

# NCA's Championship Club Conference

Nov. 13, 2023 | 10 a.m. - 6 p.m.  
Army Navy Country Club



## Agenda

### 10:00 – 10:30 Welcome and Opening Discussion

Welcome: Joe Trauger, President & CEO, National Club Association  
Tom Wallace, CCM, CCE, ECM, Partner, KOPPLIN KUEBLER & WALLACE

Discussion: Goals and vision for conference.

### 10:30-11:45 Preparing Your Club, Members, Board and Staff to Host a Championship

Session Lead: Colin Burns, Former GM Winged Foot Golf Club

Objective: To highlight preparations clubs must make prior to securing or hosting a tournament. From initial discussions with the league, modifications to the course, involving the membership, board and staff.

### 12:00-1:00 Lunch – Dan Meyer, Chief of Staff Speaker Kevin McCarthy and Speaker Newt Gingrich, Assistant to the President for Congressional Affairs President George W. Bush

### 1:00-2:00 Player Experience

Session Lead: Robbie Zalzneck, former USGA Sr. Director of Player Services

Objective: Each venue has unique opportunities to heighten the experience competitors have during tournament week. This panel will discuss ideas to make competitors feel at home and ready for the event.

### 2:00-3:00 Patron Experience and Service Excellence

Session Lead: Kevin Bozada, Augusta National Golf Club

Objective: Creating and executing a plan to maximize the fan experience before, during and (after?) the tournament. Cultivating an attitude of service excellence.

### 3:00-4:00 Community Engagement in Support of the Event

Session Lead: Jeffrey Kreafler, Congressional Country Club

Objective: To present strategies for clubs to ensure the community feels like they are part of the tournament and benefit from it. Local vendors, charitable and business engagement enhance the community's experience with the event.

### 4:00-6:00 Cocktails & Networking

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nationalclub.org/cc