



## Delegates' Seal of Approval for BMI Course

Bogor, Indonesia: Delegates have given an overwhelming seal of approval to the resumption of world-class education for club management professionals in the region.

After a near four-year hiatus, a five-day BMI (Business Management Institute) General Manager/Chief Operating Officer course, organised by the Asian Golf Industry Federation (AGIF), concluded last week.

Staged at Bogor's Lido Lake Resort, it was one of three compulsory BMI courses that delegates need to attend on their journey towards becoming a Certified Club Manager (CCM).



*Steven Thielke addresses attendees at the BMI course in Bogor.*

A total of 12 club executives attended the course – seven from Indonesia, three from India and one each from Singapore and Thailand.

A world-class line-up of speakers and presenters included **Jason Koenigsfeld**, Chief Learning Officer at the Club Management Association of America (CMAA), **Wee Peng Siong**, General Manager at Bogor's Riverside Golf Club, **Andrew Johnston**, General Manager and Director of Agronomy at Singapore's Sentosa Golf Club, Singapore Island Country Club's Director of Corporate Services **Rajita Suntharalingam**, and Club Benchmarking Director **John McCormack**.

**Steven Thielke**, who chairs the AGIF's club management education committee and is General Manager at Trump International Golf Club, Lido in Indonesia, said: "It's great that we've been able to resume the BMI programme following such a long and frustrating break.

"The course was a resounding success. We were fortunate to have such high-calibre presenters and the feedback we've received from the delegates has all been positive."

Those sentiments were apparent from a survey of delegates conducted at the course's completion.

'Amazing presentations and presenters all round', 'Great learning and networking', 'Fabulous interactive sessions' and 'Spot-on!' were among the responses.

The programme teed-off with a welcome speech from Koenigsfeld. He also delivered the opening presentation *Giving Effective Feedback*.

There were also first-day presentations from Thielke (*Membership Marketing/Participation*), Wee (*Golf Operations*) and Johnston (*Turfgrass Management*).

Day two was highlighted by presentations by Thielke on *Communication Strategies for Member Engagement*, and Koenigsfeld on *Marketing Principles; Power Politics; Assessing, Planning and Developing Capital Projects; and Tech Trends*.

Other topics that were addressed included *The Law and Club Operations* and *LGBT+ Stories and Experiences* by Suntharalingam and *Finance* by McCormack of Club Benchmarking (<https://www.clubbenchmarking.com/>), whose presentations were delivered via Zoom from his base in Ireland.

Delegates were also treated to a golf club tour of Trump International Golf Club where the front nine has been grassed.

**Chris Gray**, President of the AGIF, said: "It's gratifying to have been able to welcome back the acclaimed BMI programme.

"We are especially grateful to Lido Lake Resort and Centaur Asia Pacific, who generously sponsored the lunches and coffee breaks throughout the programme.

"Dates and venue for the next BMI module will be announced shortly."

The AGIF is an International Associate partner of the CMAA and authorised to run BMI programmes as well as Chapter and Association Education, which are part of the pathway to the CCM designation.

The BMI is a professional development programme developed and launched by the CMAA in the early 1980s. The programme provides tangible career benchmarks by which managers can track their progress and strive for various levels of competency, including a respected certification.

The curriculum is based on 10 competency areas covering every aspect of a club manager's job.



Steven Thielke (front row, third left) and Jason Koenigsfeld (front row, third right) with delegates at Lido Lake Resort.