

CMAA president ranks education top priority

BY MARK LESLIE

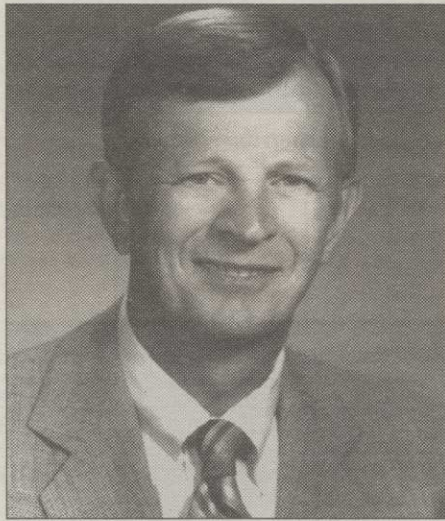
The new president of Club Managers Association of America has outlined a five-prong program he will stress in his year in office while continuing to emphasize education above all else.

Kenneth W. Brown's five-part approach includes:

- Fiscal responsibility. "We will review our operations procedures in an effort to more efficiently and prudently run our national association," he said. "We have analyzed our shortfalls and are establishing policies necessary to make sure CMAA operates in the black."

Brown, the general manager of the Indianapolis (Ind.) Athletic Club, said the CMAA had a number of one-time expenses last year, during which it sold its headquarters building for \$1.3 million and bought a new one in Alexandria for \$3 million, then had to spend \$120,000 to \$140,000 for rent over four months when the new offices weren't ready on time.

- Member services. "In the last four years we have added many new member services ... which have all been designed to provide career assistance and enhance professionalism," Brown said. "This year my plans are not only to work on strengthening each one of these new services, but also to set an evaluation of all of our existing services to make sure we aren't doing things we don't



Kenneth W. Brown

need to do."

- Education. He cited a "tremendous growth" over the last two years in CMAA's business management institute programs. "We started out with Business Management I, Business Management II. Now we have III and IV, and we're getting ready to get V on line. We're constantly striving to improve our education," Brown said.

Keeping members abreast of the regulations and other problems they face, and how to overcome them, is a vital part of CMAA's duties, he said.

- Professional integrity. Brown said the

association is continuing to strive toward recognition of the chief executive officer of the clubs through media attention, articles that members write and speaking engagements.

He said the public usually doesn't realize the extent of a club's operations. For instance, he said the two clubs he manages totaled \$6 million in sales last year.

- Innovative leadership. CMAA has 4,500 members and 52 chapters.

Citing Immediate Past President Ed Hoffman's whole theme of leadership through the grassroots, Brown said, "It was an excellent theme and we're just going to strengthen the grassroots leadership and even enhance it more.

"We're trying to train and motivate our chapter officers so we can communicate better with our members."

He said that only 1,300 managers of CMAA's 4,500 members attended January's annual meeting in Orlando, Fla. "That means we were missing more than 3,000 of our

Five-prong program

- 1) Fiscal responsibility.
- 2) Member services.
- 3) Education.
- 4) Professional integrity.
- 5) Innovative leadership.

members. We need to communicate with these people through our grassroots leadership, which is a chapter system," he said.

Brown said even though CMAA has a committee, office and annual conference on governmental affairs, its officers have decided the association is not a lobbying group and will rely more heavily on the National Club Association.

"We have just established a new working relationship with the National Club Association and will be working closer than ever with it," he said.

CMAA officers take posts

Indianapolis Athletic Club General Manager Kenneth W. Brown heads a new slate of officers and directors elected by the Club Managers Association of America.

Officers serving with Brown are Vice President James D. Pearce, manager of The Dallas Club in Dallas, Texas, and Secretary-Treasurer Jack R. Sullivan, general manager of Grosse Pointe Yacht Club in Grosse Pointe Shores, Mich.

New national directors are Edward Henderson, general manager of the Jackson (Tenn.) Country Club, John A. Jordan, general manager of the Cherokee Town & Country Club in Atlanta, Ga., William A. Schulz, general manager of Twin Orchard Country Club in Long Grove, Ill., and Jay DiPietro, general manager of Boca Raton (Fla.) West Country Club.

The officers will serve one-year terms, while the directors' terms are three years, except for DiPietro's, which is one year.

Brown joined CMAA in 1966, was first elected to the board of directors in 1984 and served as secretary-treasurer in 1988 and vice president in 1989. He has worked on various committees including executive referral service, student development, membership development and maintenance, candidates forum and long-range planning.

Pearce, who has been president of four chapters, joined CMAA in 1959, was elected to the board in 1985 and was secretary-treasurer last year.

Sullivan, a former president of the Wisconsin Badger Chapter, has served the national association on several committees and as a board member of the Club Management Institute (CMI) Foundation. He joined CMAA in 1977 and was elected to the board in 1985.

Henderson, who has served on the magazine and research and publications committees, joined CMAA in 1961.

Jordan, a member since 1965, has worked as a CMAA regional representative and on various committees since joining the organization in 1965.

Schulz was re-elected to the board, which he was first voted onto in 1988. He has been on a number of CMAA committees and its Culinary Team, SAC Inspection Team and Executive Career Services since joining in 1974. He is a recipient of the Chapter Achievement Award.

DiPietro joined CMAA in 1977 and has service on various committees including conference and chapter services.

N.J. Turfgrass group elects Dickison

Upper Montclair Country Club superintendent Bob Dickison has been elected president of the New Jersey Turfgrass Association.

Dickison, a certified golf course superintendent, has been a district director, vice president and president of the Golf Course

Superintendents Association of New Jersey.

He also served on the Golf Course Superintendents Association of America's Communication and Awards Committee.

He was presented the GCSANJ Distinguished Service Award in 1988.

LeSage heads environmental alliance

Armand LeSage, superintendent at White Beeches Golf and Country Club in Haworth, N.J., is serving as president of the Alliance for Environmental Concerns in New Jersey.

Vice president of the alliance last year, LeSage has worked on the Government Relations Committee for the Golf Course Superintendents Association of America.

Central Pa. association elects officers

New officers of the Central Pennsylvania Turf Association are President Mark Jacobs, Vice President Jeffrey Fry, and Secretary-Treasurer John Chassard.

Elected to the board were Sam Anyder, William Wall, Dave Rafferty, Tony Goodley, Robert Beyer, Lavern Krout and Ted Zabrewski.

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