



## CONFERENCE 2013:

### SHARING GOOD PRACTICE AND JULIAN SMALL

Preview of the Sharing Good Practice strand of three workshop sessions. Also Julian Small, CE of Wentworth, confirmed speaker on Team Relationships on Monday at the GCMA National Conference, 11 - 13 November 2013.

Secretary At Work: March 2013

#### Team Matters

Our next Conference will focus on developing various aspects of the Team which makes your Golf Club successful. In the current economic climate, this title not only sums up the importance of building strong links between employees within the different sections of the clubs but also between sections. This will be demonstrated clearly by the popular 'Sharing Good Practice' workshop sessions which will cover the GCMA and the Manager; the PGA and a Pro; BIGGA and a greenkeeper.

With the outline programme for the November Conference almost complete, it will soon be time to book your place. After the success of the 'Sharing Good Practice' strand in 2011, the teamwork emphasis will bring a new set of case studies focusing on the key personnel in successful golf club management.

1. **GCMA:** Bob Williams, CEO with an experienced Manager and leader of the team
2. **PGA:** David Colclough, Head of Member Education with a Professional
3. **BIGGA:** Jim Croxton, CEO with a Greenkeeper / Course Manager

Together these three sessions will cover many of the success stories of a team of managers working together and leading their staff as a part of the whole team effort. Examples of success stories such as these illustrate ways of retaining and attracting members to the golf club.

## Julian Small

Julian Small, Chief Executive, will bring an insight to the challenges and opportunities at Wentworth. His session entitled ‘Team Relationships’ will complete the full Monday programme.

Julian has over 30 years experience in the 5\* hotel, hospitality and leisure industry. He started his career in the hotel and catering sector and was Banqueting Manager at The Savoy, London from 1988 to 1991.



In 1991 he joined Stanhope Properties, a London based property company and was actively involved in the significant regeneration projects at Broadgate in the City of London and Stockley Park, Heathrow. These were significant commercial real estate projects, where he was responsible for the leisure and estate management elements of the projects.

Since 1996 he has been Chief Executive of Wentworth Club and has now overseen the evolution of the business into the world renowned lifestyle club it is today. He has been a board member of the Wentworth Estate Management company for 10 years. During his tenure the Club has hosted 40 professional golf tournaments on the European Tour.

All the Conference Planning team are getting excited about the proposed programme and eagerly anticipate meeting many of you at Hinckley in November 2013.

To register your interest to receive priority booking with the provisional programme, click on [‘Event & Conference 2013’](#) on [www.gcma.org.uk](http://www.gcma.org.uk)

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***The GCMA National Conference, 11<sup>th</sup> – 13<sup>th</sup> November 2013  
Hinckley Island Hotel, Leicestershire.***

