

Virginias Chapter, Club Managers Association of America

Full Day Workshop

Monday, February 22, 2010

At:

Westwood Club

6200 West Club Lane

Richmond, VA 23226

Topic: Evolution of Member Services

Leader in the People Business

Speaker: Matthew Kaufman

Q-Principle

# Q-Principle Inc

## “The Principle of Qualified Customer Service”

Q-Principle Inc. has earned a national reputation within the field of hospitality for their innovative, effective and interactive learning workshops for employees and managers. The team of Q-Principle is highly specialized in the field of employee-customized service education and offers a wide range of seminars, using “blended learning” and kinetic education opportunities to enhance each seminar. As a point of interest, “blended learning” is the fusion of multiple approaches to enhance the interaction between associates and guests. Q-Principle’s primary goal is to transfer company’s visions and mission into behavioral reality by coaching employees to model these behaviors when interacting with guests, members, customers and consumers on a daily basis.

Q-Principle’s success is due to the unique approach educating staff and management as to the importance of customer care. The concept is fun and reward driven by providing every employee and manager with support, motive and the feeling of success.

**\*\*Q-Principle will be raffling off a one-day program to the selected club. There will be no limit as to what program will be done. Bring a business card for this raffle!**

Q-Principle has developed an astute understanding in customer care and service excellence and would be excited in sharing our interactive and motivational workshops with your employees and leadership team. Please visit our web site for a more detailed company introduction at [www.q-principle.com](http://www.q-principle.com). Q-Principle takes pride in each program and is intent on delivering the workshops with the highest degree of excitement and passion to your staff and management, resulting in their anticipation to put the learned theories into practice.

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**Q-Principle**

Host: Richard Karl

804-288-6028

**8:30** A.M. **Registration-Breakfast**  
**9:00** A.M. **Education - Evolution of Member Services**  
**10:30** A.M. **Break**  
**10:45** A.M. **Education**  
**12:00** P.M. **Lunch**  
**1:00** P.M. **Education – Leader in the People Business**  
**2:30** P.M. **Break**  
**2:45** P.M. **Education**  
**4:15** P.M. **Exam**

**Cost:**

**CMAA Members \$65**

**Non-members \$75**

**Students \$10**

*education credits: 3 for Evolution of Member Services  
3 for Leader in the People Business*

Dress code: Country Club Casual

Please mail registration form and fees payable to: **Virginias Chapter, CMAA, 744 Bonair Circle, Lynchburg, VA 24503** no later than Tuesday, February 17, 2010. *Virginias Chapter members may also register online at [www.virginiascmaa.org](http://www.virginiascmaa.org). For online registrations, registration fee should be mailed within 48 hours of registration.* Registration forms mailed after Tuesday, February 17<sup>th</sup> should also be emailed to [vacmaa@comcast.net](mailto:vacmaa@comcast.net). **Cancellations must be received no later than Noon on Friday, February 19, 2010 to receive a refund of registration fees.** Please email [vacmaa@comcast.net](mailto:vacmaa@comcast.net) with questions or to cancel.

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

List names of CMAA members attending:

\_\_\_\_\_ CMAA# \_\_\_\_\_  
\_\_\_\_\_ CMAA # \_\_\_\_\_  
\_\_\_\_\_ CMAA # \_\_\_\_\_  
\_\_\_\_\_ CMAA# \_\_\_\_\_

List names of non-CMAA members attending: \_\_\_\_\_ @ \$65/ ea. \$ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ @ \$75/ ea. \$ \_\_\_\_\_

Students Attending:

\_\_\_\_\_ CMAA# \_\_\_\_\_  
\_\_\_\_\_ CMAA# \_\_\_\_\_  
\_\_\_\_\_ CMAA# \_\_\_\_\_  
\_\_\_\_\_ CMAA# \_\_\_\_\_

\_\_\_\_\_ @ \$10/ea. \$ \_\_\_\_\_

**Total Enclosed: \$ \_\_\_\_\_**

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