



GEORGIA CHAPTER

CLUB MANAGEMENT ASSOCIATION OF AMERICA

Peach Review Newsletter

June 27, 2019

Social Media

Dear Chapter Members,

Summer season is in full swing across Georgia, but before we know it our pools will close down and our focus will turn to the holiday season and beyond. The Club business in the Southeast never seems to slow down. That said, I would like to thank 2019 Research and Communications Committee Members Kayleigh Apel, Christian Peters and Uncle Brett Ninness. They have volunteered their time to work on our communication strategy this year, among other things.

The Chapter already uses several modes of communication, the Peach Review, the website, email blasts and even an app. If you have not yet downloaded the chapter app, please consider doing so. Not only is it full of pertinent information on upcoming events, but it also allows us to send you push notifications.

One area we are hoping to expand our presence is social media. Current engagement is not as high as we would like to see. We are open to your suggestions on what you would like to see via social media outlets, and recommendations on how to improve your experience. Please follow the Chapter at @georgiacmaa on Twitter and georgiacmaa on Instagram, and join our group on LinkedIn CMAA – GA Chapter. We have some exciting events on the horizon, and want to keep you up to date with all of the latest information.

One of the major events upcoming is the second annual Southeastern Classic, being hosted in Birmingham, Alabama July 21-23. The Alabama Chapter has spared no expense in planning a great conference! Attendees will be earn 11.5

CMAA credits from a variety of excellent speakers including a keynote address by Michael Hughes, America's Networking Guru. The conference will also feature a Progressive Dinner Club Tour on Sunday night, and Monday evening attendees will network at Goodpeople Brewery before having dinner and watching the Birmingham Barons take on the Chattanooga Lookouts. All of this is included in the registration price of \$295 for Host Chapter (Alabama, Georgia, Tennessee) members. There will also be a golf tournament held at Shoal Creek Club on Tuesday, July 23rd for an additional cost of \$150. Please visit the website for more information, and we hope to see all of you in Birmingham!

Nick Markel, CCM
PR and Communications Chairman

PARTNER SPOTLIGHT

Royal Cup Coffee & Tea is the proven leader in sourcing, roasting, blending and providing high quality coffees and fine teas since 1896 and is the chosen partner for restaurants, hotels, offices and commuters across the country. We are a family owned business rooted in a longstanding tradition of coffee roasting excellence who takes pride in our unparalleled dedication to customer care.

Innovations within the away from home coffee market are spurring increased consumption among consumers. Those who are ordering coffee more often are trying new types of coffee, buying more premium coffees, and drinking more cold coffee beverages. Coffee continues to be the most consumed beverage in the U.S. with a 2% increase from 2017 with 64% of Americans drinking coffee, consumption is at an all time high. Innovative cold drinks in particular represent important growth opportunity as cold coffees are often consumed in the afternoon.

The difference between Royal Cup and other coffee purveyors:

- 1) Customers can choose from one of our many coffee blends ranging from single origin coffee to certified coffees including Rainforest Alliance, Organic, and Fair Trade.
- 2) In addition to coffee entegra members have access to a full line of espresso, iced and cold brew coffees, hot tea, iced tea and allied goods.
- 3) Customized equipment packages from all the top manufacturers including Bunn and Curtis.
- 4) Dedicated and highly skilled service technicians

WELCOME NEW MEMBERS

Jessica Baker
Chattahoochee
Country Club

Joseph Hewitt
Augusta Country Club

Gregory Hampton
Dunwoody Country
Club

Upcoming Events

Fireside Chat

July 15th
Atlanta Athletic Club

2019 Peach Classic Golf Tournament

August 5th
Capital City Club
Crabapple



July 21-23
Southeastern Classic
Birmingham, AL

available to address any issues at the property level.

5) 24/7 dedicated customer service line provides access to a live Royal Cup support person at any hour of the day.

6) Regularly scheduled deliveries and friendly service through Royal Cup's national route delivery system

7) Training materials to ensure your staff serves the highest quality beverages

Royal Cup is also a Preferred CMAA Partner for coffee and tea beverage program solutions, offering a complete line of coffees, teas, and ancillary products available through direct distribution and provides customized equipment and service solutions.

To open a Royal Cup account, please call Michael Montgomery at 770 371 8763 or email, Michael.Montgomery@royalcupcoffee.com .

Sponsor Spotlight



Georgia Gossip Column

- Congratulations to John Gerdtz for being selected as the new General Manager of The River Club!
- Congratulations to Mitchell Feldman for being promoted to Food & Beverage Director at Country Club of Roswell!
- Mike Davis is the new General Manager at St Ives Country Club. Congratulations Mike!
- On June 20th, Josh and Shannon Thomas welcomed their third child, Emily Thomas. Emily made an unexpected early appearance but mom and baby are doing great. Congratulations Thomas Family!
- Chris Tankersley and his wife Chessie welcomed a new baby girl to their family last month. Congratulations Chris and Chessie!

To View Photo Gallery [Click Here](#)
