NU CMAA earns coveted title as “Student Chapter of the Year”

by Christy Klebowski and Mackenzie Prince

After a long year of hard work and dedication the Niagara University student chapter of the Club Managers Association of America was able to celebrate bringing home the title of “Student Chapter of the Year” for the 2008-2009 academic year after attending the 83rd World Conference in Club Management in San Diego, California this past February. This achievement is the pinnacle of success for the collective student chapter and validates the extensive commitment on the part of every member needed in order to earn the award. In short, NU CMAA beat out 47 other student chapters to be recognized as the best in the nation for what we do.

There are many requirements that need to be met in order to receive this honor. Some of the requirements include participating in educational sessions (both with the senior chapter and self-training), achieving extensive quality internships for the members and placements for its graduates, engaging in fundraising, giving back to the community through volunteer and philanthropic initiatives, and demonstrating an excellent rapport and working relationship with the New York State Chapter.

Student chapters are also judged on new-member recruitment and existing-member retention rates. All in all, Niagara University excelled in each of these criteria.

As the President’s report outlines, the students in NU CMAA are kept very busy. Their commitment level must be high as much is expected of them, in much the same way that club members expect the highest level of dedication...
and performance from their club managers. At the beginning of each academic year, the expectations are set forth by the student leadership and the CMAA faculty advisor. NU CMAA members are held accountable for their performance in meeting these expectations throughout the year. Those that don’t measure up are coached and counseled in any deficiencies or shortcomings and a plan is developed to assist them in meeting the standards of performance. Ultimately, students who remain in NU CMAA are those that truly understand the personal commitment involved and are willing to demonstrate such commitment through perseverance, professionalism, and short-term sacrifice for long-term benefits. Those that don’t, choose not to remain.

In short, NU CMAA won the title of “Student Chapter of the Year” because it alone recognized and demonstrated the mission of CMAA: Education, Networking, and Professional Development. No other student chapter required such an extensive commitment from its members. No other student chapter set the standards as high as NU CMAA had. And no other student chapter held its members to meeting these standards with such accountability.

But most significantly, no other student chapter demonstrated such a high level of achievement as used to measure success. With a 100% placement rate for club internships, a 95% placement rate for graduating seniors within club management (mostly at platinum-rated clubs), a requirement that all students be TIPs and CPR/AED certified, and a reputation for an ethic of working hard and serving friendly, it is easy to see why NU CMAA was the logical winner for Student Chapter of the Year.

In only its second year of eligibility, the student chapter of Niagara University went above and beyond the requirements to receive this award, and we have been working towards this for the past four years. The student chapter could not have gotten this far without the drive and dedication of Dr. William Frye. It is an honor to have such a knowledgeable advisor who is willing to help us in any way. It was also an honor to receive the Student Chapter of the Year award after many years of hard work and dedication. With the bar set high this year, the Niagara University Student Chapter continues to work hard in order to bring the award home again next year.
February 14th is a day almost universally identified with love. This year eighteen students from Niagara University’s College of Hospitality and Tourism really had something to love. This day marked the close of a week spent at the World Conference on Club Management in San Diego, California hosted by the Club Manager’s Association of America (CMAA). Here students spent a week furthering their education and expanding their networking within the club industry. This year’s trip had something even more special to enjoy. At the close of the week’s activities, and in recognition of all of their efforts, students from the Niagara University student chapter were presented with the award for “Student Chapter of the Year”.

It seems, however, that the students weren’t the only ones hard at work. In order for eighteen students to travel across the country, there needed to be a massive effort to raise funds. The Buffalo Club, the New York State Club Manager’s Association, students’ family and friends, and the College of Hospitality and Tourism Management rose to the challenge.

In two short months the Niagara University Student Chapter brought Hollywood to Buffalo. Through an evening of fine dining and exquisite entertainment, students captured the flair and fabulous that has come to be recognized as part of the Hollywood elite. With hors d’oeuvres donated by local clubs, diners began their evening with an explosion to their palate. Amid the sounds of Frank Sinatra, as sung by Jack Civiletto, guests were treated to a five course menu including; “The Godfather” Italian Wedding Soup, Fried Green Tomatoes, “Ice Age” Lemon Sorbet Intermezzo, “The Oscar’s” Bouef D’ Oscar Asparagus Risotto, Lump Crab, Hollandaise, and for dessert, “Forrest Gump” Chocolate Mousse and assorted truffles.

If the menu wasn’t enough, guests were treated to an impeccable evening of dining that began with synchronized service executed by the members of the Niagara University student Chapter of CMAA. In fact, the entire evening was the inspiration and efforts of Niagara students. With veteran members at the helm, students developed a theme and concept, designed the menu with guidance from Buffalo Club Executive Chef Dan King, marketed the evening, and then executed the event. Every member participated in the event, whether it was set-up, food prep, cooking, serving, clean-up, or even babysitting. When the evening was over, they tore the event down and returned the Buffalo Club to its rightful owners. This evening not only enabled the club to raise needed capital for their trip, but offered

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NU CMAA goes Hollywood...

students a rare opportunity to witness first-hand the high standards that this industry demands.

It was an evening loved by all. If you have any doubts, just ask student photographer, Christy Klebowski, as she captured the evening in true Hollywood style-replete with pictures from the red carpet!

Valentine’s Day has long since passed, the food has been consumed and enjoyed, and the lights of Hollywood have once again returned to the West Coast, but the memories of that evening and those seven days in San Diego live on, as do the thanks of the students to all who made these events possible. Students would like to once again thank the Buffalo Club, managers of the New New York State CMAA Chapter, the College of Hospitality and Tourism Management, family and friends, and most of all, our advisor, Dr. William Frye, without whom none of this would have been possible.

Two students awarded prestigious club management scholarships

Lauren Kenney and Bethany Wood, seniors in Niagara University’s College of Hospitality and Tourism Management, were awarded the Joe Perdue Scholarship for 2009 by The Club Foundation. NU CMAA is the only chapter to have two students selected as recipients. The Joe Perdue Scholarship is awarded annually to the most promising club management students in the nation. This year only five Joe Perdue Scholarships were awarded to the 1,600 student members of CMAA.

“Both Lauren and Bethany are role models other undergraduates can emulate,” said Dr. William Frye, associate professor in the college.

“They have spent four years at Niagara University developing technical and leadership skills through focused inquiry, continuous club employment, extensive interaction with accomplished club managers, and a commitment to serving others at the highest levels of hospitality excellence.”

Lauren, the current vice president of Niagara’s CMAA student chapter, will graduate in May 2010 with a Bachelor of Science degree in Hotel and Restaurant Management, with a focus on club management. Her most recent internship was in a supervisory role at the Chevy Chase Club in Bethesda, Md. She has previous club experience working at Chevy Chase Club, The Buffalo Club, and the Country Club of Rochester.

Bethany is the secretary/treasurer for the CMAA student chapter. She will also graduate in May 2010 with a Bachelor of Science degree in Hotel & Restaurant Management with a focus on club management. Her most recent internship was in a supervisory role at the Farmington Country Club in Charlottesville, VA. She has previous club experience working at Chevy Chase Club and the Lake Shore Yacht and Country Club in Syracuse, NY. Upon graduation she will be returning to the Chevy Chase Club as Assistant Manager of the Winter Center, the club’s family dining venue.

The Club Foundation’s mission is to financially support the professional development of club managers through education, training and research initiatives. This includes awarding scholarships to students who are pursuing careers in club management. Since inception, The Club Foundation has awarded more than 150 student scholarships totaling more than $260,000.
In February, the Niagara University CMAA Student Chapter sought refuge from the cold New York weather by flying to San Diego to participate in the 83rd annual World Conference on Club Management and Golf Industry Show. The eighteen N.U. students met daily at the San Diego Marriott Hotel and Convention Center. The highlight of the week was being awarded the title of “Student Chapter of the Year”. It is a tremendous honor to be recognized by the Club Managers Association of America and The Club Foundation. The students at Niagara University and our advisor Dr. William Frye put a tremendous amount of hard work into our Chapter.

During the week we attended all different types of seminars, luncheons, workshops, and networking events, each which had to do with various aspects of the private club industry and ongoing professional development. The World Conference included participation by student chapters from across the United States, as well as hundreds of club managers throughout the country.

What differentiates NU CMAA’s participation in WorldCon each year from that of other student chapters is how we participate in the week-long experience; we stay and participate for the entire six day conference. With the student sessions scheduled for the first 2–3 days of each WorldCon, nearly every other student chapter leaves by the third or fourth day of conference in an attempt to minimize lodging expenses and return to classes at their respective universities. NU CMAA realizes that the best time to network with other managers is when other students are not present. Investing in the extra three days at conference allows Niagara students to meet more managers, attend more educational sessions, schedule more interviews, utilize the career development services that CMAA has to offer (e.g., mock interviews), socialize with CMAA managers in a professional setting, and of course, attend the closing CMAA business session and keynote presentation.

Attending classes at Niagara University are extremely important, but nothing can truly replicate the experience of spending a week at WorldCon. Realizing this, the Niagara student chapter annually raises the needed extra funds to support the week-long participation through a themed dinner event and selling concessions at various University sporting events throughout the Winter months. Then we “negotiate” with our professors to be excused from class for an entire week in order to experience all that WorldCon has to offer us. No doubt, the results of our efforts are demonstrated by entry-level management and supervisory job offers at the best clubs in the country, a 100% internship placement rate, and the title of “Student Chapter of the Year”. We look forward to attending next year when the Conference will be held again in Orlando, Florida.

Bethany Wood tabbed by NYS CMAA as scholarship recipient

NU CMAA senior Bethany Wood was conferred the NYS CMAA /Eric & Barbara Scott Scholarship during the New York State CMAA President’s Ball held at the Genesee Valley Club in January 2010. A fitness enthusiast from Central Square, NY Bethany leads aerobics classes at Niagara University’s Kiernan Gymnasium and serves as captain of the N.U. Cheerleading squad. Bethany has completed two internships at Chevy Chase Club and one internship at Farmington Country Club.

Pictured above: Several Niagara students pose with opening session keynote speaker Chris Gardner.
# Niagara University CMAA Student Chapter Placements for Summer ’10

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<tr>
<th>Name</th>
<th>Class Standing</th>
<th>Summer Placement</th>
<th>Previous Clubs</th>
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<tbody>
<tr>
<td>Stephanie Harmon</td>
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<td>Marc Skill</td>
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<td>Kara Bushey</td>
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<td>James Mason</td>
<td>Senior*</td>
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Note: * Denotes student is a graduating senior and “Summer placement” represent student’s final placement upon graduation.
The 2009 – 2010 school year for Niagara University’s CMAA Student Chapter has been busy and eventful. As you can see from the articles in this newsletter, the year was filled with many great educational and networking opportunities for all of our members, highlighted by our Student Chapter of the Year Award at the 2010 World Conference on Club Management in San Diego. I would like to take a moment and share a little about our success this past academic year and some of our plans for this upcoming summer:

- 16 Members returned from successfully completing a club internship during the Summer 2009.
- 12 New Members join our chapter this past academic year.
- 10 Students are enrolled in the Club Management certification course at Niagara University during the Spring 2010 semester.
- 7 Members attended the 6th National Student Education Conference in Florida during October 2009.
- 18 Members attended the 83rd World Conference on Club Management in San Diego, CA during February 2010.
- 2 Students were awarded the Joe Perdue Scholarship through The Club Foundation, Lauren Kenney and Bethany Wood.
- 1 Student was awarded a scholarship through the New York State CMAA Chapter, Bethany Wood.
- We launched our Student Chapter website at www.nucmaa.org.
- Along with the New York State Chapter, we attended the following educational and networking sessions:
  - Rochester Yacht Club – September 15, 2009
  - Country Club of Rochester – October 15, 2009
  - The Buffalo Club – November 12, 2009
  - Rich Reagan Club Manager of the Year Reception – Oak Hill Country Club – November 22, 2009
  - Irondequoit Country Club - March 9, 2010
- We are hosting an educational session for the New York State and Central New York CMAA Chapters at Niagara University on April 15, 2010.
- In addition to the education sessions, we visited/will visit the following clubs for tours:
  - The Buffalo Club
  - Rolling Rock Club
  - Niagara Falls Country Club
  - The Country Club of Buffalo
  - Brookfield Country Club
  - Genesee Valley Club
  - Oak Hill Country Club
  - Rochester Yacht Club
- We supported The Buffalo Club, Country Club of Buffalo, Country Club of Rochester, Genesee Valley Club, and Rochester Yacht Club with students to work large-scale club events.
- We donated over 60 toys to the Toys for Tots campaign through New York State CMAA.
- We planned and executed a Hollywood themed fundraiser dinner at The Buffalo Club which raised over $7,000 to help fund the educational conferences we attend.
- We worked concessions at 30 Niagara University athletics events raising over $4,000 to help fund our educational opportunities.
- Every member of NU CMAA will be certified in CPR/AED training and TIPs training for the responsible sale and service of alcohol.
- The executive board members, with the guidance of Dr. William Frye, conducted and analyzed a comprehensive membership survey for Lockport Town & Country Club.

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We are pleased to share with you the newsletter of the Niagara University CMAA Student Chapter. This newsletter will be published twice annually: Fall and Spring semesters. It is designed to keep our family and friends, club managers and our internship partners updated about our ongoing commitment to the club industry. Undoubtedly, you will find that we are one busy student organization!

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• The Niagara University Student Chapter will be represented at the following clubs during the Summer of 2010:
  ● Aronimink Golf Club
  ● Charlotte Country Club
  ● Chevy Chase Club
  ● The Club at Cordillera
  ● Columbia (MD) Country Club
  ● Country Club of Rochester
  ● Farmington Country Club
  ● Genesee Valley Club
  ● The Los Angeles Country Club
  ● Maidstone Club
  ● Rochester Yacht Club
  ● Rolling Rock Club

These internship opportunities provide us with some of the best education and learning experiences possible in the club industry. Without the help and support of the NYS Chapter and friends of Niagara University’s Student Chapter, these opportunities would not be possible.

• And most notably, Student Chapter of the Year was awarded to Niagara University CMAA for the 2008-2009 Academic Year.

On behalf of all the student members I would like thank the following individuals and organizations for their contribution to our success throughout the years:

► Dr. Gary Praetzel, Dean of the College of Hospitality and Tourism Management at Niagara University
► Dr. William Frye, CMAA faculty advisor and Associate Professor
► Mr. Al Antonez, CCM, CCE, General Manager, Country Club of Rochester, senior chapter liaison
► All the managers and their respective clubs in the New York State Chapter of CMAA
► Our friends in the Central New York Chapter of CMAA
► Those clubs and managers across the nation that have provided us employment after graduation, summer internships, part-time employment, and their ongoing support
► Niagara University’s College of Hospitality and Tourism Management’s Faculty and Staff
► The Alumni of Niagara University Student Chapter of CMAA
► The Niagara University Athletics Department
► The Club Foundation of CMAA
► Kate Wilkens, CMAA Manager of Student Development
► The Executive Board Members of Niagara University Student Chapter of CMAA
► Our parents and family members

As you can see we had a packed year, with many great opportunities for our student members. We will continue to keep our level of commitment and professional development high and our goal is quite simple, to continue being the best student chapter in CMAA. We strive for 100% participation, 100% placement, and require 100% commitment throughout the year. Without the support of all the friends of Niagara University’s Student Chapter of CMAA, we would not be where we are, and we thank you for the guidance and support.

Best wishes and good luck to our senior members on their future club careers.

Respectfully,

James Mason
N.U. CMAA President

Congratulations to the following newly elected officers of N.U. CMAA for 2010 – 2011:

Danielle Franchois
President

Kelley Druziak
Vice-President

Hayley Cataldo
Secretary/Treasurer

Their term of office will commence on May 5, 2010