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..."
LONG RANGE

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 com-
mittee structure to consolidate 11
original committees to three — com-
munications, member services and
internal relations. He has also
organized advisory groups through-
out the country in the various
regions that will allow more mem-
er participation on a personal level.
“These broadly based membership
advisory groups will be able to meet
frequently at little expense or in-
convenience to study in-depth all the
various aspects of the CMAA’s ac-
tivities,” 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 direc-
tors 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 plan-
ing 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 commit-
tees 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 fami-
ly. 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 proj-
et was ever undertaken. Along on
the trip was Gerald V. Marlatt,
manager of Northmoor Country
Club in Highland Park, Ill.

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