



Road Map to CMAA's Certification Process

Jason Koenigsfeld
CMAA





Certification Pathway

- ✓ 6 years Membership or equivalent Experience
- ✓ 300 Credits
- ✓ 2 CMI approved Workshop
- ✓ 1 World Conference
- ✓ 4 Business Management Institute courses
- ✓ Pass the Exam





Membership / Experience

Professional membership status for at least **6**
years

You can substitute up to **3 years** with professional experience:

- ✓ in a management or supervisory role
- ✓ at a private club, high-end restaurant, luxury hotel or resort



Credit Requirement

| Credit Type | # of Credits |
|---|---------------------|
| Education Credits | 200 |
| ✓ <i>At least 25 of which must be earned at the chapter</i> | |
| Association Activity Credits (AA) | 50 |
| ✓ <i>Dues, Webinars, Service with the Association</i> | |
| Additional Credits | 50 |
| ✓ <i>Education or Association Activity</i> | |
| Total Credits | 300 |



College Credits

Bachelors degree = 90 to 150 credits

Official Transcript mailed to:

Club Management Association of America

Attn: Sonya Rome, Certification Manager

1733 King Street

Alexandria, VA 21234



Workshop Requirement

Successful completion of two CMAA/CMI pre-approved workshops



Joe Perdue
Certification
Review Course





Conference Requirement

Attend one CMAA World Conference
(at least four sessions)
as a Professional Member

Attend two full MMC all sessions must be attended to meet
requirement



Business Management Institute

✓ BMI Club Management 
Georgia State University

✓ BMI Leadership Principles CAL POLY POMONA



✓ BMI GM/COO concept

✓ Either BMI Food & Beverage or BMI Golf
Management or BMI Sports & Recreation



Taking the Online CCM Exam

Exam Topics: 11 Competency Areas

- Accounting & Financial Mgmt. and Data Analytics
- Club Governance
- External & Gov't Influences
- Facilities Management
- Food & Beverage Mgmt.
- Golf, Sport & Recreation Mgmt.
- Human Resources
- Information Technology
- Interpersonal Skills
- Leadership
- Membership & Marketing

To Pass the Certification Exam:

- Score of at least 70% overall
- Score of at least 50% on each section

67% ^{1st} time pass rate with the
Joe Perdue Certification Review Course

Certification Maintenance Requirement

CCM is awarded for period of five years

- Earn at least **120 credits** during the five year period
- $\frac{1}{2}$ must be CMI of Chapter Education credits



CMAA's Honor Society



- Achievement of 400 additional credits beyond certification with a minimum of 150 credits from CMAA/CMI-endorsed education programs;
- Professional membership for a minimum of 10 years; and
- Successful completion of BMI Tactical Leadership or BMI Strategic Leadership.



CMAA Education Department

- Certification
- BMI's
- Summits/Symposiums (HR, Chefs, Marketing, Communication, Wellness and Governance)
- Conference Education
- CMAA University (Virtual Education) – Team Members Education
- Webinars
- Global Education
- Research
- Club Resource Center (Online training)



Needs or Challenges from New Zealand



MID

Club Management Essentials

- 1. Careers in Club Management Module
- 2. Communication and Interpersonal Skills Module
- 3. Financial Management Module
- 4. Governance - Club and Organization Module



MID

Club Operations Specialization

- 5. Beverage Operations Management Module
- 6. Club Training Module
- 7. Facilities Management Module
- 8. Food Operations Management Module



MID

Club Leadership Specialization

- 9. Golf, Sports, and Recreation Management Module
- 10. Human Resources Module
- 11. Leadership Principles Module
- 12. Marketing Module





Education Department

<https://www.cmaa.org/learn/certification-programs/>

Contact: www.cmaa.org/forms/ContactUs

