

CMAA:

Back to the city of its birth



photo courtesy Chicago Convention and Tourism Bureau

Back in February 1927, Calvin Coolidge was in the White House and what we know as the club industry today was just a dream in the minds of a handful of managers, as they sat down at the Hotel Sherman to start an organization called the Club Managers Association of America.

Fifty years later, the CMAA will honor its half century of existence in a week's celebration at the Conrad Hilton Hotel. It will be a time of remembering the problems of yesterday and facing up to the problems of today.

Even though it is slated as a special event, CMAA Executive Director Horace Duncan told *GOLF BUSINESS* that the attendance won't be dramatically up for the anniversary conference. That might be a comment on how some managers feel about spending a week in Chicago in February.

As always, the educational program will be serving the meat of the conference. Association President Harry Gray has put the seminars and programs in good hands with the Club Management Institute.

The majority of the legwork that has gone into coordinating the conference has been accomplished by conference chairman Matthew Morgan, Butler National Golf Club, Oakbrook, Ill. Two popular competitive features of the conference will return with the annual judging of club menus and the CMAA Idea Fair. The latter has been a popular feature of the conference for several years. Each manager involved graphically illustrates a method of operation successful at his club on a poster. The aspects of the method are covered along with the cost/savings of the idea.

Seminars & programs

Kicking off the structured part of the conference program on Monday evening, February 7, will be a "birthday" celebration for the CMAA, and 24 of its most recent past presidents will be honored for their contributions through the years. Duncan indicates all living past presidents will be on hand.

The formal program of seminars gets under way on Tuesday afternoon with Anthony Marshall, associate dean at Florida International University, speaking on the legal aspects of club management. Dr. Howard Smith, head of the management department at the University of Georgia, will speak on his favorite subject, while Dr. Earl Brooks, Cornell University, takes the management role one step further, applying it to communications.

Wednesday opens with a morning roundtable session as a variety of club operations exchange ideas. The seminar program cranks up again in the afternoon with Mike Hurst from Florida International speaking on "Food for Thought." Dr. Dean Miller, Physical Fitness Institute of America, discusses "Fitness for Busy People," while Don Thoren looks at the art of the "Golden Rule of Communication."

Another panel discussion gets things started on Thursday, as club directors and officers mull over the things they wish they knew about the industry. Professor Robert F. Schwarz moderates another problem-solving seminar, as club managers probe into the headaches brought on by golf cars, decorating, ERISA, computers, laundry/linen, tax-

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photo courtesy Chicago Convention and Tourism Bureau

Few cities in the country can offer the variety and the number of good restaurants that Chicago has. Managers attending the CMAA meeting can sample dining spots that are quiet or noisy, small or large, mod or quaint, Italian or German, or just about anything else.

tion, certification, and insurance. The National Club Association and the Club Management Institute will also be on hand to focus in on other problems staring down the business.

Noted speaker Dr. Norman Vincent Peale will attempt an inspirational uplift of the CMAA on Thursday afternoon, taking a broad look at the future of the country and the world in the conference's keynote address. The evening will conclude with the association's formal reception and dinner dance.

Friday marks the last day of the conference with the group's business meeting and election of officers in the morning, which is somewhat of a mere formality. A lunch will follow, introducing the new officers and their spouses.

Tours & sightseeing

There are a number of impressive sights to take in, if you've never been to the Windy City before. A glittering panorama is available from two towering vantage points in the John Hancock Building Observatory or the Sears

Tower Skydeck. The latter is the world's tallest building, offering a view of Chicago 1,450 feet above the ground on the 103rd floor of the structure.

Architectural classics make up the Chicago skyline and both Gray Line tours and American Sightseeing can guide you around the entire metropolitan area. The Gray Line tours begin at 400 N. Wabash Avenue, while the American Sightseeing trips are available right at the door of the CMAA conference site, the Conrad Hilton.

Chicago has been proud for many years of the number of interesting museums it possesses. There is the Museum of Science and Industry, famous collections of oriental works and French Impressionists at the Field Museum of Natural History, Shedd Aquarium, Museum of Contemporary Art, Oriental Institute on the University of Chicago Campus, and Adler Planetarium.

Sports will also be in season with the National Hockey League's Blackhawks and the National Basketball Association's Bulls. Both teams entertain at the Chicago Stadium.

No visit to the city is complete without a visit to Old Town. This unique section on the near north side is filled with interesting shops and good entertainment. There you can buy a variety of items ranging from penny candy to a suit of armor.

Also on the near north side is the heart of Chicago's night life district in the Rush Street area. Lined with clubs, lounges, and supper clubs, Rush Street spots offer everything from jazz to disco.

As always, the Auditorium Theater — another architectural landmark — showcases famous, well-known talent from around the world, as does the Arie Crown Theatre at massive McCormick Place near Lake Michigan.

For the wives

Even with all the activity the 50th year celebration offers, the CMAA has not forgotten the ladies. A number of activities have been set up for the wives and on its own, Chicago offers a number of shopping opportunities.

If you are planning on arriving on Sunday, the Greater Chicago CMAA has arranged a tour of downtown at 5:30 p.m. On Thursday from 1:00 to 4:00 p.m., the spouses can attend a seminar by Margaret Saunders and Brock Arms on the facts and fiction of interior design.

A special luncheon for the ladies is on the calendar for Wednesday afternoon at the Continental Plaza, then on to the theater. A special mini-program is slated for Thursday morning at 10:00 a.m.

If you are not interested in the structure of a schedule, Chicago certainly offers many shopping diversions. The world-famous lineup of stores includes: Marshall Field & Co., Carson Pirie Scott & Co., Goldblatt's, Montgomery Ward and Co., Sears Roebuck & Co., and Wieboldt's.

On Michigan Avenue, there are a number of the finest luxury shops and galleries in the city. If you have access to a car, look into the shopping possibilities at the various suburban shopping malls: Old Orchard, Edens Plaza, Harper Court, Oak Brook, Golf Mill, Yorktown, and Woodfield Mall. These offer a wide variety of boutiques and department stores set in landscaped grounds with sparkling fountains, colorful flowerbeds, and sculpture. □