

Management conclaves

Club Managers Association of America organizes 14th annual session covering range of topics...

DALLAS, Tex. — Roger Staubach, one of the winningest quarterbacks in National Football League history, will kick off the Club Managers Association of America's 64th annual conference and 14th annual exposition March 4-8 at the Loews Anatole Hotel here.

Staubach's keynote address at the opening business session Tuesday, March 5, will be "Team Building in the Nineties."

Staubach, president and board

chairman of The Staubach Company, a commercial real estate firm specializing in corporate and retail tenant representation, commercial brokerage and investments. He played professional football for the Dallas Cowboys from 1969 through 1979. As a junior at the Naval Academy, Staubach won The Heisman Trophy.

Staubach led the Cowboys to four Super Bowls, and entered the Pro Football Hall of Fame in his first

year of eligibility.

Gen. Robinson Risner will speak Wednesday at the Joint Managers/Spouses luncheon. Risner twice was shot down over North Vietnam and spent seven-and-one-half years as a prisoner of war.

He is the first living recipient of the Air Force's highest honor, the Air Force Cross, which he received twice. He has received some 65 awards and decorations.

After retiring from the Air Force,

Risner organized Texans' War on Drugs in 1980.

W. T. "Buck" Buchanan, consultant, writer and humorist, will present "Powerful Perceptions" at the CMAA conference managers' lunch Thursday.

Education sessions span more than 50 seminars, clinics, workshops, panels and round-table discussions. Topics range from "Absorbing the Upcoming Minimum Wage Increase" to "Future Food

and Beverage Trends in Private Clubs."

Providing in-depth studies will be such leaders and educators as James Wm. Moffa, presenting "How to Double or Triple Your Food and Beverage Sales;" Mark Pastin, Ph.D., "Ethics: Hard Problems for Real Managers;" David Fearis, "Environmental Issues Affecting the Golf Course," and Clair Winker, Ph.D., "Communicating Effectively - Problem Solving: The Buck Stops Here."

Pre-conference workshops March 2 and 3 will address "Applied Food Service Sanitation," "Service 2000: A Total Approach for Clubs," "Golf Course Maintenance for Club Managers," "Communication Skills for Club Managers," "Executive Presence: How to be More Professionally Effective," "Managing Power, Politics and Ethics in the Club Environment," and "How to Hire Staff in a Tight Labor Market."

... while Nat'l Forum taps additional needs

DALLAS, Tex. — The National Forum on Golf Course Management is due March 17-20 at the Hyatt Regency-DFW Hotel.

An optional scramble golf tournament at Bear Creek Golf and Racquet Club Sunday, March 17, precedes three days of concentrated business activities.

Bill Enlow, park and recreation director for the City of Irving, will welcome delegates Monday.

Andrew Lizardy's keynote address is entitled "Management and Leadership." Howard Garrett, Dallas, will complete the morning presentations by discussing "The Natural Way — Harmony with the Environment."

Marty Kavanaugh, PGA master professional and manager of golf for the six golf courses in Hamilton County, Ohio, will outline "Golf Management in the 1990s."

Dr. James C. Kozlowski, associate director of George Mason University Center for Recreation Resources Policy in Fairfax, Va., will review "A Case Law on Public Golf Course Liability," Claudia Scotty will outline "Food and Beverage Planning for Public Golf Courses," and Don Barnett will trace "Financing Tomorrow's Golf Courses." Barnett is vice president and national marketing director for First Golf Corporation.

American Society of Golf Course Architects members Jeff Brauer and Brian Silva will lead off the Tuesday sessions.

Brauer, of Arlington, founder and president of Golfscapes, Inc., will discuss "Design Considerations for Safety and Speedier Play," while Silva, of the firm of Cornish and Silva, will talk about "A High Quality Golf Experience on Public Golf Courses."

Roundtable discussions on management, marketing, maintenance and merchandising cap the three days of intensive management topics.

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