



**THE CANADIAN SOCIETY OF CLUB MANAGERS  
ONTARIO BRANCH  
PROFESSIONAL DEVELOPMENT SERIES**

## **MARKETING YOUR CLUB**

**“Develop Powerful Marketing Communications to Differentiate your Club”  
MONDAY AUGUST 23, 2010**

Clubs have been through significant changes in the past two years that truly have impacted our bottom lines. Our wait lists are shorter and in many cases we have been faced with declining sales. This Core Marketing Strategies Session, “Marketing your Club” will provide thought provoking insights to overcome these challenges. The session is geared towards the club industry and the need to do a better job of marketing and business development.

**Topics include:  
Planning Growth  
Innovation**

**Building Marketing Systems to Drive Predictable and Sustainable Growth  
Round Table Discussion**

## **BEN MOLFETTA**

**Co-Founder, Core Marketing Strategies**

Ben graduated from McMaster University in 1984 with a Bachelor of Commerce Degree major in Marketing. Ben spent fourteen years with NCR Corporation in sales management and marketing management, including a three-year assignment at BCR’s World Headquarters in Dayton Ohio, as international Marketing Manager.

After Leaving NCR, Ben spent 5 years running two start-up technology companies where he had primary responsibility for marketing, operations, and sales before co-founding Core Marketing.

**Continental Breakfast:** 9:00 a.m.

**Session:** 10:00 a.m. to 12:00 p.m.

**Lunch:** 12:00 p.m.

**Location:** Island Yacht Club (Toronto Island)

**Cost:** \$50 members, \$55 non-members

**“BOAT TOUR AROUND THE ISLAND INCLUDED”**

**Reserve by fax to (905) 472-8017 or by email at [cscm-ob@rogers.com](mailto:cscm-ob@rogers.com)**

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Club: \_\_\_\_\_

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**72 Hours Cancellation Notice is required, otherwise FULL CHARGE applies**