New CMAA department provides innovative services

ALEXANDRIA, Va. - The Club Managers Association of America (CMAA) will add a new department, Club Services, in June.

The department’s mission is to provide innovative programs, products and services for the successful operation of clubs, to the club’s board of directors, via the club’s manager.

“Today the department has been created to meet the constantly evolving needs of our membership,” said CMAA Executive Vice President James B. Singerling.

“There was a need for services to enhance the manager/board relationship. Offering services through the managers enables clubs to remain on the cutting-edge in the hospitality industry,” Singerling added.

The Association has identified several program areas in which services will be offered:  
- **Executive Career Services** - Programs and publications are being developed to educate club boards on proper hiring procedures enabling clubs to make better matches when hiring managers.
- **Communications** - A newsletter, targeted specifically to club boards of directors (offered via the manager) is being developed to provide legislative, regulatory, economic and club industry news of interest to volunteer leaders.
- **Legislative and Regulatory Resources** - Legislative reports and summaries will be supplied to the board of directors, as well as consulting services on wage and hour, taxation and other issues.
- **Education** - Packaged training programs and Manager/Director Conferences are envisioned for 1994 and beyond. Additionally, programs are being developed as pre-conference workshops for the CMAA Annual Conference in San Antonio, Texas. James Rizzo will be the manager of the new Club Services Department. He was previously manager of CMAA’s Legislative/Regulatory Resources Department.

Committee Descriptions “are also being produced to enhance the board member/manager relationship.

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Bennison rejoin ClubCorp

DALLAS-Club Corporation of America (CCA) recently named Thomas G. Bennison vice president, new business, to pursue development opportunities in the Northeast.

Bennison, who previously served with CCA from 1974 to 1982, most recently was a partner in Dallas-based Club Development Interests (CDI).

“We welcome the expertise and seasoning that Tom brings to our Dallas team,” said Randy Williams, CCA’s executive vice president, new business.

Bennison joined CCA in 1976 as assistant golf pro at Brookhaven Country Club in Dallas. He served as Brookhaven’s director of membership development, as well as regional marketing director and club development officer.

Bennison left CCA in 1982 to become vice president of marketing and investor relations at Clark Resources, Inc., in Tulsa, Okla., then joined CDI in 1984 as vice president of marketing.

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