



**NEW JERSEY
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

NJCMA EDUCATION MEETING

Tuesday, October 4, 2022

CORPORATE PARTNERS

PLATINUM



WE'RE FULLY STAFFED! (...SAYS NO ONE!)
Presented by Jodie Cunningham, SPHR SHRM-SCP

GOLD



BOLLINGER SPORTS & LEISURE | Insurance | Risk Management | Consulting



SILVER



BRONZE

Allied Beverage Group LLC
Aventura Clubs
Biltmore Uniforms
Bogle Vineyards Winery
Clubessential
Direct Machinery
Donnelly Energy
Ecker Brothers
Fedway Associates
GSI Executive Search
Gourmet Kitchen
In Vino Veritas

Leiber Fine Wines & Spirits
Lux Ice USA
Marathon Group
MembersFirst
M & J Frank
Opici Wine Group
Pascal Coffee Roasters
Sea Breeze
Vias Wines
Victory Pest Solutions

If you have people problems, you're not alone. Across the country, the lack of applicants and rising labor costs have easily made this topic the number one problem you are likely faced with.

So how do you get in front of this problem? You face it head-on and develop your people strategy. You likely have financial plans, operational plans, capital improvement plans – but do you have a people plan? In our session, we will be discussing:

- Planning & Strategy – *What are you trying to accomplish?*
- The Labor Market – *We need to get creative*
Recruitment Fundamentals – *Becoming a marketer*

Canoe Brook Country Club

1108 Morris Turnpike
Summit, NJ 07901

Registration: 10:00 am
Program: 10:30 am—12:00 pm

Lunch Following

1 Education Credit

Register online at www.njcma.org

JODIE CUNNINGHAM SPHR SHRM-SCP

Owner of Optimus Talent Partners LLC

Jodie J. Cunningham is the owner and talent optimization expert at Optimus Talent Partners, LLC. She works with business leaders to design the right teams to achieve desired business results. Jodie provides analysis to organizations in a variety of industries to fully utilize the talent they currently employ and ensure smart talent selection in the future.

Additionally, she provides robust management development programs to enhance your leaders' effectiveness with their teams. Classes are tailored to your unique industry and provide attendees with applicable job skills that they can immediately apply in the workplace.

Jodie is a human resources executive with over 20 years of experience. She started her HR career in the hospitality industry, most recently with Four Seasons Hotels and Resorts. She then transitioned into professional sports as the human resources executive with the Los Angeles Rams, an NFL franchise. Her strategic workforce planning experience is extensive, having lead acquisitions and openings, organizational restructuring, layoffs and downsizing, and market relocation. With her unique background in high-end luxury hospitality, private golf and country clubs, and professional sports, her clients are assured that discretion and confidentiality will be exercised with all sensitive information in all aspects of her interactions. Her goal is to provide analysis that effectively balances the needs of the organization with the talent it currently employs.

Jodie earned a bachelor's degree in Communication from Arizona State University, and a master's degree in Organizational Management at the University of Phoenix. She has also achieved the highest human resources certifications of SPHR and SHRM-SCP. Jodie is an instructor at the CMAA Business Management Institute and regularly offers educational workshops at the CMAA World Conference. She is married to John, who has worked in the private club and golf industry for more than 20 years and they reside in Newtown Square, PA.





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EDUCATION MEETING

Jodie Cunningham

Tuesday, October 4, 2022

Registration Form

CLUB NAME _____

MEMBER NAME: _____

GUESTS FULL NAME: (Please Print)

1. _____

2. _____

3. _____

4. _____

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9. _____

10. _____

Please make your check for \$50.00 per person payable to Canoe Brook CC and send your check and reservation to:

**Albert Costantini CCM CCE
Canoe Brook CC
1108 Morris Turnpike
Summit, NJ 07901**

Amount Enclosed: _____