

McMahon Group Joins CMAA Partnership Network



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**

Alexandria, VA – January 11, 2021 – The Club Management Association of America (CMAA) is pleased to announce that McMahon Group (McMahon) has made a multi-year commitment to join the CMAA Partnership Network. As a CMAA Education Partner, McMahon will work with CMAA to co-sponsor the Capital Improvement Summits and provide content for education at CMAA's Mid-Management Conference.

"McMahon Group is thrilled to have engaged in a formal partnership with CMAA," said Christian W. Coulter, CCM, Vice President of Club Consulting for McMahon. "McMahon Group has always been a loyal supporter of CMAA and the industry. This relationship as an Education Partner solidifies our commitment to support CMAA and its membership in creating relevant and enduring clubs."

Founded in 1983, McMahon Group is a full-service, private club consulting firm dedicated to serving clubs in all aspects of their planning, clubhouse, golf and membership needs. McMahon's extensive and diverse experience includes service to country, golf, city, dining, athletic, yacht, university, and military clubs. To date, McMahon Group has assisted more than 2,000 clubs throughout the world and assisted in developing more than 1,200 private club improvement projects.

"CMAA is excited to be embarking on this new partnership with McMahon Group," CMAA's President and CEO, Jeff Morgan, FASAE, CAE, added. "Our new strategic plan focuses on expansion of resources and educational offerings to serve the club management professional and support a more well-rounded management team within a wider variety of interest areas. We look forward to developing unparalleled education alongside the McMahon Group to best serve our members for years to come."

CMAA members can learn more about the McMahon Group at mcmahongroup.com.

About CMAA

Founded in 1927, the Club Management Association of America (CMAA) is the largest professional association for managers of membership clubs with 6,800 members throughout the US and internationally. Our members contribute to the success of more than 2,500 country, golf, athletic, city, faculty, military, town, and yacht clubs. The objectives of the Association are to promote relationships between club management professionals and other similar professions; to encourage the education and advancement of members; and to provide the resources needed for efficient and successful club operations. Under the covenants of professionalism, education, leadership, and community, CMAA continues to extend its reach as the leader in the club management practice. CMAA is headquartered in Alexandria, VA, with 42 professional chapters and more than 40 student chapters and colonies. Learn more at cmaa.org.

About McMahon Group

McMahon Group is a full-service, private club consulting firm dedicated to serving clubs in all aspects of their planning, clubhouse, golf, and membership needs. Family-owned since 1983, they serve clubs and communities in facility planning, strategic planning, surveys, dining, golf, and operations. Their extensive and diverse experience includes service to country, golf, city, dining, athletic, yacht, university and military clubs and they have assisted more than 2,000 clubs throughout the world and assisted in developing over 1,200 private club improvement projects. McMahon Group's staff of professionals regularly participates in informative industry webinars and publishes both a bi-monthly newsletter called *The McMahon Report* that discusses relevant news for private clubs as well as *Club Trends*, a quarterly periodical featuring the latest trends and topics in Club Management. The McMahon Group also hosts the annual Excellence in Club Management awards, the premier recognition for outstanding club managers. The McMahon Group is a founding partner in the Club Leadership Alliance, along with Club Benchmarking and Kopplin Kuebler & Wallace.

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