

CONVINCE YOUR GM

Why the Club Aquatics & Recreation Conference is worth the investment

AQUATICS ISN'T AN AMENITY ANYMORE. IT'S A DRIVER.

For years, aquatics and recreation were often treated as the supporting act of the private club experience. **That has changed.** Today, the pool has become the heartbeat of many clubs: where families connect, kids grow up, friendships are built, and some of the most memorable moments of membership happen.

Aquatics and recreation have become a **franchise within the club** and a powerful driver of **membership recruitment, retention, engagement, and overall member satisfaction.**

The pool is no longer an afterthought. It's one of the most powerful opportunities in the club.

This is not a sit-in-the-back-of-a-ballroom conference. CARA is built to give club and resort professionals practical ideas, meaningful relationships, and strategies they can implement immediately.

\$1,500 REGISTRATION	ONLY 75 ATTENDEES
Includes education, welcome reception, welcome gifts, included food and beverage, networking experiences, and an outstanding speaker lineup.	Intentionally capped to create stronger conversations, better relationships, and more access to speakers, sponsors, and fellow attendees.

WHAT YOUR CLUB GETS BACK

- **Immediately usable ideas:** programming, events, operations, recreation concepts, and member experience strategies.
- **A year-round professional network:** relationships with people you can call for ideas, questions, and problem solving.
- **Hands-on learning:** interactive education, breakouts, demonstrations, and conversations instead of passive presentations.
- **Industry access:** direct connections with speakers, partners, vendors, and professionals who understand clubs and resorts.
- **Fresh perspective:** see what other clubs are doing and return with renewed energy for your programs and team.

WHY CARA IS DIFFERENT

No giant trade show floor. No disappearing into a crowd of hundreds. No three days of PowerPoints. CARA is intentionally designed around **relationships, breakouts, shared experiences, and real conversations.** We want attendees to meet everyone and leave with people they can continue learning from long after Orlando.

WHO SHOULD ATTEND?

Aquatics directors, recreation professionals, event and programming leaders, food and beverage professionals, AGMs, GMs, and anyone responsible for creating exceptional experiences in the club and resort space. **You do not need to be a CARA member.**

THE GOAL IS SIMPLE: YOUR CLUB SHOULD SEE A RETURN ON ITS INVESTMENT BECAUSE YOU ATTENDED.

A SIMPLE REQUEST TO YOUR GM

"I'd like to attend the Club Aquatics & Recreation Conference because it is specifically designed for professionals in the club and resort space. The \$1,500 registration gives me hands-on education, industry connections, and tangible ideas I can bring back and implement. My goal is to return with new programs, operational ideas, and relationships that provide value well beyond the conference."

Club Aquatics & Recreation Association | Orlando, Florida | Attendance capped at 75