

GBCMA presents - Membership Marketing with Zack Bates

Wednesday, March 14, 2012



Elkridge Club

4:00 PM Registration

4:30-6:00 PM Education

6:00 PM Cocktails and Hors d'oeuvres



Zack Bates is the CEO & Creative Director of Private Club Marketing, Inc., which he founded in 2009. Private Club Marketing is a communication, marketing and retention firm that assists private clubs and golf resorts communicate more effectively with their members, guests and prospects. Zack is responsible for setting the overall direction and product strategy for the company. He leads the design of Private Club Marketing's services and development of its core infrastructure. Zack started his career at ClubCorp where he ignited internal marketing standards and cross-club communication strategies to improve member usage and foster new member referrals. He is the founding president of the Orange County Chapter of the Professional Club Marketing Association (PCMA), and is a frequent contributor to the Board Room Magazine and Premier Club Services Newsletter. Zack holds a Bachelor's degree in Fine Art from California State University Northridge.

For More info on Private Club Marketing, Inc check out their website:

www.privateclubmarketing.com

*Attire for this event is business casual, no denim please; registration is covered by

GBCMA Member dues; guests \$40.00 checks made payable to Baltimore Club Foundation

Please reply by Friday, March 9th - 48 hour cancellation policy will apply.

RSVP: M. Kent Johnson 410-377-6477 or kentjohnson@elkridgeclub.org

**Elkridge Club
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410-377-9200**