



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**



CMA– BMI FOOD & BEVERAGE

Join us to embark on your journey towards earning your Certified Club Manager (CCM) certification. Enhance your skills, network with industry leaders, and gain essential insights for effective club management.



10–14 SEPTEMBER 2025 (5 DAYS)
Registration closes 4 September



**LOCKHART ROOM, 2/F HONG KONG FOOTBALL CLUB,
3 SPORTS ROAD, HAPPY VALLEY**



Course Fee (inclusive of 5 days lunch & tea breaks)
HK\$10,000 PER PERSON (CMA HK MEMBERS)
HK\$12,000 PER PERSON (NON MEMBERS)

Payment Deadline: On or before Thursday, 4 September 2025

Please remit funds to: "CLUB MANAGERS' ASSOCIATION OF HONG KONG"

Name of Bank: Standard Chartered Bank (Hong Kong) Limited

Bank Account No.: 447-1-051172-0

Bank's Address: Standard Chartered Bank Building, 4-4A Des Voeux Road,
Central, Hong Kong

Bank's Swift Code: SCBLHKHH

REGISTER NOW



Program.

DAY 1

Wednesday
10 Sep 2025



HKFC

8:00 AM

BMI kick off & Programme orientation

Jacco Klip – Kai Tak Sports Park

9:00 AM

Food trends

Edward Read
– Typhoon Consulting

10:30 AM

Break

10:45 AM

F&B Purchasing

Randy Ruder – CCM, CCE,
General Manager &
COO, Beach Point Club

12:15 PM

Lunch

1:45 PM

Food costs

Patrick Behrens
– The Hong Kong Club

3:15 PM

Break

3:30 PM

Service Management
– A La Carte

Randy Ruder

5:00 PM

End of the day

Club
Management
Association
of America
Club Manager
Association of
Hong Kong

Program.

DAY 2

Thursday
11 Sep 2025



HKFC

8:30 AM

Bridging FOH & BOH Divides
Edward Read

10:00 AM

Break

10:15 AM

Beverage Costing
Jacco Klip

11:45 AM

Lunch

12:45 PM

Beverage Management
Jacco Klip

2:15 PM

Break

2:45 PM

CVP Analysis
Randy Ruder

4:00 PM

Break

4:15 PM

Club Hands On
- Marketing Projects

5:45 PM

End of the day

Program.

DAY 3

Friday
12 Sep 2025



HKFC

9:30 AM

Unconscious Bias
Simon Shepherdson

11:00 AM

Break

11:15 AM

Labour Costs
Randy Ruder

12:45 PM

Lunch

1:30 PM

Hands On Kitchen Experience
Hong Kong Football Club

3:30 PM

Break

3:45 PM

Legal Implications in Food &
Beverage
Simon Shepherdson

4:45 PM

Break

5:00 PM

Service Management-
Banqueting
Randy Ruder

6:30 PM

Dinner

Club
Management
Association
of America
Club Manager
Association of
Hong Kong

Program.

DAY 4

Saturday
13 Sep 2025



HKFC

8:30 AM

Creating a Culture of
Belonging
Tom via Zoom

10:30 AM

Break

10:45 AM

F&B Reporting Structure
Randy Ruder – Facilitator
Jacco Klip, Patrick Behrens,
Simon Shepherdson – Panel

12:15 PM

Lunch

1:45 PM

Staff Training
Randy Ruder

3:15 PM

Napa Valley Vintners; the
history and future of Napa
wines
Connor Best

4:45 PM

Dinner TBC

Program.

DAY 5

Sunday

14 Sep 2025



HKFC

8:30 AM

The Art of High Tea

9:30 AM

Break

9:45 AM

Club Dining Promotions –
Special Events “Great Ideas”
including weddings and
wedding fairs
Randy Ruder

11:15 AM

Break

11:30 AM

Cigars Workshop followed by
Whisky/Scotch master class
Uris S.K. Chan
Davidoff Brand Ambassador
Professional Certifications:
Le Vitolier De Cigar Institute
CIVB De Bordeaux

1:00 PM

Wrap Up of BMI and Grab N Go
lunch
Randy Ruder

1:30 PM

Tour of Kai tak stadium
Jacco Klip

3:30 PM

Happy Hour