

SHOW PREVIEW

5,000 club managers and exhibitors expected at San Diego conference

By JAY FINEGAN

SAN DIEGO — A scramble golf tournament and a chapter-team championship will highlight some of the action here when the Club Managers Association of America (CMAA) comes to town for its annual conference and show. The proceedings officially open on Jan. 28 and close Feb. 1 with a black-tie gala and dancing till midnight.

Conference organizers promise five days of education, social events and the largest trade show in the club industry, based primarily at the San Diego Marriott Hotel and Marina and the adjacent San Diego Convention Center.

This year's event, in formal parlance, is the 74th Annual World Conference on Club Management and the 24th Annual Exposition.

CMAA officials expect a total of some 5,000 attendees, including 450 exhibitors representing a diverse range of industries, from dot-coms and dishware to golf course equipment. Roughly four out of every five CMAA members, or some 3,950 people, are involved in managing golf and country clubs.

Pre-conference workshops, to be held Jan. 26 and 27, will focus in depth on nine areas of interest, including food and beverage operations, marketing, sports and recreation, human resources and budgeting. All workshops will be led by experts in the various fields.

TWO GOLF EVENTS

The annual scramble golf tournament is scheduled for Saturday, Jan. 27. The format is a typical four-person team scramble, with tournament directors pairing individuals entering with less than a full team. This year's venue — Torrey Pines Golf Course, in nearby La Jolla — is a tough course set directly on the ocean.

The CMAA Chapter Medal Team Championship will take place on Tuesday, Jan. 30, at the Meadows Del Mar Golf Club in San Diego. Chapter teams will compete against one another on this par-71 layout designed by Tom Fazio and opened in September 1999. The Meadows, managed by Western Golf Properties, offers lakes, canyons and hills on 380 acres of unspoiled, dramatic countryside.

CONFERENCE HIGHLIGHTS

The first "business session," scheduled for Monday morning, Jan. 29, will feature keynote speaker Ken Blanchard, a well-known author and business consultant. His best-selling book, "The One Minute Manager," has sold more than nine million copies in some 25 languages.

GOLF COURSE NEWS

On that opening night, CMAA members and guests will experience a montage of culture and art at "A Tapestry of Treasures"



The 17th hole at The Meadows Del Mar Golf Club

in the heart of Balboa Park, a 1,200-acre preserve housing 12 museums. The Prado, the gateway to the park, will be the focal point of the evening, featuring fine dining, entertainment, art exhibits and more.

More than 100 edu-

cation sessions will be packed into the conference, conducted by industry leaders and experts.

The Club Foundation will again be holding a silent auction, Jan. 29 to Jan. 31, with bidding for trips, golf packages, electronic equipment, china and linens, and items for the club or home kitchen. The live auction will take place Jan. 31 in con-

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SHOW PREVIEW

Finchem wins GCSAA honor

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deserves considerable credit for fueling the growth and popularity of golf," said GCSAA president Scott Woodhead. "His vision, commitment and passion for the game are rivaled by few."

Finchem joined the PGA Tour team as vice president of business

affairs in 1987. After being promoted to deputy commissioner and chief operating officer by commissioner Deane Beman, Finchem succeeded Beman in 1994.

Under his leadership, donations to charities from Tour events have risen consistently each year, with \$44 million contributed in 1999. Finchem also has been a proponent in the development of the World Golf Foundation, including that Foundation's First Tee program.

The First Tee provides accessible golf facilities to young and underprivileged players. "It has great potential for growing the game and enriching literally thousands of lives through the life lessons it teaches," said Finchem.

Under Finchem's guidance, the PGA Tour staff and professional golfers have been successful in developing strategy and fundraising for the GCSAA foundation and drawing attention to the work of superin-

tendents and their courses.

"We're grateful for the support we have received from the PGA Tour under Tim Finchem's leadership," said Steve Mona, GCSAA's CEO. "The fact that all tour agronomists and TPC superintendents are GCSAA members is a testament to the relationship the two organizations have. I know he takes pride in calling himself a friend of the superintendent." ■

MTESP awarded

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industry," said Craig Hoffman, superintendent at The Rock at Woodmoor on Drummond Island, Mich. "At this course, we had to complete some updates, make adjustments in the rinse and loading pads, and add protection around the well-heads."

As a member on the program's stewardship steering committee, Hoffman also appreciates the assistance of statewide agencies and environmental organizations. "We've tried to include as many state agencies and environmental advocacy groups as possible," he said. "At our committee meetings, we've had representatives from the governor's staff, the Department of Environmental Quality, Trout Unlimited, Pheasants Unlimited and Ducks Unlimited."

WOODHEAD TO PRESENT AWARD

GCSAA president R. Scott Woodhead will present the award to program director Lyman. "The Michigan Turfgrass Environmental Stewardship Program is a shining example of how groups can work together for the common good of all," said Woodhead. "I commend the program partners for their outstanding work. I hope it spurs other states to enact similar programs."

The program is supported by MSU, the Michigan Department of Agriculture, the Michigan Turfgrass Foundation, the Michigan Department of Environmental Quality, the Golf Association of Michigan, the Michigan Environmental Council, the Michigan Nature Conservancy, the Kalamazoo Nature Center and the Michigan Department of Natural Resources. ■

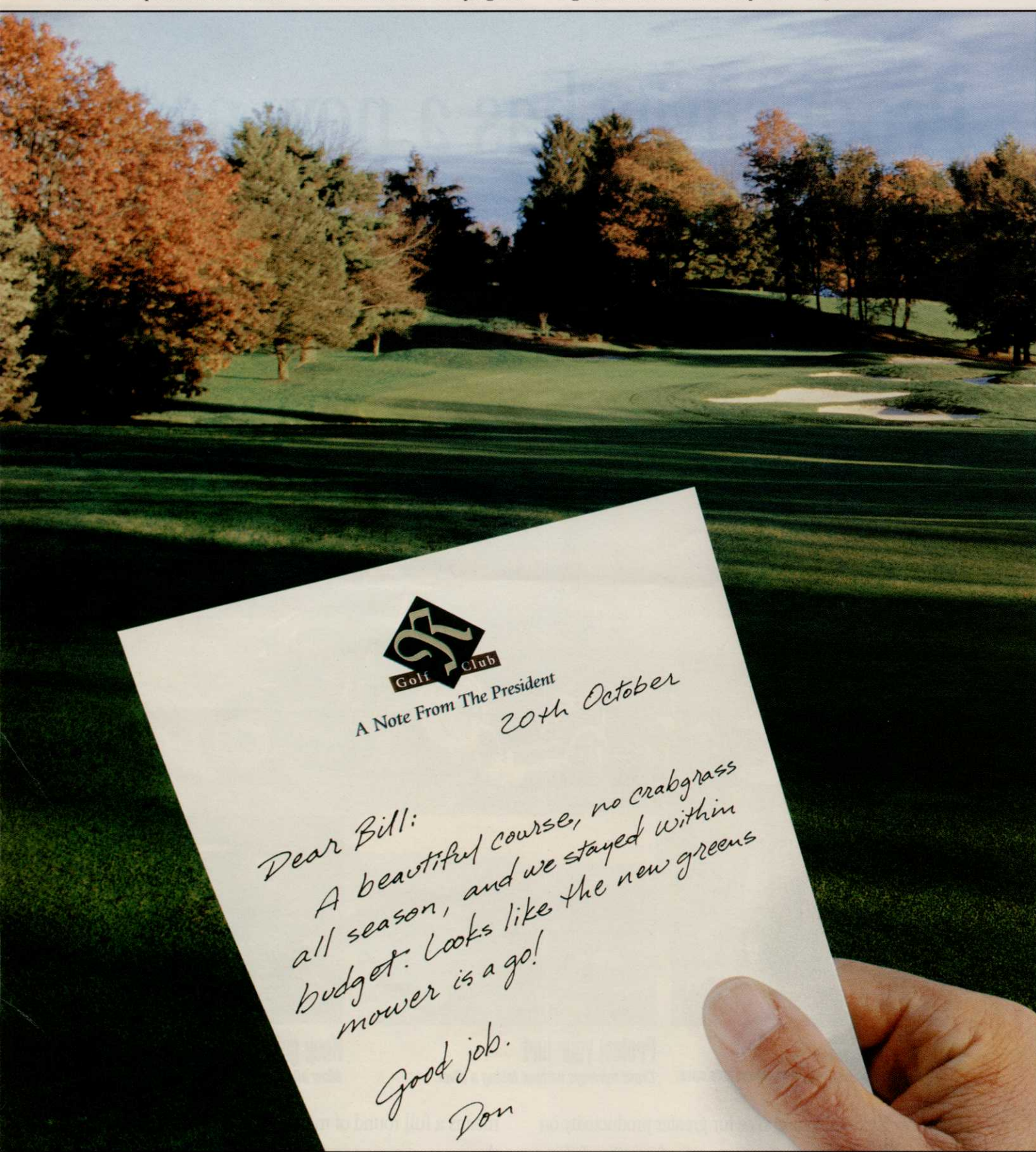
5,000 at CMAA

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junction with the International Wine Society's live auction.

Richard Simmons, the self-proclaimed "court jester of health," will lead a "Sweatin' Session" exercise program on the morning of Jan. 31.

The closing event, on Feb. 1, promises to be a lively affair – a black-tie gala at the Marriott. The evening kicks off with a reception honoring CMAA president Warren Arseneaux. The formal dinner-dance will feature entertainment by the well-known dance band, The Pink Flamingoes. ■



A Note From The President

20th October

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