CMAA tackles voter registration in San Antonio
Three such bylaws defeated; Shulz assumes presidency

BY PETER BLAIS
SAN ANTONIO, Texas — Like their brethren in the superintendents association, Club Managers Association of America (CMAA) members had a bit of a bylaw amendment flap of their own at February’s annual meeting.

At issue was whether to automatically mail ballots for the election of officers, directors and bylaw amendments to all eligible voting CMAA members, whether they requested ballots or not.

The reasoning behind the proposed change was that more than the approximately 50 percent of eligible voters who traditionally cast ballots would do so if the process were made easier.

For the past two years, members could either vote at the annual meeting (about a third of eligible members generally attend) or by requesting a written voting authorization allowing them to vote by mail if they could not attend.

The amendment would have required CMAA staff to automatically mail out ballots 60 days before the annual meeting to all eligible voters.

The board of directors did not support the three proposed bylaw amendments that would have made the automatic mailings possible. One board candidate stated during the opening business session that he publicly rejected the proposals even though it could have cost him votes.

Voting responsibly required research and commitment to the organization, he argued. Automatic mailing of ballots worked against that, he added.

Apparently the eligible voters who took part in this year’s election agreed and voted

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Marketing Idea of the Month

Attacking weekdays with killer promotions

BY PETER BLAIS

PALM HARBOR, Fla. — Thunder showers and empty golf courses — sure signs of summer in west Florida.

While club owners can do little about the weather, there is something they can do about the lack of play at their facilities, according to Gregg Gagliardi, general manager of Lansbrook Golf Club.

Here are a couple of ideas that increased business significantly last summer at this suburban Tampa public layout.

• Delta Airlines Terrific Thursdays. Every Thursday during July and August, a tournament atmosphere took over at Lansbrook.

Anyone paying the $28 greens fee competed in a half-dozen special events — closest to the pin, longest drive, closest drive to the center line, longest putt and other contests freely held during tournaments.

Smaller prizes were awarded for most contests — a sleeve of balls, golf shirt, cap.

The top prize was a weekend for two at a nearby beach hotel.

At the end of August, everyone who played on a Terrific Thursday was eligible for a grand prize drawing — an all-expense-paid trip for two for the final weekend of the series the year pitting the Toronto Blue Jays against the New York Yankees in Toronto.

The result? Thursday rounds increased 67 percent, up from an average of 113 in August 1992 to 189 in August 1993.

The cost? “That’s the beauty of it,” Gagliardi said. “It didn’t cost us a cent.”

The grand prize came courtesy of Blue Jay pitcher Mel Stottlemyre, Delta Airlines and Hilton Hotels. The weekend beach getaways were donated by the local hotels.

Stottlemyre is a friend of Gagliardi’s and donated the baseball tickets.

Delta came through with the free airfare in exchange for the publicity generated by having its name included in the special promotion.

Hilton and the beach hotels provided rooms and meals in exchange for having their establishments mentioned during the promotional radio ads that ran frequently