

10.2024

Distinguished Ideas Summit  
 Ryan Doerr and Laura Leszczynski

8.2024

Association of Club Catering & Event Professionals  
 The Digital Edge: Leveraging ChatGPT to Advance  
 your Club and Professional Skills  
 Erica Martin

08.2024

Ohio Valley Summer Conference  
 The Digital Edge: Leveraging ChatGPT to Advance  
 your Club and Professional Skills  
 Erica Martin

08.2024

Mid-America CMAA Conference  
 Sharing the Secret Sauce to a Successful Food &  
 Beverage  
 Ryan Doerr

04.2024

CMAA Communication Summit  
 The Digital Edge: Leveraging ChatGPT in Club  
 Communications  
 Erica Martin

04.2024

National Club Association  
 The Art of Balancing Tradition and Innovation in  
 Private Clubs  
 Ryan Doerr, Charles Johnson, CCM, MBA, Leslie  
 Ludlow, Amber Read, CCM, MBA, Mark Tunney, MBA

03.2024

CMAA National Conference  
 Do You Know the Who, How, and When to Change  
 Your Club Culture?  
 Rob Schlingmann CCM, CCE, CAM and Panel – Allen  
 Dermody, CCM, Passion Graham, CCM, Ryan Kenny,  
 CCM, CCE

03.2024

CMAA National Conference  
 Navigating Change: Harnessing the Impact of a  
 Well-Crafted Strategic Plan  
 Ryan Doerr and Rob Schlingmann CCM, CCE, CAM

09.2023

Golf Inc. Summit  
 Preparing for Golf's AI Revolution Part I & II  
 Erica Martin

09.2023

Golf Inc. Summit  
 Programming Trends and Innovations in Private  
 Clubs  
 Ryan Doerr

09.2023

Association of Club Catering & Event Professionals  
 Empowering Catering Directors: Harnessing the  
 Potential of AI for Seamless and Spectacular Events  
 Laura Leszczynski

10.2023

MDASF  
 AI Masterclass for Club Professionals  
 Laura Leszczynski

05.2023

Greater Baltimore CMAA Chapter  
 Talbot Country Club, Easton, MD  
 Building and Retaining a Healthy Team  
 Ryan Doerr and Laura Leszczynski

04.2023

Ohio Chapter  
 Big Springs Country Club, Louisville, KY  
 Building and Retaining a Healthy Team  
 Ryan Doerr and Laura Leszczynski

03.2023

CTCMAA - Connecticut Chapter  
 Woodway Country Club, Greenwich, CT  
 You've Been Served  
 Ryan Doerr and Laura Leszczynski

11.2022

Upper Midwest Chapter CMAA Annual Meeting  
 Interlachen Country Club, MN  
 Annual Review, Team Growth, and Leadership  
 Development Strategies  
 Michelle Cocita

10.2022

Golf Inc. Summit  
 Kiawah Island, South Carolina  
 Innovative Experiences at Private Clubs

*Ryan Doerr*  
 Membership Retention: You Got Them, Now Keep 'Em  
*Laura Leszczynski*

08.2022  
 CMAA Carolinas Chapter  
 Palmetto Bluff Club  
 The Science of Building and Retailing a Happy, Healthy Team  
*Ryan Doerr and Laura Leszczynski*

02.2022  
 CMAA Badger Chapter  
 Membership Retention: You Got Them, Now Keep 'Em  
*Laura Leszczynski*

02.2022  
 CMAA World Conference  
 San Diego, CA  
 Beyond the Logo: How to Turn Your Club's Sub-Brand into an Immersive Brand Experience  
*Ryan Doerr and Laura Leszczynski*

10.2021  
 Golf Inc Summit | La Quinta, CA  
 Beyond the Logo: How to Turn Your Club's Sub-Brand into an Immersive Brand Experience to Excite and Engage  
*Ryan Doerr, Laura Leszczynski, Dave Whalen, Mark Lewicki*

10.2021  
 CMAA Great Lakes Regional Conference  
 Working Smarter, Not Harder, Using Brain Science to Influence Behavior  
*Laura Leszczynski*

10.2021  
 CMAA Great Lakes Regional Conference  
 Pittsburgh, PA  
 The Secret Sauce: Elevate the Performance of your Food and Beverage Department  
*Ryan Doerr*

08.2021  
 Badger Chapter CMAA  
 You've Been Served  
*Ryan Doerr*

09.2021  
 MDASF  
 Psychology Secrets on What to Do, Show and Say to Increase Members' Confidence in Your Club  
*Laura Leszczynski*

07.2021  
 CMAA Carolinas Chapter 2021 Summer Conference  
 Hilton Head Island, SC  
 You've Been Served: Delivering an Exceptional F&B Experience  
*Ryan Doerr*

07.2021  
 CMAA Carolinas Chapter 2021 Summer Conference  
 Attracting & Retaining Top Talent in the Workforce  
 Drought  
*Ryan Doerr*

03.2021  
 CMAA World Conference  
 Psychology Secrets on What to Do, Show and Say to Increase Members' Confidence in Your Club  
*Laura Leszczynski & Allie Jeka*

12.2020  
 Golf Inc. Virtual Summit  
 Best Practices in Clubhouse Operations  
*Ryan Doerr*

07.2020  
 Carolina Chapter CCMA  
 Hilton Head Island, SC  
 What's Your Story?  
*Laura Leszczynski*  
 Keeping and Earning Member Trust  
*Laura Leszczynski*  
 The Power of Branding/The Power of Pictures  
*Laura Leszczynski*  
 Secret Sauce to Increasing Profits or Reducing Losses in Your F&B Operation  
*Ryan Doerr*  
 Managing Up - The Art of Developing Rapport, Communication & Leadership with Your Board  
*Ryan Doerr*  
 The Psychology of Decision-Making  
*Laura Leszczynski*

05.2020  
 PCMA Webinar  
 Keeping and Earning Member Trust  
*Laura Leszczynski and Allie Jeka*

05.2020  
 Carolina Chapter CCMA  
 Charlotte, NC  
 Secret Sauce to Managing Costs and Delivering an Exceptional F&B Experience  
*Ryan Doerr*

05.2020  
 SCS/CMAA Webinar

Keeping and Earning Member Trust <i>Laura Leszczynski and Allie Jeka</i>	PCMA National Conference How to Use Brain Science to Better Understand Your Customer <i>Laura Leszczynski</i>
4.20 Chicago Chapters Round table: How to Run a Successful Social Distanced and Safe Golf Operations During COVID-19 <i>Ryan Doerr</i>	09.2019 City of New York CMAA Chapter Infusing Performance Management and Culture to Build a Winning Team <i>Ryan Doerr</i>
03.2020 - 04.2020 Badger, Upper Midwest & Chicago Chapters CMAA COVID-19 Round table: Your Club is Closed. Now What? <i>Ryan Doerr</i>	06.2019 Professional Club Marketing Association (PCMA) The Power of Pictures: Tips & Triggers For Motivating Your Target Audience Through Images <i>Laura Leszczynski</i>
03.2020 NCA COVID-19 Town Hall How to Bring the Club to Your Members <i>Ryan Doerr and Laura Leszczynski</i>	05.2019 Upper Midwest Chapter CMAA Using Neuromarketing Tips to Run a Better Club <i>Kevin Ehlert, CCM, and Laura Leszczynski</i>
03.2020 St. Louis District Chapter CMAA; The Bogey Club; Full Day Workshop Infusing Culture and Performance Management to Build a Winning Team <i>Ryan Doerr</i>	04.2019 Greater Chicago Chapter CMAA Managing Up: The Art of Developing Rapport, Communication & Leadership with your Board <i>Ryan Doerr</i>
02.2020 CMAA Greater Chicago Chapter You've Been Served <i>Ryan Doerr and Kevin Ehlert</i>	03.2019 Wisconsin Badger Chapter CMAA Working Smarter Not Harder Using Brain Science to Influence Behavior <i>Laura Leszczynski</i>
02.2020 2020 CMAA World Conference The Power of a Brand: How the Detroit Athletic Club Rose to Greater Success by Defining their Brand Story" <i>Laura Leszczynski and Ted Gillary</i>	03.2019 CMAA National Communications Summit Make Sure Your Website Isn't Working Against You <i>Laura Leszczynski</i>
09.2019 Golf Inc Strategy Summit The Power of Pictures: Tips & Triggers For Motivating Your Target Audience Through Images <i>Laura Leszczynski</i>	03.2019 PVCMA Chapter Infusing Culture and Performance Management to build a Winning Team <i>Ryan Doerr</i>
09.2019 PCMA National Conference Marketing Roundtable Breakout Moderator <i>Laura Leszczynski</i>	03.2019 NJCMA Chapter Secret Sauce to Managing Costs and Delivering an Experience in F&B <i>Ryan Doerr</i>
09.2019 Golf Inc Strategy Summit Next Level of Strategic Planning <i>Ryan Doerr and John Clark</i>	02.2019 CMAA National Conference Make Sure Your Website Isn't Working Against You <i>Laura Leszczynski</i>
09.2019	02.2019 CMAA National Conference



Managing Directors Conference  
Panel Discussion - Best Practices in Making your  
Chapter Bigger, Better and Stronger.  
*Kevin Ehlert, Laura Leszczynski, Joyce Laurien, Jeff  
Shenkle, Tom Olsen*

10.2018  
Texas Lone Star Chapter  
7 Keys to Attracting and Retaining a World Class  
Team  
*Ryan Doerr*

10.2018  
CMAA National Webinar  
Make Sure Your Website Isn't Working Against You  
*Laura Leszczynski*

10.2018  
PCMA Chapter  
Understanding How Using Brain Science Can Help  
Influence Member Behavior  
*Laura Leszczynski*

09.2018  
Golf Inc Strategy Summit  
Next Level of Strategic Planning  
*Ryan Doerr and John Clark*  
Unlocking the Power of Mastermind Groups  
*Ryan Doerr*  
How to Use Brain Science to Better Understand  
Your Customer  
*Laura Leszczynski*

04.2018  
The Greater Chicago Club Managers Association  
Turn Your Club on Its Head - Using Neuromarketing  
and the Science of Retail Space Design to  
Transform Your Members' Engagement Experience  
*Lyn Falk and Laura Leszczynski*  
Seasonal Staff: A Quick-Start Guide to Effective On-  
boarding and Expedited Training  
*Ryan Doerr*  
The Secret Sauce to Making your Food and  
Beverage Department More Profitable  
*Ryan Doerr*

04.2018  
PVCMA | University of Delaware  
Topic: Managing Up - A Club Managers Guide to  
Leading and Managing Your Board  
*Ryan Doerr*

03.2017  
WRA Trade show  
Topic: Escape the Social Feed: How to Reach your  
Customers in Real Time to Communicate, Engage

and Build Loyalty  
*Laura Leszczynski*

03.2017  
Badger Chapter of the CMAA during the WRA Trade  
Show  
Seasonal Staff - Get the Most Out of This Critical  
Part of Your Team  
*Ryan Doerr*

03.2017  
WRA Trade show  
Topic: Do Discounts Really Work? Understanding  
Customer Acquisition and Lifetime Value  
*Ryan Doerr*

02.2017  
NGCOA  
Topic: 5 Secrets to Increasing Profits by 46%  
*Ryan Doerr*

01.2017  
The Greater Chicago Club Managers Association  
Topic: How to Attract and Retain Great People:  
7 Secrets to Building and Keeping a Talented Team  
*Ryan Doerr*

03.2016  
Woman's Athletic Club of Chicago  
Topic: Building a Winning Team, Together  
*Ryan Doerr*

06.2015  
Club Managers Roundtable - Badger Chapter  
Topic: What Motivates Your Team: Exploring  
Intrinsic and Extrinsic Motivation  
*Ryan Doerr*

04.2015  
Wisconsin Club Managers Association  
Topic: Leadership vs. Management  
*Ryan Doerr*