

Between 900 and 950 club managers are expected to descend on Los Angeles February 12-17 for the 51st annual Club Managers Association of America conference and the group's first exposition.

More than 600 persons have already registered with the CMAA national office in Washington, D.C., to attend the program, and conference coordinator Karen Watkins is predicting that more than 50 exhibitors and 60 booths will occupy the exposition floor at the Century Plaza Hotel.

Official activities will begin Sunday, February 12. Registration will be held from noon until 4 p.m. and the Southern California CMAA chapter will open their hotel suite to guests in the early evening.

Meetings of the board of directors and most of the "At Conference Committees" are scheduled Monday. Most managers, however, will have a chance to pursue recreational and leisure activities in the mild California weather, normally in the 60's during mid-February. Golf, tennis, and gin rummy tournaments are scheduled.

The menu contest and Idea Fair again provide an interesting sidelight to the conference. Managers should send their entries to Rainer Gehres, Riveria Country Club, 1250 Capri Dr., Pacific Palisades, CA 90272.

Educational Seminars

A lecture about enjoying retirement and an update of pending legal action involving clubs opens the seminars Tuesday morning. Otto Gruber, an official with Action for Independent Maturity, will speak to the older managers and Thomas Ondek, legal counsel for the National Club Association, will discuss pertinent lawsuits.

The business meeting begins at 2 p.m. with a speech from J. N. Christianson, a president of two companies that deal in human relations. He will advise managers on "living enrichment, humanistic management, and employee motivation."

Art Hoist and Hans Prager will deliver presentations on Wednesday morning. Hoist's speech, entitled "The Challenge of a Pro," will attempt to motivate managers to sustain professional attitudes in their daily functions. Prager, a renowned chef, will discuss "The Latest in Food." Round-



CMAA in L.A.: First time with exhibits

table discussions organized by the Club Management Institute will take place during the afternoon.

Promotions and special party ideas are the subjects of Mike Hurst's talk Thursday morning. Hurst, a club general manager, is followed by John E. Gary Jr., who will discuss the insurance needs of clubs.

The election of officers at a continued business meeting is set for Thursday afternoon. Two persons will be running for the secretary-treasurer's position and eight others are seeking election to the four vacant slots on the board of directors. The secretary-treasurer candidates are Donald Beaver, club manager at Philadelphia Country Club in Gladwyne, Pa. and Richard P. Maynes, club manager at Oahu Country Club in Honolulu, Hawaii. The candidates for the board of directors jobs are: Richard Daley, Carlouel Yacht Club, Clearwater, Fla.; Adolph Donadeo, Pittsburgh Press Club, Pittsburgh, Pa.; James A. Goslin Jr., Warwick Country Club, Warwick, R.I.; Bob Hedges, The Arlington Club, Portland, Ore.; James Hollan, Charlotte Athletic Club, Inc., Charlotte, N.C.; William Long, Hamilton City Club, Inc., Hamilton, Ohio; Robert MacDougall, Pinehurst Coun-

try Club, Littleton, Colo.; and Raymond Watts, The Houston Club, Houston, Tex.

Secretary-Treasurer Whitney Travis will ascend to the vice presidency and George Burton will become president.

The final day's sessions will feature Somers H. White, who will advise managers how to deal with unhappy club members. Clifford J. Erlich will also speak Friday morning on developing a successful relationship between managers and employees.

Activities for spouses

Three events have been planned for the spouses during the West Coast trip. They may have lunch Wednesday at the Beverly Hilton Hotel and listen to Keith DeGreen, who has a variety of experiences and accomplishments. He has served with the infantry in Vietnam and holds a law degree. He has practiced law, taught college, served as a city councilman, co-authored a book on the criminal justice system and is writing another on public speaking. He is a member of the National Speakers Association and will address the spouses about the "Three Keys to Success."

A tour of Universal Studio has

been set up for Thursday and a talk on "Creative Life Planning" from Alene Morris is scheduled for Friday morning. Those wives who want to explore the city can visit Sunset Strip in West Los Angeles, a section noted for its

boutiques, galleries, gourmet dining, and "people-watching." Those couples bringing their children are close to Disneyland in suburban Anaheim.

Numerous special dinners and receptions have been set up for the

managers and spouses. Included are an opportunity to sample California wines from 5-7 p.m. Thursday and a formal dinner-dance hosted by the Southern California managers to cap the conference Friday evening.

CMAA GUIDE TO EXHIBITORS

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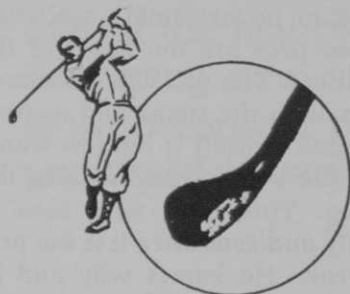


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