

# Riding the New Wave

## Conference topics include:

- Hospitality Business in a Post-Economic Crisis Environment
- Standards and Benchmarking
- Staying Relevant and Profitable Today
- Management to Leadership
- Technology and What's New



## **ASIAN CLUB MANAGERS'** **CONFERENCE 2010**

**18 - 20 April 2010**

Raffles Town Club, Singapore | 1 Plymouth Avenue

Gold Sponsor:



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In Conjunction with:



# Asian Club Managers' Conference 2010

## Riding the New Wave

18-20 April 2010 | Raffles Town Club

### DAY ONE ■ 18 April 2010 ■ Sunday The American Club

5:30 pm **Pre-Conference Registration at The American Club**

6:30 pm **Welcome Address**  
**Roy Higgs, President, Club Managers' Association (Singapore)**

**Cocktail Party**  
Hosted and Sponsored by



### DAY TWO ■ 19 April 2010 ■ Monday Raffles Town Club

7:45 am **Registration at Raffles Town Club**

8:45 am **Opening Address**  
**Benjamin Tan, Chairman, Organising Committee, 8th Asian Club Managers' Conference 2010**

8:55 am **President's Address**  
**Roy Higgs, President, Club Managers' Association (Singapore)**

9:05 am **The Successful Manager in a Changing Environment**  
**Kurt Kuebler, Partner, Kopplin & Kuebler, USA**

9:40 am **Hospitality Business in a Post-Economic Crisis Environment**  
**Dr Andy Nazarechuk, Dean, UNLV Singapore Campus, University of Nevada Las Vegas, Singapore**

10:25 am **Morning Refreshments**

10:45 am **Staying Relevant and Profitable Today**  
**Joe Perdue, Business Management Institute (BMI), USA**

11:30 am **Hospitality Standards and Benchmarking in the New Times, and Training Needs and Tools**  
**Dr Andy Nazarechuk, Dean, UNLV Singapore Campus, University of Nevada Las Vegas, Singapore**

12:15 pm **Lunch**

1:45 pm **Marketing and Club Infrastructure to Enhance Membership Value**  
**Gregg Peterson, General Manager, The Beach Club, USA**

2:30 pm **Gen X & Gen Y: Different Needs and Wants**  
**Norm Spitzig, Principal and Senior Partner, Master Club Advisors, USA**

3:15 pm **Afternoon Refreshments**

3:45 pm **Saving Time and Enhancing Productivity – Factors that will Bear Results in Clubs**  
**Joe Perdue, Business Management Institute (BMI), USA**

4:30 pm **Development for Tomorrow's Club Leadership by Inventing! Are you Up for the Challenge?**  
**Norm Spitzig, Principal and Senior Partner, Master Club Advisors, USA**

5:30 pm **End of Day 2**

7:30 pm **Gala Dinner @ Raffles Town Club Ballroom**

### DAY THREE ■ 20 April 2010 ■ Tuesday Raffles Town Club

8:00 am **Registration**

8:45 am **Alternate Sources of Income in Clubs**  
**Simon Shepherdson, Managing Director, International Leisure Consultants, Hong Kong**

9:30 am **How to Bid For, and Host an International Golf Event**  
**Paul Burley, Vice President, IMG, Singapore**

10:15 am **Morning Refreshments**

10:45 am **Changes in Technology: What's New in the Market?**  
Speaker to be announced

11:30 am **From Management to Leadership: How Do You Get There?**  
**Kurt Kuebler, Partner, Kopplin & Kuebler, USA**  
**Mark Robson, Director, Asia Pacific, Portfolio International, Hong Kong**

12:15 pm **Conference Wrap Up**  
**Roy Higgs & Benjamin Tan**

12:20 pm **Lunch**

1:30 pm **CMAS Club Tour (led by Gregg Patterson)**  
• **Tanglin Club**  
• **Resorts World**  
or  
**Visit to FHA2010**

5:45 pm **End of Club Tour**

\*All programmes are correct as at press time. The organiser reserves the right to amend the programme as deemed necessary without prior notice.

# Asian Club Managers' Conference 2010

## CMAS Club Tour ■ Tuesday, 20 April 2010 | 1:45pm to 5:45pm

Take a behind the scenes look at Singapore's most prestigious social club and the new integrated resort. Gain valuable insights into the clubs' day-to-day operations and management. Limited to 40 participants only, reserve your seat now!

*\*Fees are applicable, on a first-come-first-served basis.*

## We are visiting:

### Tanglin Club

The Tanglin Club is an esteemed social club, nestled in the heart of Singapore's city centre. The Club echoes a bygone era of dignity and charm, with lush greenery and surrounds providing an oasis amidst the urban landscape. The Club is a "home away from home" for its members with all the amenities, comfort and cosy ambience, to offer as calm respite from the hustle and bustle of city life.



### Resorts World

Resorts World™ Sentosa – Asia's ultimate destination – offers a whole new world of truly rewarding experiences. Ride the Movies!™ at the many exclusive attractions to be found only at the region's first Hollywood movie theme park, Universal Studios Singapore™. Feast your senses on a world of non-stop entertainment, signature shopping experiences and culinary adventures at FestiveWalk™, and take pleasure in the comfort and luxury in one of the unique world-class hotels. The luxurious Resorts World Casino™, designed to provide only the best, will give everyone the chance to play in style.

## Accommodation at the Conference

Just minutes from Orchard Road and directly opposite Raffles Town Club, in the heart of Singapore, Copthorne Orchid Hotel Singapore is extending a special room rate to delegates of Asian Club Managers' Conference:

Contact the hotel directly to book your rooms now. Quote that you are a participant of the **Asian Club Managers' Conference 2010** to get preferential rates.

*++ rates quoted are subjected to 10% service charge and prevailing government taxes. Maximum of 2 persons are allowed to share in each room. Booking of rooms are subject to availability and credit card guarantee is required.*

### Official Hotel for Asian Club Managers' Conference 2010: Copthorne Orchid Hotel Singapore

Nestled amidst lush tropical greenery, Copthorne Orchid Hotel is the perfect urban retreat that appeals to your senses. Located just 5 minutes from Orchard Road and 10 minutes away from the city centre, the hotel is ideal for both business and leisure travelers.

<http://www.millenniumhotels.com.sg/cophthorneorchidsingapore/index.html>

#### Room Rates:

Superior Single

Superior Double

#### Attn: Reservation Department

DID : (65) 6415 6028 / 6029 / 6030 (Ivy / Theresa / Liza)

Fax : (65) 6255 4494 (Sales) / 6250 9292 (RSVN)

Email: [rsvn@cophthorneorchid.com.sg](mailto:rsvn@cophthorneorchid.com.sg)

For more accommodation options available in Singapore, check out the FHA2010 official hotels listings at

[http://www.foodnhotelasia.com/official\\_hotels.htm](http://www.foodnhotelasia.com/official_hotels.htm).

## Food&HotelAsia will return in 2010 from 20 – 23 April



FHA2010 (Food&HotelAsia2010), Asia's largest international food and hospitality trade exhibition and conference, will return for its 17th edition from 20 – 23 April 2010 at the Singapore Expo. Since its debut in 1978, FHA has had a proud track record of international companies making up over 80 percent of its exhibitors. FHA2008 witnessed a great show of 53,000 attendees from over 90 countries / regions, reinforcing the internationality of the event and its excellence in providing a quality platform for trade buyers and sellers to converge, network and transact. Primed to occupy over 82,000 square metres of exhibition space at the Singapore Expo, FHA2010 will return with an even wider range of innovative products, technologies and solutions available in the global marketplace to answer the demands of Asia's food and hospitality industries.

Visit [www.foodnhotelasia.com](http://www.foodnhotelasia.com) for more information. Free admission for all Asian Club Managers' Conference 2010 attendees.

*\*Visitors who do not pre-register or do not hold complimentary tickets will have to pay an admission fee of SGD80.*

*\*The Organiser reserves the right of refusal of admission to non-trade visitors.*

## About the Organiser



CMAS, an association of club managers and club professionals, was incepted in 3rd October 1996 for the purpose of meeting, sharing and networking towards professionalism of the club industry. Currently, the CMAS has about 60 members who manage some of the most prestigious country, town, golf, faculty and sports clubs in Singapore.

Visit <http://www.cmas.org.sg> for more information.


# Asian Club Managers' Conference 2010 Registration Form


Registration Fees Fees entitle you access to the conference, cocktail reception, documentation, refreshments and conference dinner.		Early Bird Rate (Pre-register & pay by 31 March 2010)		Regular & Onsite Rates (Pre-register & pay from 1 April 2010)	
		Overseas	Local *	Overseas	Local *
<b>CMAS Members CMA Members</b>	<b>Conference Fees</b> 19-20 April 2010	<input type="checkbox"/> SGD550.00	<input type="checkbox"/> SGD588.50	<input type="checkbox"/> SGD600.00	<input type="checkbox"/> SGD642.00
	<b>Club Tour</b> 20 April 2010	<input type="checkbox"/> SGD 65.00	<input type="checkbox"/> SGD 69.55	<input type="checkbox"/> SGD 65.00	<input type="checkbox"/> SGD 69.55
<b>Non Members</b>	<b>Conference Fees</b> 19-20 April 2010	<input type="checkbox"/> SGD622.00	<input type="checkbox"/> SGD665.54	<input type="checkbox"/> SGD680.00	<input type="checkbox"/> SGD727.60
	<b>Club Tour</b> 20 April 2010	<input type="checkbox"/> SGD75.00	<input type="checkbox"/> SGD80.25	<input type="checkbox"/> SGD75.00	<input type="checkbox"/> SGD80.25
<b>Students</b> Please indicate Students's No. <input type="text"/>	<b>Conference Fees</b> 19-20 April 2010	<input type="checkbox"/> SGD300.00	<input type="checkbox"/> SGD321.00	<input type="checkbox"/> SGD350.00	<input type="checkbox"/> SGD375.50
	<b>Club Tour</b> 20 April 2010	<input type="checkbox"/> SGD 40.00	<input type="checkbox"/> SGD 42.80	<input type="checkbox"/> SGD 40.00	<input type="checkbox"/> SGD 42.80
<b>Social Events</b>	<b>Cocktail Party</b> 18 April 2010	<input type="checkbox"/> I am attending the Cocktail Party on 18 April evening at The American Club (Theme: Hawaiian / Resort wear)			
	<b>Conferece Dinner</b> 19 April 2010	<input type="checkbox"/> I am attending the Conference Dinner on 19 April evening. <input type="checkbox"/> Additional guests at SGD100.00 per person. Payment to be made directly to CMAS.			
	<b>FHA2010 Exhibition</b>	<input type="checkbox"/> I am attending the FHA2010 Exhibition and will join the transport provided on 20 April 2010 from Raffles Town Club to Singapore Expo			

\* Prevailing 7% **Goods & Services Tax (GST)** is applicable to all local companies in Singapore. GST does not apply to companies outside Singapore.

Complete the Registration Form (for multiple registrations, please replicate the form) and submit it via:

 **Register and Pay Online**  
Please visit [www.foodnhotelasia.com/conference\\_fees\\_reg.htm](http://www.foodnhotelasia.com/conference_fees_reg.htm) to register online for instant confirmation upon payment.

 **Fax to: + 65 6272 2962**  
(with copy of payment details)

 **Mail with cheque to:**  
**SINGAPORE EXHIBITION SERVICES PTE LTD**  
No. 1 Jalan Kilang Timor, #09-02 Pacific Tech Centre, Singapore 159303  
Attention: Asian Club Managers' Conference Registration

## DELEGATE'S DETAILS [PLEASE MAKE COPIES OF THIS FORM TO REGISTER ADDITIONAL DELEGATES]

Prof  Dr  Mr  Ms Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Contact Person (for group registration) \_\_\_\_\_ Contact person's email & contact number \_\_\_\_\_

Please ensure the correct email address is entered to receive confirmation. The information you provide may be made available to third parties whose products and services may interest you. If you **DO NOT** wish to be included in such marketing activities, please tick here. [  ]

## BUSINESS NATURE

[PLEASE TICK THE MOST APPROPRIATE OPTION]

- Hotel/ Country Club/ Resort  
 Software Vendors  
 Restaurant/Café/Food Retail Outlet  
 Equipment Providers  
 Food Manufacturers/ Producers  
 Consultants  
 Associations/ Certification Bodies  
 Logistics Providers  
 Government Agencies / Regulators  
 Others (Please specify): \_\_\_\_\_

## DISCOUNTS [DISCOUNTS ARE NON-CUMULATIVE]

- 5% discount for groups of 3 & above registering from the same organisation at the same time.

## CLOSING DATE FOR PRE-REGISTRATION

15 April 2010. After this date, please register personally on-site at Raffles Town Club from 19-20 April 2010. Onsite registration is subject to space availability.

## CANCELLATIONS/TRANSFERS

Substitutions or registration fee refunds should be made before 20 March 2010. Refunds will be subjected to an administrative charge to be borne by the registrant. Bank charges that occur will also have to be borne by the registrant. No refunds will be provided for cancellation or no show after this date.

## IMPORTANT NOTE

- Attendance will only be allowed upon full receipt of payment. Please indicate clearly on your cheque/bank draft/telegraphic transfer what your payment is for.
- The organiser reserves the right to refuse entry to any delegate as it deems fit.
- Should there be a need to cancel the event, the organiser will refund delegates for registration fees paid, and will not be held responsible for any travel and/or accommodation costs incurred.
- All delegates must be in proper attire. Those in shorts, bermudas, singlet, slippers or sports sandals will not be allowed entry. The organiser reserves the right to refuse entry to delegates who are not appropriately dressed.

## PAYMENT

- CREDIT CARD. Please charge the amount of SGD \_\_\_\_\_ to my AMEX / VISA / MASTERCARD / DINERS (delete where applicable)

Cardholder's Name \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

A confirmation notice will be sent by email to all registrants only after full payment has been received. If you do not receive any confirmation a week after payment is made prior to the event, please contact the organiser for clarification.

- BANK DRAFT/ CHEQUE  
I enclose our **bank draft/ cheque** (drawn on a Singapore bank account) in SINGAPORE DOLLARS only made payable to **"Singapore Exhibition Services Pte Ltd"**. All bank drafts/ cheques must reach SES by **26 March 2010** for your seat to be confirmed.

- TELEGRAPHIC TRANSFER  
I am paying by **telegraphic transfer** made to **"Singapore Exhibition Services Pte Ltd"** (payment advice to be attached)

Our Banker: **Standard Chartered Bank**  
Battery Road Branch, 6 Battery Road, #01-01, Singapore 049909  
Account Number: 01-060-2565-1  
Swift Add: SCBLSGSGXXX

Note: Any bank charges and/or expenses incurred as a result of bounced cheques shall be borne by the delegate. Please include SGD40 to the transfer to cover all bank charges. All bank telegraphic transfers must reach SES by **26 March 2010** for your seat to be confirmed.