



Managers Take A Long Range Look

New CMAA President John Simmons has spearheaded a reorganization of the association and a hard look into the future to see what is ahead for clubs and managers

If it is to continue serving its members to the fullest, the Club Managers Assn. of America must achieve a conscious future rather than merely drift into one by reaction, according to John R. Simmons, newly elected CMAA president.

The 54-year-old manager at Tacoma Country and Golf Club in Washington was chosen president at the association's annual conference in Vancouver earlier this year, and has wasted no time in setting concrete goals the CMAA can work for to plan for the future.

"My theme for the year is 'Let's Take a New Look,'" Simmons told GOLFDOM with his British accent. "What I am trying to say is that this is a good time to sit back and evaluate our trends and procedures we have developed over the years. This is a good time to reevaluate what we

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have taken for granted, and make changes if necessary."

Simmons has done quite a bit already to change the makeup of the CMAA. He reorganized the committee structure to consolidate 11 original committees to three — communications, member services and internal relations. He has also organized advisory groups throughout the country in the various regions that will allow more member participation on a personal level. "These broadly based membership advisory groups will be able to meet frequently at little expense or inconvenience to study in-depth all the various aspects of the CMAA's activities," Simmons said.

"Some years ago, the CMAA had a project known as 'Vision 77, that tried to envisage our future on a 10-year span," Simmons said. "This produced some excellent results, but like everything else in this difficult area, was not completely successful. However, one must continue to try and accordingly the board of directors has given the 1975 long range

planning committee a specific charge — to determine as well as possible what the club and the club executive are likely to be like 10 years from now."

Simmons said the report of the long range planning committee will guide the board in evaluating what changes in the CMAA's policies, procedures and objectives should be recommended to the general membership for implementation and action. Simmons has also stressed that just as long range planning is important at the national level, so also it is important at the chapter level. He has urged all chapter presidents to establish their own long range planning committees to evaluate the probable development patterns in their own areas and to assist their chapters in charting a progressive course to a healthy future.

Simmons was born in England, and went to sea with the British Royal Navy at age 15. He came to the United States and has been in the hospitality industry in one form or the other since then. Prior to

coming to Tacoma seven years ago, he was at Hayden Lake Country Club in Idaho for 10 years, and had been manager at an athletic club and a fast-food executive in Portland before that.

His club is the oldest club west of the Mississippi, and the sixth oldest in the country, founded in 1894. The club has 754 families as members, with about three members per family. He has budgetary control of the club, and works very closely with head pro Gerry Mehlert, and superintendent Bob Root.

An example of the esteem with which he is held in the industry, he recently completed a two-month tour of Navy bases in Japan, the Philippines, the United States and other countries. Purpose of the tour with the Secretary of the Navy was to choose the best-run facilities and make comments and suggestions. They traveled to over 20 clubs, and it was the first time this type of project was ever undertaken. Along on the trip was Gerald V. Marlatt, manager of Northmoor Country Club in Highland Park, Ill. □



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