PROGRAM
New York Athletic Club | May 22-24

2017 NATIONAL CLUB CONFERENCE
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EVENT LOCATIONS

New York Athletic Club
180 Central Park South
New York, NY 10019

9/11 Memorial & Museum
180 Greenwich Street
New York, NY 10007

The University Club of New York
1 West 54th Street
New York, NY 10019

The Friars Club
57 East 55th Street
New York, NY 10022
Welcome to the NEW YORK ATHLETIC CLUB

On behalf of the New York Athletic Club (NYAC) Board of Governors, members and professional staff, welcome to the 14th annual National Club Conference. We are thrilled to serve as host for what will be an information-packed 2017 conference covering many relevant private club issues.

It is wonderful to see so many of the country’s private club industry leaders in attendance, and I am looking forward to a productive, educational and exciting couple of days.

Let’s not forget that one of the greatest takeaways at events of this nature is the chance to meet and network with one another. I do hope that our paths will cross during your visit to the NYAC.

As you navigate through the New York Athletic Club and New York City, please do not hesitate to contact anyone on the club’s staff should you require assistance.

Sincerely,

Roger Simon
General Manager
New York Athletic Club
Welcome to the
2017 NATIONAL CLUB CONFERENCE

On behalf of the National Club Association (NCA) board of directors and staff, I would like to welcome you to the 2017 National Club Conference. In the past year we have witnessed a dramatic change in the private club world. With the political and legal environments shifting on almost a daily basis, we, as leaders in the private club industry, need to be proactive in order to take full advantage of those shifts. Thus, we are thrilled to welcome the Conference’s largest-ever group of attendees, for what promises to be a game-changing three days of vital education, inspirational insight and unforgettable surprises.

In this time of fresh opportunities for private clubs, we are gathering in the heart of New York City, a city that is inseparable from its spirit of resilience, renewal and social trendsetting. As an attendee of this year’s National Club Conference, you will have the special opportunity to enjoy the hospitality and one-of-a-kind culture of several landmark clubs in Manhattan—we are extremely grateful to the New York Athletic Club for serving as this year’s Conference host, to The University Club of New York for hosting our Welcome Reception, and to The Friars Club for hosting our Conference Reception and Dinner.

These historic New York institutions are great role models, each demonstrating how a club can address the challenges it faces in today’s world, while staying true to its unique identity and culture. For more than 55 years, NCA has united leading private clubs from across the country to create a brighter future for our industry, advocating on behalf of clubs to address legal, legislative and regulatory issues, and providing key educational resources to help club managers and boards achieve improved success through informed leadership.

Throughout its history, NCA has evolved to meet the latest challenges and opportunities of our industry, including a recent update to our brand identity that reflects a more forward-looking approach for all that we do, and a greater focus on our role in promoting clubs through advocacy, insight and governance. Similarly, our National Club Conference has been refreshed for this 14th annual meeting to offer enhanced educational programming, a remarkable lineup of high-profile featured speakers and unique social events that you will be sure to remember for years to come.

We hope that you will leave this Conference with the inspiration, information and tools you need to achieve greater success at your club or business, and for our industry as a whole. Thank you for your continued support of NCA, and for helping to elevate the National Club Conference to increasingly exceptional heights.

Warm regards,

Ted M. Benn
Chair, National Club Association
Partner, Thompson & Knight LLP
EARN EDUCATION CREDITS
By attending the full 2017 National Club Conference educational session schedule, CMAA members can earn 8 Allied Association education credits. If you did not provide your CMAA member number as part of your registration, please do so at the registration desk before the conclusion of the Conference.

MONDAY, MAY 22, 2017

9 a.m.-5:30 p.m.  Registration/information desk  
Location:  New York Athletic Club, Cardroom and Lounge Ballroom, 9th floor

12 p.m.  Buses depart for tour of the 9/11 Memorial & Museum  
Location:  New York Athletic Club, front entrance

1-4 p.m.  Tour of the 9/11 Memorial & Museum  
Location:  9/11 Memorial & Museum

4 p.m.  Buses depart for New York Athletic Club  
Location:  9/11 Memorial & Museum, museum entrance

5:30 p.m.  Walk to The University Club of New York  
Location:  Meet in New York Athletic Club lobby

6-8 p.m.  Welcome Reception  
Location:  The University Club of New York, Main Dining Room, 7th Floor  
Speaker:  Eric Trump, Executive Vice President of Development and Acquisitions, The Trump Organization  
Sponsors:  Judd Brown Designs, Inc. & Jefferson Group Architects, Inc.  
           CBIZ Weekes & Callaway

TUESDAY, MAY 23, 2017

All education sessions and breaks, as well as registration, breakfast and the Conference Luncheon, will be held in the New York Athletic Club’s Cardroom and Lounge Ballroom, 9th floor.

7 a.m.-5 p.m.  Registration/information desk

7-8 a.m.  Breakfast  
Sponsor:  LICHTEN CRAIG ARCHITECTURE + INTERIORS

8-8:30 a.m.  Welcome and opening remarks

8:30-9:15 a.m.  Where Politics and the Real Economy Intersect  
Speaker:  Matthew A. Scogin, Managing Director, Perella Weinberg Partners

We are living through extraordinary times, and underneath today’s political rhetoric are important questions regarding the intersection of politics and economics. What does it all mean and how will it impact America’s future economic vitality?
9:15-10:30 a.m. Multi-Dimensional Threats to Private Clubs: An Argument for Holistic Security

Speakers: Frank Rodman, CEO, TorchStone
Val LeTellier, Senior Vice President, TorchStone
Joseph Funk, Senior Consultant, TorchStone

Private clubs and their prominent members are now subject to more complex and sophisticated threats than ever in history. Addressing these multi-dimensional threats requires a holistic approach that leverages the maxim, “the whole is greater than the sum of its parts.” This session will review the evolution of traditional threats facing private clubs to those posed today from organized criminals, activists, insiders and terrorists.

10:30-10:45 a.m. Break

10:45-11:45 a.m. ESPN’s Strategic Advantage: Mission, Brand & Culture

Speaker: George Bodenheimer, Former President and Executive Chairman, ESPN

Attendees will receive a signed copy of Bodenheimer’s book Every Town Is a Sports Town.

In this entertaining and impactful session, George Bodenheimer will interweave stories detailing ESPN’s meteoric rise to the most powerful brand in sports media with key insights about the role of mission, brand and culture in strategic success.

11:45-1 p.m. Conference Luncheon

Speaker: Marvin Scott, NY-TV News Broadcaster, The Friars Club Board of Governors

Sponsor: CCITech Partners

1-2 p.m. Fact-Based Management and Governance

Speakers: Kevin Kopanon, President, MetricsFirst
Ray Cronin, CEO, Club Benchmarking

This session will examine the impact of data on club decision-making using real life examples of how data has influenced clubs for which Ray Cronin and Kevin Kopanon have served as president as well as clubs for which they’ve served as a provider and consultant. The session will identify specific management and governance issues that can't be properly addressed without using data from both the GM/COO and board/club president perspectives.

2-2:30 p.m. Golf for Life: Medinah No. 2 Adapts Longleaf Tee Concepts

Speakers: Rees Jones, Golf Course Designer
Marc Whitney, Director Marketing & Communications, American Society of Golf Course Architects
Robert Sereci, CCM, General Manager/COO, Medinah Country Club

This session will provide an update on the renovations at one of the country’s premier clubs, highlighting how the introduction of additional tees leads to improved pace of play, greater player enjoyment and enhances the bottom line.

2:30-2:45 p.m. Break

Sponsor: CADDIEMASTER
2:45-3:45 p.m.  Misclassification of Golf and Tennis Pros, Assistants, Sous Chefs and Other Staff  
**Speaker:** Jeffrey H. Ruzal, Attorney, Epstein Becker Green  
This session will explain the legal criteria to satisfy various exemptions from overtime recognized by the Fair Labor Standards Act, including common risks of misclassification and how to identify and correct misclassifications before a complaint is filed. This session will also address the litigation risks and financial impact of wage and hour lawsuits, including class and collective actions, which can include back wages, overtime pay, liquidated damages, plaintiff’s fees and costs.

3:45-4:15 p.m.  Government Matters 2017 NCA Update  
**Speaker:** Brad Steele, NCA Vice President of Government Relations & General Counsel  
As the voice of the private club industry, NCA is actively engaged in protecting and defending the interests of private clubs with leaders in Washington. This presentation will provide an insider’s guide to the legislative and regulatory measures that are now in place and how to comply with them, the impact pending federal legislative and regulatory measures will have on our industry, and what tools you need to help protect our industry’s rights with elected officials.

4:30-5:30 p.m.  ClubPAC reception  
**Location:** New York Athletic Club, Colonial Room, 12th Floor  
Attendance is limited to those whose club has signed a ClubPAC solicitation permission form.

5:30 p.m.  Buses depart for Conference Reception and Dinner  
**Location:** New York Athletic Club, Front Entrance  
**Transportation Sponsor:** Club Car

6-9 p.m.  Conference Reception and Dinner  
**Location:** The Friars Club  
**Sponsor:** Condon O’Meara McGinty & Donnelly LLP

**WEDNESDAY, MAY 24, 2017**  
All education sessions and breaks, as well as registration, breakfast and the Conference Luncheon, will be held in the New York Athletic Club’s Cardroom and Lounge Ballroom, 9th floor.

7 a.m.-12 p.m.  Registration/information desk

8-9 a.m.  Breakfast

9-10 a.m.  Live the Best Story of Your Life: A Guide to Lasting Change  
**Speaker:** Bob Litwin, Wall Street Performance Coach; U.S. National Tennis Champion  
This session will demonstrate how something we use every day—storytelling—can dramatically affect life performance in and outside of work. Litwin will share the secret sauce of how icons continuously perform at their highest levels, so that all can become extraordinary versions of themselves. Attendees will discover that change is easy, fast and enjoyable.
10-11 a.m. A White House Primer: A Bush Survivor Reflects on the Experience
Speaker: Bill McGurn, Wall Street Journal Editorial Board Member; Former Chief Speechwriter for President George W. Bush

In this presentation, attendees will gain insight from McGurn’s extensive time in the White House and his perspective on the new administration, including an open Q&A discussion.

11 a.m.-12 p.m. Golf and Water: Challenges and Opportunities for a Sustainable Game
Speaker: Rand Jerris, Ph.D., Senior Managing Director, Public Services, United States Golf Association

Water is an essential resource for the viability of golf facilities. New technologies and tools have helped our industry reduce its consumption of water significantly over the past decade, but critical challenges remain. This presentation will help attendees better understand the importance of water conservation—both quantity and quality—for the long-term health of golf facilities, and to identify best management practices, tools, technologies and educational resources that can support water conservation efforts at their own facilities.

12:00-1:00 p.m. Luncheon and final remarks
Sponsor: NCA Foundation
GEORGE BODENHEIMER
Former President and Executive Chairman, ESPN, Inc.

ESPN's Strategic Advantage: Mission, Brand & Culture

George Bodenheimer is an ESPN and cable industry pioneer and, as the company’s longest-tenured president, he led an unprecedented period of global growth. He oversaw all multimedia sports assets of The Walt Disney Company from March 3, 2003 to Dec. 31, 2011 and was co-chairman of Disney Media Networks from April 20, 2004 to Dec. 31, 2011.

On Jan. 1, 2012, Bodenheimer assumed the newly created position of executive chairman for ESPN, Inc. In that capacity, he provided strategic direction for ESPN’s global business until he chose to leave the company May 31, 2014.

Bodenheimer’s path to leadership mirrors that of ESPN itself—with his sharp focus on creativity and cutting-edge innovation, always enhancing value for sports fans and ESPN’s business partners, and his conviction for teamwork. He believes ESPN’s culture is the company’s strategic advantage. As president, he viewed his primary role as working hard to preserve and enhance that culture while emphasizing career development for all of ESPN’s people. His leadership style was simple but effective: empower all employees to proactively take charge of their careers and to base decisions on the company’s stated mission: “Serve Sports Fans. Anytime. Anywhere.”

RAY CRONIN
Co-Founder and CEO, Club Benchmarking

Fact-Based Management and Governance

Ray Cronin is the co-founder and CEO of Club Benchmarking, whose mission is to develop healthier clubs, more empowered managers and more strategic boards by elevating fact over opinion. Club Benchmarking’s mission critical financial insight aligns boards, committees and staff on what drives financial and operational success in clubs.

Cronin is known for his high-energy presentations and has gained a reputation as a top-rated speaker for club manager, controller and board education having presented Club Benchmarking’s Financial Insight Model and Key Performance Indicators to the boards of nearly 200 clubs across North America.

Cronin is president of Thorny Lea Golf Club in Brockton, Mass. He holds a B.S. in electrical engineering from Worcester Polytechnic Institute and an M.B.A. from Harvard Business School.
JOSEPH J. FUNK  
Senior Vice President, TorchStone  
Multi-Dimensional Threats to Private Clubs: An Argument for Holistic Security

Joseph Funk serves as Senior Vice President and is part of the executive leadership of TorchStone. Funk had a distinguished career with the U.S. Secret Service for 21 years. During his tenure, he was the assistant special agent in charge of the Washington, D.C., field office, served on the protection details of former Presidents George H. Bush and William J. Clinton, and protected numerous foreign heads of state.

After leaving the Secret Service, Funk served as a senior special agent with the Office of Special Investigations for the Government Accounting Office, conducting investigations for the U.S. Congressional Select Committees on Homeland Security and Intelligence. As the president of U.S. Safety and Security (now merged with TorchStone Global LLC), Funk built an impressive business with multinational corporate clients, high profile events and individuals and international professional sports leagues. In addition, U.S. Safety and Security’s protective assignments have included U.S. presidential candidates Senator Barack Obama during his campaign in 2007-08, Governor Mitt Romney in 2011-12 and Governor Jeb Bush in 2015-16.

RAND JERRIS, PH.D.  
Senior Managing Director, Public Services, United States Golf Association  
Golf and Water: Challenges and Opportunities for a Sustainable Game

As the United States Golf Association’s senior managing director of public services, Rand Jerris oversees a variety of functions, including research, science and innovation; the USGA Green Section; the USGA Golf Museum; Regional Affairs; strategic planning; campus planning and development. Beginning in 1988, Jerris interned at the USGA Golf Museum for nine summers while completing his undergraduate and graduate studies, eventually assuming the position of librarian/historian in 1999. He then served as director of the Museum from 2002 to 2011, taking on additional duties as managing director of communications from 2009 to 2011. He remains active in researching and promoting the history of the game, with an emphasis on the history of golf course architecture and golf art.

Jerris has authored three books: Golf’s Golden Age: Robert T. Jones Jr. and the Legendary Players of the ’10s, ’20s, and ’30s; The Game of Golf and the Printed Word: 1566-2005, with co-author Richard E. Donovan; and The Historical Dictionary of Golf, with co-author Bill Mallon. For his work with Donovan, Jerris was awarded the Murdoch Medal by the British Golf Collectors Society in recognition of outstanding contributions to the game’s history. In 2015, he received the prestigious Schroeder Award from the International Sports Heritage Association in recognition of meritorious service to the sports heritage industry and its community. Jerris currently serves on the board of the Environmental Institute for Golf, as well as the executive board for Golf 20/20.
REES JONES, ASGCA
Golf Course Designer
Golf for Life: Medinah No. 2 Adapts Longleaf Tee Concepts

Rees Jones, ASGCA, was born into the game of golf. He learned to play as a youngster, competing as a junior golfer, in college and while in the army. He grew up traveling with his family to golf courses all over the world and worked in the summers for his father, renowned golf course architect Robert Trent Jones, Sr. After college at Yale and graduate studies at Harvard, he went to work in 1965 as a principal in Robert Trent Jones, Inc.

Ten years later in 1974, he founded his own design firm, Rees Jones, Inc., headquartered in his hometown of Montclair, N.J. He has designed or redesigned more than 225 golf courses in his career. Jones has earned the moniker “The Open Doctor” for his redesign of courses in preparation for major championships. His remodeling skills have been applied to seven U.S. Open venues, eight PGA Championship courses, five Ryder Cup and two Walker Cup sites as well as the President’s Cup at The Royal Montreal Golf Club. Several of his redesigned courses have been selected as FedEx Championship sites including East Lake Golf Club, the permanent site of the PGA TOUR’s Tour Championship.

A Past President of the American Society of Golf Course Architects, Jones was the recipient of the 2013 Donald Ross Award, the most prestigious award presented by ASGCA. Among his notable original designs are Nantucket Golf Club, Atlantic Golf Club, The Golf Club at Briar’s Creek, RedStick Golf Club, Ocean Forest Golf Club, Haig Point Club, Waldorf Astoria Golf Club, The Bridge and Cascata Golf Course.

KEVIN KOPANON
President, MetricsFirst
Fact-Based Management and Governance

As CEO of MetricsFirst, Kopanon is responsible for the overall growth, profitability and strategic vision of the company. He was formerly CEO of MembersFirst, which was acquired by Jonas Club Software in 2015. Prior to that he was business development and marketing leader for McGladrey’s New England region. He brings more than 15 years of experience helping to provide innovation and leadership to growing businesses.

Kopanon has also held several executive positions in the software and media and publishing industries, and within large professional service firms, all of which focused on building scalable and profitable sales and marketing channels. In addition to his responsibilities at MetricsFirst, Kevin also serves as a Director of the National Club Association Foundation. His club governance experience includes more than 10 years in various roles including finance committee member, board member, vice president and club president at a member-owned club where he grew up in Mass. Kevin and his family are also active members at three private clubs located in and around Boston.
VAL LETELLIER
Senior Consultant, TorchStone
Multi-Dimensional Threats to Private Clubs: An Argument for Holistic Security

Val LeTellier has 30 years of risk management experience in the public and private sector. Prior to providing cybersecurity consulting to Fortune 500 firms and government agencies, LeTellier ran offensive and defensive intelligence, counterintelligence and security operations as a CIA operations officer and station chief, and prior to that as a State Department Diplomatic Security special agent. He holds an MBA, M.S. and CISSP.

BOB LITWIN
Wall Street Performance Coach; U.S. National Tennis Champion
Live the Best Story of Your Life: A Guide to Lasting Change

Performance coach and author Bob Litwin is a number one world ranked senior tennis player, two-time World Tennis Champion, 18-time U.S. National Champion and Eastern Hall of Fame inductee, and has spent more than four decades using his brand of storytelling to coach thousands of top athletes, performance coaches, Wall Street hedge fund managers and traders to raise individual performance to extraordinary levels. He graduated from the University of Michigan in 1970, wasn’t good enough to make the tennis team, but returned in 2016 to help prepare the team for the NCAA Championships. Litwin works on Wall Street and lives in Boulder, Colo. with his wife Jo Ann.

WILLIAM MCGURN
Editorial Board Member, The Wall Street Journal; Former Chief Speechwriter for President George W. Bush
A White House Primer: A Bush Survivor Reflects on the Experience

William McGurn is a member of The Wall Street Journal editorial board, writes the weekly “Main Street” column for the Journal each Tuesday and has served as the Journal’s chief editorial writer. Previously he served as President George W. Bush’s chief speechwriter. He spent more than a decade overseas—in Brussels for The Wall Street Journal Europe and in Hong Kong with both The Wall Street Journal Asia and the Far Eastern Economic Review. And in the mid-1990s, he was Washington Bureau Chief for National Review.

McGurn is author of a book on Hong Kong (Perfidious Albion) and a monograph on terrorism (“Terrorist or Freedom Fighter”). He is a member of the Council on Foreign Relations, holds a B.A. in philosophy from Notre Dame and an M.S. in communications from Boston University.
FRANK E. RODMAN  
President and Co-Founder, TorchStone  
*Multi-Dimensional Threats to Private Clubs: An Argument for Holistic Security*  

Frank Rodman is a security executive with more than 25 years of qualitative experience building pragmatic security solutions. He has worked with diplomats, business leaders and ultra high net worth families to develop sophisticated strategies to avoid risk. Prior to TorchStone, Rodman served as head of global security and investigations for the family partners of Ziff Brothers Investments, one of the largest private investment firms in the United States. Rodman was also a senior security consultant for Dell Computer Corporation, where he developed and personally executed protection plans for the company's founder and chairman.

Prior to joining the private sector, Rodman served as a Special Agent with the U.S. Department of State's Diplomatic Security Service, where he led protection teams for U.S. diplomats and visiting dignitaries, and managed security at diplomatic facilities abroad.

JEFFREY H. RUZAL  
Attorney, Epstein Becker Green  
*Misclassification of Golf and Tennis Pros, Assistants, Sous Chefs and Other Staff*  

Jeffrey H. Ruzal is a member of Epstein Becker Green’s Employment, Labor & Workforce Management practice, in the firm’s New York office. He is a member of the firm’s wage and hour group and leads the firm’s hospitality service team. Ruzal represents clients in such diverse industries as hospitality, financial services, retail, health care and technology.

Ruzal has written numerous articles on wage and hour issues that have been included in, among other publications, Law360, *Hospitality Law Magazine* and *Luxury Hoteliers Magazine*. He has also been interviewed and quoted by NPR News, Law360, SHRM.org, *Club Industry*, and *Private Duty Insider* with respect to many national and local wage and hour issues. Ruzal frequently speaks at conferences and webinars on a variety of important wage and hour topics.

Ruzal is a co-editor of Epstein Becker Green’s *Hospitality Labor and Employment Law Blog* and its award-winning *Wage & Hour Defense Blog*, and is also an editorial advisory board member of *Hospitality Law* magazine. He is a contributing author to *Lexis Practice Advisor* on wage and hour topics. In addition, Ruzal represents Epstein Becker Green on The Cornell Institute for Hospitality Labor and Employment Relations advisory board.

Prior to joining Epstein Becker Green, Ruzal served as a trial attorney at the U.S. Department of Labor (DOL), Office of the Solicitor, in New York, N.Y., where he was responsible for civil enforcement of the Fair Labor Standards Act and the DOL's implementation of regulations from wage and hour investigations through trials.
ROBERT SERECI, CCM
General Manager, Medinah Country Club
Golf for Life: Medinah No. 2 Adapts Longleaf Tee Concepts

Hired as general manager and COO of Medinah Country Club in 2015, Sereci is a strong collaborator and team builder. Sereci is a results-driven service provider who has implemented Six Sigma programs as a measurement and process tool to ensure service excellence.

Strategic innovation and implementation are key to his success through enhanced IT infrastructure solutions, comprehensive analytics and real time measurement and monitoring to increase efficiency and member satisfaction. In addition to being a certified club manager, Sereci holds a degree in Hotel and Restaurant Management from Cal Poly Pomona and an M.B.A. from Georgia State University.

MATTHEW A. SCOGIN
Managing Director, Perella Weinberg Partners
Where Politics and the Real Economy Intersect

Matthew Scogin is a managing director at Perella Weinberg Partners in New York. Previously he was at NYSE Euronext where, from 2009-14, he served as senior vice president and chief of staff overseeing the offices of Global Affairs & Government Relations, Corporate Responsibility and the Office of the CEO. Previously, from 2008-09, Scogin was vice president and senior advisor to the CEO at Wachovia Corporation. Prior to joining the corporate sector, Scogin spent seven years in government serving as a senior advisor in the Office of Domestic Finance at the U.S. Department of Treasury, where he provided former Under Secretary Robert K. Steel with counsel on a broad range of economic and financial policy matters, including capital markets and financial institutions, regulatory and fiscal policy issues. In 2007, while serving in the U.S. Treasury Department, Scogin received the U.S. Treasury Department Exceptional Service Award for impactful contributions to the Office of Domestic Finance. Since beginning his career in government in 2001, Scogin has held diverse roles in a number of administrations. In 2006, he was a fiscal policy adviser to former Massachusetts Governor Mitt Romney; in 2005 he served as a fellow with the Robert Bosch Foundation in Germany; and from 2002-03, he was the legislative director and campaign manager for former Michigan State Representative Barbara VanderVeen. Scogin began his career in politics as a White House intern in the Office of Political Affairs in 2001.

Scogin received a Bachelor of Arts in economics and political science from Hope College and a Masters in public policy from the Kennedy School of Government at Harvard University. He serves on the board of directors of the Securities Industry and Financial Markets Association (SIFMA) Foundation, the Northeastern Board of Directors for Operation HOPE and volunteers as the CFO of Lower Manhattan Community Church.
MARVIN SCOTT  
*News Broadcaster, NY-TV*

A member of the New York State Broadcasters Hall of Fame and recipient of 11 prestigious Emmy awards for journalistic achievement, Marvin Scott is veteran journalist with more than 50 years of experience in both print and broadcast mediums. Since joining WPIX in 1980, he has served in multiple capacities as anchor, reporter, host and producer. Scott is currently the station’s senior correspondent and anchor/host of the weekly issues-oriented program, “PIX11 News Close Up.”

Scott’s background also includes local, national and international assignments. He previously anchored “INN Midday Edition” and “USA Tonight Weekend,” nationally syndicated newscasts produced by WPIX’s Independent Network News. For several years Scott was co-anchor of the nightly “WB11 News at Ten.”

Scott is a member of the Board of Governors of The Friars Club and has served as Scribe and has the honorary title of Herald. In 2004, he chaired the Centennial Committee and succeeded in getting Mayor Bloomberg to rename the street “Friars Way.” He was named “Friar of the Year” for his efforts. Scott’s professional honors include a citation in the Congressional Record for responsible reporting of urban riots. Associated Press Broadcasters awarded his reporting of the Three Mile Island nuclear plant accident, along with two AP honors for “Outstanding Interview.” The New Jersey Working Press Association presented him the “Terry Anderson Award for Professionalism in Journalism.” Scott’s work has been cited by the American Bar Association, Aviation Space Writers Association, New York’s Finest Foundation, and the Cops Foundation. In 2013, the American Academy of Hospitality Sciences presented Scott with a Lifetime Achievement Award.

BRAD D. STEELE  
*Vice President of Government Relations & General Counsel, National Club Association*

*Government Matters 2017 NCA Update*

Brad Steele has served as the voice of the private club industry on Capitol Hill for more than a decade. In that time, he has worked to stop harmful legislation, roll back damaging regulations and include club concerns in litigation filed across the country. Steele began his time in government by working for the Vice President of the United States, for a member of Congress and then as a senior staffer with a national political committee. After many years in politics, Steele left D.C. to become an attorney. He studied law in England at Oxford University and he earned his degree from the University of Oklahoma.

Upon graduation, Steele opened his own law firm in Indiana. In addition to his private practice, Brad also served as a county and city attorney and as a judge of an Indiana court. While in Indiana, Steele returned to politics as a candidate for the U.S. Congress and the Indiana State House of Representatives. His Congressional race pitted him against Mike Pence in the primary where they became friends. Steele is a featured speaker for club management and golf associations across the country and his perspectives have been sought out by leading industry periodicals as well as the national media.
ERIC TRUMP
Executive Vice President of Development and Acquisitions, The Trump Organization

As executive vice president of development and acquisitions for The Trump Organization, Eric Trump is responsible for all new project acquisition, development and construction around the world. Trump spearheaded the rapid growth of the Trump Golf Collection, bringing the portfolio from three properties in 2006, to 18 world-class golf destinations across the globe today. Trump regularly identifies and pursues golf opportunities for global expansion. Additionally, Trump is directly responsible for overseeing the construction, management and daily operations of each golf property to ensure the courses, clubhouses and amenities maintain the highest standard of luxury, service and quality.

Trump and his siblings, Donald, Jr., and Ivanka, are also credited with the creation of The Trump Hotel Collection™ (THC), one of the fastest growing luxury hotel collections in the world. Established in 2006, THC, builds upon the success of the flagship Trump International Hotel & Tower, New York. Trump oversees every facet of the Trump Hotel Collection portfolio from acquisition and construction to marketing and sales. Trump is also responsible for the global expansion and operation of Trump International Realty (TIR), the luxury brokerage division of The Trump Organization. TIR has fast become a global leader in high-end residential sales.

Separately, Trump actively pursues independent business ventures and opportunities, including the Trump Winery, a leading manufacturer of award-winning wines, based in Charlottesville, Va. In 2013, Wine Enthusiast Magazine awarded Trump with its “Rising Star of the Year” Award, one of the most prestigious honors within the wine community. In 2006, Trump founded The Eric Trump Foundation to benefit St. Jude Children’s Research Hospital and also supports several other philanthropic organizations. In 2012, The New York Observer honored Trump as one of their “20 Most Important Young Philanthropists.”

In 2012, Trump was recognized by Forbes magazine among their top “30 under 30” in real estate and continues to be a prominent keynote speaker at business/real estate conventions around the world.

MARC WHITNEY
Director Marketing & Communications, American Society of Golf Course Architects

Golf for Life: Medinah No. 2 Adapts Longleaf Tee Concepts

Marc Whitney has spent more than 25 years in marketing, public relations and media relations, including a stint at the United States Olympic Committee. A Chicago native, Whitney joined ASGCA in 2010. He takes a strategic approach to his work, helping members see the value of both big picture thinking and immediate tactical execution. Whitney is also an adjunct professor in the Diedrich College of Communication at his alma mater, Marquette University.
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