

Hoffman promises response to grassroots needs at CMAA

Edward L. Hoffman, general manager of Racine (Wis.) Country Club, has taken over as president of the Club Managers Association of America for one year and promises a drive toward more grassroots leadership.

Hoffman, a CMAA member since 1961, heads a slate of officers that includes Kenneth W. Brown, general manager at Indianapolis (Ind.) Athletic Club, as the new vice president and James D. Pearce, general manager of the Dallas (Texas) Club, who won a three-man race for the secretary-treasurer's post.

New members of board of directors are Richard Kolasa from Skyline Country Club in Tucson, Ariz.; Norman J. Spitzig Jr. of Fort Wayne (Ind.) Country Club; and Randall Gudanowski of Indian Trail Club in Franklin Lakes, N.J.

Hoffman's drive for grassroots involvement has already begun with the appointment of 13 regional representatives who give members "one more link with the board," Hoffman said.

"We have 13 national directors as well, and it's my conception and feeling that we will not only double the number of people involved in the leadership, but by virtue of taking somebody right from the grassroots they would perhaps get a more unbiased opinion than national directors."

Hoffman said that by appointing the regional representatives, CMAA is freeing up the national directors. Faced with fewer chapter visitations, they can now be more active in committees and receive valuable training for future officerships.

"Also, I feel the regional representatives will be in training to be future national directors," he said.



Edward Hoffman

CMAA has announced a new tiered dues structure for clubs with multiple memberships, which offers the clubs better opportunity to have more of their management people deriving the benefits of membership in CMAA.

Hoffman said one of "the biggest and most important things" CMAA plans this year is expanding its Business Management Institute to include sessions preparing members for their master's degree and for the master club manager designation.

The organization also announced that Commerce Publishing Co. of St. Louis, which publishes CMAA's "Club Management," will not publish beyond its contract which expires Nov. 1.

"We are evaluating the relative merits of finding a new publisher or publishing our

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own magazine," Hoffman said. "In any event, we will continue with a publication."

CMAA also is looking for a new building. It sold its building in Bethesda and wants a new site, preferably in Alexandria, Va.

Hoffman, who has been Racine CC general manager since 1984, has been a national director of CMAA since 1983, and served as treasurer in 1987 and vice president in 1988.

He has been general manager of Green Acres Country Club in Northbrook, Ill., Chestnut Hill Country Club in Newton, Mass., and Thomson Club in North Reading, Mass., among other positions, including being part-owning of restaurants at three Holiday Inns.

His wife, Bonnie, is also a CMAA member.

Regional representatives

CMAA's 13 regional representatives are:

Carol A. Edwards, American Club in China, 47 Pei An Road, Box 17-36, Taipei Taiwan, R.O.C.

Steve K. Hathaway, Riviera CC, 1250 Capri Drive, Pacific Palisades, Calif. 90272.

Pasquale J. LaRocca, Oakmont CC, 1233 Hulton Road, Oakmont, Pa. 15139.

Frank A. Voogd, Washington Athletic Club, Box 1709, 1325 6th Ave., Seattle, Wash. 98101.

Albert R. Armstrong, Columbia Club, 121 Monument Circle, Indianapolis, Ind. 46204.

Raymond C. Johnson, Oakland Hills CC, Box 111, Birmingham, Mich. 48012.

John R. O'Meara, City Club of Lafayette, 600 Jefferson St., 16th floor, Lafayette, La. 70501.

Merle Worman, Ft. Orange Club, 110 Washington Ave., Albany, N.Y. 12210.

Martha C. Bonk, The Tower Club, 20 N. Wacker Drive, Chicago, Ill. 60606.

John A. Jordan, Cherokee Town & Country Club, 155 W. Paces Ferry Road, N.W., Atlanta, Ga. 30363.

Paul K. Skelton, Troon Golf and Country Club, 25000 N. Windy Walk Drive, Scottsdale, Ariz. 85255.

Michael V. Carroll, Blue Hills CC, 777 W. Burning Tree Drive, Kansas City, Mo. 64145.

Howard J. Kahn, Salisbury CC, 13620 Salisbury Road, Midlothian, Va. 23113.

Frank T. Stover, Harvard Club of Boston, 374 Commonwealth Ave., Boston, Mass. 02215.

American Seed Trade Association sets eyes on D.C.

Federal government speakers and a congressional reception will highlight the 106th Annual Convention of the American Seed Trade Association, June 24-28 in Washington, D.C.

ASTA President Don McGillivray and a convention committee led by Hugh and Phyllis MacWilliam have organized a conference filled with committee meetings and with tours and entertainment centered around the nation's capital. All the ASTA divisions and most committees will deliberate on the progress and problems facing the association and to chart the course of their activities for the coming year.

Following various committee meetings and tennis and golf tournaments Saturday and Sunday (June 24-25), the opening general session will begin at 9 a.m. Monday. Invited speakers include Vice President Dan Quayle and House Agricultural Committee Chairman Kika de laGarza.

The congressional meeting will be from 5 to 6:30 p.m. Tuesday. The Grand Banquet at 7:30 p.m. Wednesday, at which new officers will be installed, will close the general convention. All meetings will be conducted at

the headquarters hotel, J.W. Marriott at Pennsylvania Avenue and 14th Street.

The schedule includes annual meetings

of the Lawn Institute at 1 p.m. Sunday, the ASRF at 1:30 p.m. Tuesday and the NCCPB at 10 a.m. Wednesday.

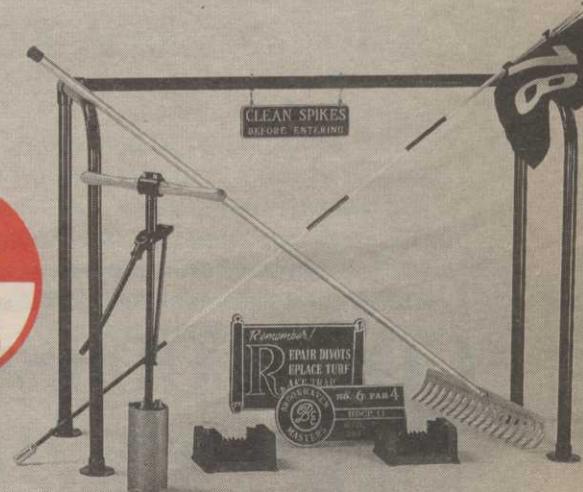
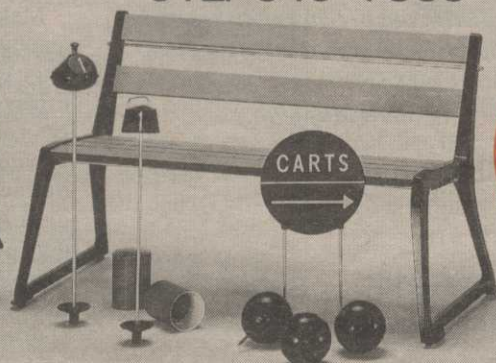
People must register by May 25 through the ASTA, Suite 964, 1030 15th St., N.W., Washington, D.C. 20005.

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