



THE NEW JERSEY CHAPTER OF CMAA  
INVITES YOU  
TO A ONE -DAY WORKSHOP  
PRESENTING SPONSOR



**Featuring**

**“OFF BALANCE ON PURPOSE WORKSHOP”  
PRESENTED BY DAN THURMON**

**“CONTENT CREATION AND THE POWER OF VIDEO”  
PRESENTED BY BEN LORENZEN**

**“NATIONAL CLUB ASSOCIATION -2019 UPDATE”  
PRESENTED BY JOE TRAUGER**

**Monday, January 13, 2020**

Schedule

SUNDAY- January 12, 2020

Welcome Reception

Presenting Sponsor

JBD Design/JGA Architecture



Architecture & Interior Design  
Private Clubs and Hospitality

5:30 p.m.-7:00 p.m.-The Gypsy Bar

**MONDAY-January 13, 2020-Workshop**

**Central Conference Center located at the Borgata**

8:00 a.m. – 9:00 a.m.- Continental Breakfast

9:00 a.m.-Welcome by CMAA Chairman Randy Ruder, CCM, CCE

9:30 am-12:00 noon-Dan Thurman

12:00 p.m. – 1:00 p.m.-Lunch

1:00 pm-2:00 p.m.-Joe Trauger, National Club Association

2:00 p.m. – 4:00 p.m-Ben Lorenzen

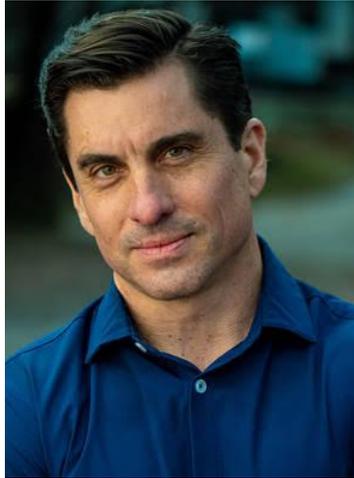
All registered attendees who pass the exams, will receive 6 CMI Credits for Monday

<https://spark.adobe.com/page/JF7qucSRgem4X/>

## Session I

# Off Balance on Purpose

**Dan Thurmon**, Keynote Speaker, Author and Peak Performance Coach



How do you succeed in today's challenging, changing business climate? How do you sustain the commitment to grow personally and professionally?

Transitions of all kinds can be demanding and difficult. But these moments are also gigantic opportunities to redesign your approach to life and business. As we expand our global reach, this session will give you the encouragement and tools to take action!

In this energizing and “must see” session, Dan Thurmon, author of *Off Balance On Purpose*, will show you how to take charge of your circumstances, stretch your abilities, and create your blueprint for professional success! Afterward, you will be equipped to:

- Own Your Reality
- Seek Your Purpose
- Lean Forward
- Leverage Your Resources
- Follow Through

In signature fashion, Thurmon punctuates his message with dynamic demonstrations, incorporating acrobatics, breathtaking stunts, and audience interaction to create a one-of-a-kind experience your audience will never forget.

After experiencing Dan Thurmon's keynote presentation, you'll be eager to put the ideas to work in your own life and business. This session will go deeper into content, showing you how to take charge of your circumstances, stretch your abilities, and create your blueprint for professional success!

### Learning Objectives

As a result of attending this program, attendees will be able to:

- Manage their energy and time more effectively.
- Improve their ability to focus on the task at hand.
- Understand that “Perfect Balance” is an unachievable goal.
- Adopt an Off Balance On Purpose approach as a realistic and empowering alternative.
- Identify the Five Spheres of “Complete Success,” and clarify goals in each area.
- Utilize “Lifelines” to integrate important aspects of life.

**View Dan's Promo Video:** <https://vimeo.com/37111572/4727e470a4>

## Session II

# **“CONTENT CREATION AND THE POWER OF VIDEO”**

*Presented by Ben Lorenzen*



### Video Production

This interactive session will teach club management professionals the power of video production and how to use it for their clubs! This session will include actual filming, live editing, and creating a power video in a short amount of time.

Club managers will learn and understand the basics of video production and how they or their employees can use it for their clubs to tell magical and memorable stories!

## Session III



### **NATIONAL CLUB ASSOCIATION 2019 UPDATE**

*Presented by Joe Trauger,  
National Club Association Vice President of Government Relations*

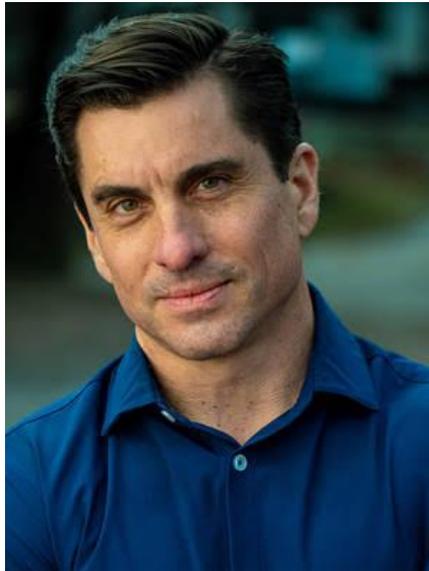
We all scratch our heads and sigh when thinking about the decisions being made by politicians in Washington, D.C. The legislative process is often slow, and its impact may seem remote. Unfortunately, the policies put in place in our nation's capital can have a significant bearing on your club's success.

As the voice of the private club industry, NCA is actively engaged in protecting and defending the interests of private clubs with leaders in Washington. This presentation will provide an insider's guide to what's going on in Congress and how those on Capitol Hill and in the White House are directly affecting your club's day-to-day operations.

The session's learning objectives will be to:

1. Inform club professionals about the legislative and regulatory measures that are now in place and how to comply with them.
2. Inform club professionals about the impact pending federal legislative and regulatory measures will have on our industry.
3. Provide club professionals the tools they need to help protect our industry's rights with elected officials.

**Dan Thurmon**  
**danthurmon.com**



Dan Thurmon is the author of two books, a renowned speaker, and a recognized expert in delivering peak performances – on stage and in the workplace. As president of Motivation Works, Inc., he has worked with hundreds of clients and delivered thousands of presentations worldwide. Dan helps organizations and individuals implement actions plans and move confidently through transitions.

He began his performance career at eleven years old, crafting a one-man-show incorporating comedy, juggling and acrobatics. This enabled him to, at a very early age, develop a strong work ethic and learn fundamental lessons about performance excellence. Dan graduated from the University of Georgia with a degree in Marketing and Management. He has also extensively studied Personal Development and developed a unique methodology he teaches to audiences and clients.

A recent inductee to the prestigious “Speakers Hall of Fame,” Dan Thurmon delivers experiences that go beyond motivation, teaching concepts and skills in a highly engaging and entertaining manner. He incorporates his lifelong performance skills to create high impact events. His programs have educated and uplifted Fortune 500 companies, young audiences, and even the troops on the front lines of Afghanistan and Iraq.

Dan’s philosophy can be summarized by the title of his book, *Off Balance On Purpose*. He believes that we will never achieve “perfect balance” and should, instead, learn to embrace uncertainty and initiate positive changes that lead to growth. Also, we should go beyond the pursuit of “success” and enhance our life experiences and professional endeavors with purposeful, positive contributions.

**Ben Lorenzen**  
**benlorenzen.com**



I have been happily married to my wife Allison for two years we have a newborn baby who is 5 weeks old. Names Leo! I grew up working in aquatics and clubs since I was 15 years old. I went to the University of Nebraska-Lincoln and Majored in Communication and Video Production. I worked as the Web Director for a pharmacy Chain in Omaha Nebraska for 3 years, when I was approached for the Champions Run position. I have been at Champions Run for 5 years now and love every minute of it, because every day is different!

I did my first public speaking engagement in 2017 at the CMAA World Conference in Orlando and BOOM it took off from there. I have now been speaking for CMAA and Club Chapters for the last 3 years and I love every second of it!

Hello my name is Ben Lorenzen! I work at a Club in Omaha Nebraska called Champions Run. I am the Creative Director, Chief Memory Officer, Director of Vibe and all things fun! You're on this page reading about me for a reason - and that reason is -TO MAKE MAGIC! My purpose is to inspire people to be greater than they thought they could ever be!

Whether your looking to inspire your team through video, social media, or just looking for someone who is educated in PASSION. I am here to help!

I look forward to meeting you and helping you inspire your staff to THINK OUTSIDE THE BOX!

Because GUESS WHAT! The Box Doesn't Exist!



## **BIOGRAPHY OF JOE TRAUGER**

As the National Club Association's Vice President of Government Relations

He leads NCA's lobbying activities and ClubPAC, NCA's political action committee. He previously was principal and founder of Northfield Strategies, an advocacy consulting firm.

"As an experienced government relations professional with many legislative and regulatory successes on Capitol Hill, Joe brings extensive experience and respect as an association lobbyist with tremendous knowledge of the issues," said NCA President & CEO Henry Wallmeyer. "Joe also has excellent perspective into the private club industry as he is entering his second year as president of Mount Vernon Country Club in Alexandria, Va., an NCA member club."

"Private clubs have and continue to be an important part of the social fabric of our nation and I am very excited to be joining the NCA team," said Trauger. "My family has been a member of a club for more than 15 years and I have been proud to serve my fellow members in various roles from volunteer committee member to president. There is a sense of community, comradery and purpose that comes from club membership and as a member of the NCA team I am honored to lead the association's advocacy program to educate policymakers on the economic, social and environmental benefits private clubs provide in communities across the country."

Prior to Northfield, Trauger was senior vice president of policy and government relations at the Air-Conditioning, Heating and Refrigeration Institute and vice president of government relations at the National Association of Manufacturers. His Capitol Hill experience includes positions as senior policy advisor for then House Majority Whip Roy Blunt; policy advisor for then House Majority Leader Dick Arme; senior legislative assistant for former Congressman Sam Johnson; and legislative assistant for former Senator Rod Grams.