building Legacy**



- **SCHOLARSHIP DEADLINES**
- **EVENT RECAPS**
- **UPCOMING EVENTS**
- **SPOTLIGHTS AND NEW MEMBER WELCOME**



**GEORGIA
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

MESSAGE FROM MANAGING DIRECTOR ALLEGRA JOHNSON, CCM

Hello Georgia Chapter!

Continuing your education through meetings, certifications, workshops, and seminars is a wonderful way to build your skills, discover new opportunities, and connect with others in our industry. Volunteering offers that same opportunity through hands-on experience, new interests, and connections with people who can become mentors, colleagues, and friends.

Getting involved does not have to be complicated. Choose one skill you would like to develop, find a cause or opportunity that interests you, and stay open to where that first class, project, or conversation might lead.

That is what the Georgia Chapter is all about: creating opportunities to learn, connect, and grow.

With a community of more than 170 professional members, there are countless ways to get involved. Whether you attend a meeting, participate in an educational program, volunteer at an event, or simply reach out with a question, we encourage you to take that first step.

Please feel free to reach out to me anytime if you have questions about how to get involved. Your Board is here to help each member gain new knowledge, build meaningful connections, and feel supported along the way.

We hope you will take advantage of an opportunity to try something new this year. You never know where one conversation or one experience might lead!

Have a great October,

Allegra Johnson, CCM

Your GA Chapter Managing Director
gamanagingdirector@gmail.com

2026-2027 GRANT AND SCHOLARSHIP DEADLINES

October:

- Mead Grady / John Jordan Award
 - October 19, 2026

March: GCSAA Scholarships

- Yates Scholarship
 - March 1, 2027
- Moncrief Scholarship
 - March 1, 2027



Other Scholarships with TBD Deadlines [HERE](#)

MARK YOUR CALENDARS: OCTOBER/NOVEMBER

**UPCOMING EVENTS
REGISTER HERE**

OCTOBER

04

**GA CRU WINE DINNER
INDIAN HILLS COUNTRY CLUB**

OCTOBER

12

**ANNUAL MEMBERSHIP MEETING
RIDER HARRIS-AI
IDLE HOUR GOLF CLUB**

NOVEMBER

7-9

**CMAA NATIONAL STUDENT EDUCATION
CONFERENCE
ATLANTA, GA**

NOVEMBER

15

**INSTALLATION DINNER
PIEDMONT DRIVING CLUB**

UPCOMING EVENTS



GACRU DINNER

October 4, 2026
6 pm Reception, 6:30pm dinner

Reception
2021 Alta Alella Cava Rosé Reserva 'Mirgin' Brut Nature

Beet Salad
2025 Ciro Picariello Fiano di Avellino

Sweet Breads
2023 Olivier Merlin Mâcon Blanc La Roche Vineuse
Vieilles Vignes

Short Rib
2024 Franck Balthazar Crozes-Hermitage Rouge

\$125per person

Indian Hills Country Club
4001 Clubland Drive, Marietta



SAVE THE DATE

CMAA NATIONAL STUDENT EDUCATION CONFERENCE

ATLANTA, GA | NOVEMBER 7-9, 2026



GA CHAPTER ANNUAL MEMBERSHIP BUSINESS MEETING
OCTOBER 12, 2026

Idle Hour Golf Club
251 Idle Hour Dr, Macon, GA 31210

8:30 Registration/Breakfast
9am Education

12:15 lunch/Chapter Business & Elections
1:15ish Golf (separate sign up)

Rider Harris
is an AI keynote speaker, AI tool trainer, and founder of GoBananas.ai.

What is ChatGPT?- How do we use it properly?
- Prompt Engineering,- Examples of high quality ChatGPT prompts for clubs
- ChatGPT feature deep dive-- ChatGPT is so much more than just a chatbot.
There are dozens of features that
99.9% of ChatGPT users don't even know exist. We'll cover them all

Matthew P. O'Dell
is a Partner at Condon O'Meara McGinty & Donnelly

Leading Through Change: Financial Insights, Charitable Initiatives, Tax Insights, and Lessons from Emerging Cyber Risks

GEORGIA CHAPTER
CLUB MANAGEMENT ASSOCIATION OF AMERICA

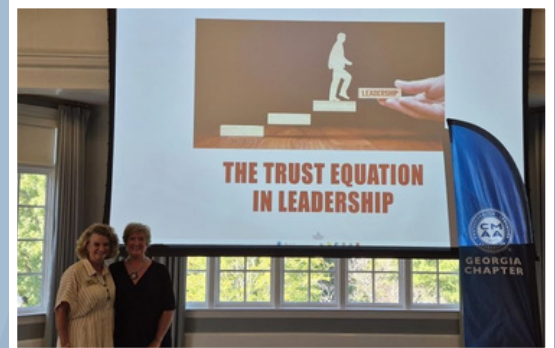
Connecting Leaders, Building Legacy

REGISTER

2026 CLUB SUPERVISORS UNIVERSITY

The Biennial Club Supervisors University was graciously hosted by East Lake Golf Club and Druid Hills Golf Club for club professionals aspiring to take the next step in their careers throughout the Club industry.

The two-day event featured engaging speakers from Cherokee Town and Country Club, Piedmont Driving Club, Bear Lake Reserve, Ansley Golf Club, and Capital City Club, who shared valuable insights, experiences, and advice with attendees. The program provided a wonderful opportunity for emerging leaders to learn from seasoned professionals, expand their knowledge, and connect with others across the Club industry.



WOMEN IN CLUB MANAGEMENT



Thank you to **Jessica Lalley** for sharing valuable tactics to help women communicate more clearly and confidently, both digitally and verbally. Her insights highlighted the importance of understanding how to articulate who we are and the value we bring to the club industry.

Women teaching women is an important part of building stronger leaders and creating opportunities for growth. Through sharing experiences, knowledge, and encouragement, Women in Club Management provides a space for women to learn from one another and continue developing together.

Thank you to **Dunwoody Country Club** for graciously hosting this month's GA Chapter Women in Club Management gathering and for providing a welcoming space for connection and learning.



WELCOME TO THE CHAPTER!



Scott Olson

Food & Beverage Director
Marietta Country Club

1. Where were you born?

- a. Atlanta born and raised (Piedmont baby)

2. Where is your next trip and why?

- a. Stowe, Vermont - 3rd Wedding Anniversary

3. Your favorite food is ____.

- a. Anything Italian or Greek



Blake Parrish, CCM

General Manager/COO
Augusta Country Club

1. Where were you born?

- a. I was born in Memphis, TN

2. What book are you currently reading and why?

- a. I have been reading Hug Your Customers, because a dear friend at my new Club mailed it to me. He crossed out the word customers and replaced it with members. So that is what I plan to do! I'm a hugger, so it shouldn't be a problem!

3. What is your simple pleasure?

- a. Walking a golf course on a day the Club is closed: no one behind me, no one in front. And an old concert on my headphones. No pressure, just the course. It's my meditation.



Joshua Page

Assistant Director of
Club Operations
The Landings Club

1. Where were you born?

- a. I was born in Los Angeles, California, but spent the majority of my childhood and early career in Boone, North Carolina.

2. Who has had the most influence in your life and why?

- a. My grandparents had a major influence on my life and were the ones who encouraged me to pursue a career as a chef and, ultimately, in the hospitality industry.

3. What would you choose to go to and why: an art gallery, sporting event, or get outside.

- a. Outside of work, I am an avid outdoorsman and enjoy fishing, hunting, boating, hiking, and just about anything that gets me outside.

GEORGIA CHAPTER WINS BEST IN SHOW!

A new milestone has been achieved for the chapter as the Georgia Chapter was named **Best in Show** at the CMAA Leadership/Legislative Conference 2026 Chapter Idea Fair!

The competition brought together the Alabama, Georgia, and Tennessee Chapters, providing an opportunity to showcase innovative ideas, share best practices, and celebrate the creativity happening across the region.

Congratulations to everyone who contributed to this exciting achievement and continues to bring new ideas and energy to the Georgia Chapter!



CHAPTER SPONSOR SPOTLIGHT: A TRUSTED PARTNER TO CLUBS AND COMMUNITIES LIKE YOURS



Dear Georgia Chapter Members,

As a proud sponsor of this chapter, we wanted to take a moment to properly introduce ourselves and, more importantly, share why we continue to invest in the people and organizations that move our industry forward.

Strategic Club Solutions was founded over a decade ago with the belief that you deserve partners who truly understand your world. Not advisors who observe from the outside, but experienced professionals who have sat in the chair, navigated boardrooms, led teams, managed change, planned for a strong future, and felt the weight of the decisions you face every day.

Our team is made up of former industry executives, board members, general managers, department leaders, strategists, and creatives who have spent their careers inside private clubs. That experience shapes everything we do. We listen first, understand unique context, and then bring clarity, structure, and momentum to the moments that matter most.

For nearly a decade, our work has been recognized with BoardRoom Excellence in Achievement Awards for Consulting Firm, Strategic Planning, Branding, and Communications. While we are proud of that recognition, what matters more to us is the trust behind it. Trust built through long-term partnerships, thoughtful execution, repeat client engagement, and results that support both leadership teams and their boards.

We support clubs and communities through five core service areas:

- Executive Search
- Strategic and Capital Planning
- Marketing, Communications, and Branding
- Training and Professional Development
- Operations and Management Consulting

What connects all of this work is our unique and tailored approach. We meet organizations where they are, help define where they want to go, and walk alongside them to get there. We are grateful to support this chapter and the professionals who make it strong. If our paths cross at a meeting, event, or conference, we look forward to connecting. And if you ever find yourself at a pivotal moment and in need of a steady, experienced partner, we are always happy to be a resource.

Respectfully,

Ryan Doerr, Owner and CEO of Strategic Club Solutions

TAKING THE NEXT STEP IN CLUB LEADERSHIP

In order to be eligible to sit for the Certified Club Manager (CCM) designation, one must complete **four** Business Management Institute (BMI) courses.

These courses fill quickly and often more than a year in advance, so be sure to join the waitlist as spaces may become available.

Instructions for joining the waitlist **[HERE](#)**.



To learn more and view available BMI courses, view the full list **[here!](#)**

CMAA HONOR SOCIETY

Membership in CMAA's Honor Society is open to all managers who have achieved their Certified Club Manager (**CCM**) designation and have met the following criteria:

- Achievement of 400 credits beyond certification with a minimum of 150 of those credits being CMAA/CMI-endorsed education programs.
- Professional membership with CMAA for a minimum of ten years
- Successful completion of BMI Tactical Leadership or BMI Strategic Leadership

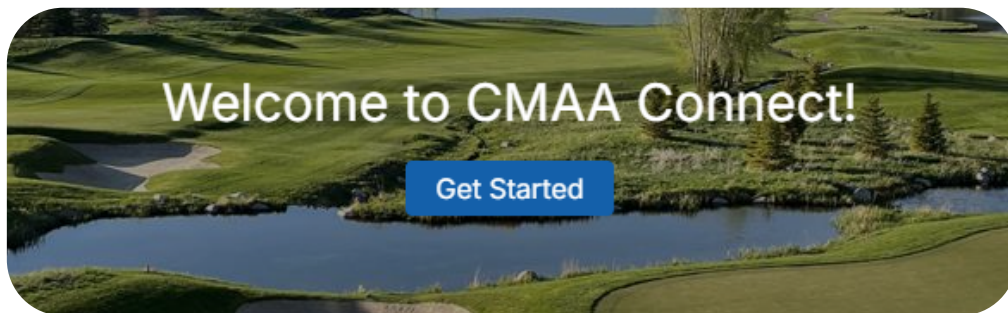


**ALL CMAA CERTIFICATION
PROGRAMS HERE**

GET CONNECTED TO YOUR CMAA NETWORK!

Endless possibilities are within reach! Explore the many tools available to spark innovation and solve challenges at your club. By engaging at the State and National levels, you'll gain access to a network of support and limitless resources!

Visit the CMAA Connect Page to connect with other Club professionals!



Connect with your fellow chapter members by clicking below!

Georgia Chapter

The Peach Review

2025-2026 Officers & Board of Directors

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