



**CITY OF NEW YORK
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

The City of New York Chapter of CMAA
invites you to a one-day workshop

Tuesday, March 7, 2023

Sports, Recreation, and Wellness

Co-hosted by the New York Athletic Club and Racquet & Tennis Club

SESSIONS INCLUDE

"Club Wellness Spa and Fitness Trends"

presented by

Luis Bracamonte, Director of Fitness and Wellness at Ocean Reef Club

Wellness continues to grow and become a more integral part of the lives of club members. In this presentation, we will go over the most important global trends in spa and fitness and how they can be implemented at your club.

"Prioritizing Wellness for Club Managers for Peak Performance and Work/Life Synergy"

presented by

Brian Pelland, CCM, Executive Action Coaching

"Future of Racquets"

presented by

Jarrett Chirico, Director of Racquets, Royal Oaks Country Club

Everything you need to know and how to succeed in the Age of Racquets! This session will cover trends, where racquets was, where we are and where we are heading. It will show specific ways to succeed and how it will change every club around the country. It will also explain how to staff, program, and grow.

"Trends in City Club Recreation"

a panel discussion

moderated by Charles Dorn, CCM of the Dorn Group, with panelists from NYAC, Yale Club, and the Racquet & Tennis Club.

SCHEDULE

8:30 am - Registration at NYAC
9:00 am - 10:30 am - Session 1
10:45 am - 12:15 pm - Session 2
12:15 pm - 1:30 pm - Lunch
Adjourn to R&T Club
2:00 pm - 3:30 pm - Session 3
3:45 pm - 5:15 pm - Session 4

All registered attendees will receive 6 CMI Credits

CNYC Members: \$150

Guests: \$175



Luis Bracamonte **Director of Fitness and Wellness at Ocean Reef Club**

Luis is the Director of Fitness and Wellness for the Ocean Reef Club in Key Largo, Florida, and served for three years as Chairman of the Club Spa and Fitness Association. Luis holds a BS in Kinesiology from the University of Illinois-Chicago and several industry certifications. He was a presenter at the IHRSA World Conference in 2022 and served on the Education Committee for FIBO USA in 2018. Luis is a member of CMAA, FLCMAA, the International Spa Association (ISPA), and the Florida Spa Association (FSA). His athletic career included representing the Peruvian National Swim team for a decade and an Illinois State Championship in the 200 meters butterfly.



Brian Pelland, CCM **Executive Action Coaching**

Brian Pelland is the founder of Executive Action Coaching which focuses on helping the private club industry prioritize the wellness of managers and their teams. As a former club manager for over 14 years, including the role as General Manager, Brian has first hand experience in the industry. While there are many benefits to being a private club manager, Brian points out there are also inherent challenges. Long hours, demand for more services at reduced costs, and shifting political climates are just some of the challenges managers can face on a regular basis. These issues often lead to tired, demotivated staff hoping for more time away from the club or worse, a total career change! This presentation is a call to action for the club industry. Clubs need to find a way to see their managers as whole people with needs outside of the club that will, if met, not only make them happier but also more productive! In this presentation, Brian encourages participants to think about what wellness means for them; explores the many dimensions of wellness; discusses the importance of self-awareness; and shares how to create a wellness plan for managers with specific strategies for their health, growth, and work/life satisfaction.



Jarrett Chirico Director of Racquets, Royal Oaks Country Club

Jarrett Chirico is the Director of Racquets at Royal Oaks Country Club in Dallas, TX. He has an extensive background as both a director and former player, as well as a creator of several esteemed programs in the country. As a junior, he was ranked top 20 in the world and number 1 in the US in every age group. He played NCAA at the University of Virginia, and world team tennis for the Philadelphia Freedoms.

He has directed many top tier tennis and paddle programs in the Northeast and the largest pickleball program in the country retaining over 1,000 people weekly. He is currently one of the best pickleball players in the world and the founder of clay court pickleball.

Jarrett has an extensive background in all aspects of racquet sports management including budgeting and projections; programming; marketing; maintenance; strategic planning; facility design; and pro shop management.

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