

CMAA readies for annual meeting in Nashville

NASHVILLE, Tenn. — The Club Managers Association of America's (CMAA) 66th annual Conference and 15th annual Exposition will be held at the Opryland Hotel here Feb. 21-25.

Francis X. Maguire, founder and president of Hearth Communications, a management and communications consulting firm, will give the keynote address Monday, Feb. 22.

As senior vice president, Maguire created the personnel, communications and employee relations programs that made Federal Express "the multi-billion dollar business success story of the past two decades."

He also helped launch the Kentucky Fried Chicken

empire and the fast food revolution of the 1970s.

Maguire served in the executive office of the President in Washington during the John F. Kennedy and Lyndon B. Johnson administrations, and as director of program development at the American Broadcasting Company radio network hired Ted Koppel and Charles Osgood.

More than 80 seminars, clinics, workshops, panels and round-table discussions will be featured at the conference education sessions.

Topics will range from current regulatory issues to food and beverage trends.

In-depth studies will include personnel policy, motivation through effective communication, the magic of train-

ing, and elements of golf shop operations.

Roundtables and clinics will examine club management and operations, including taxes, legislation and education.

Educational opportunities also are available before and after official conference opening and closing. Pre-conference workshops Feb. 19 and 20 will address "Golf Course Maintenance I: Applications;" "Successful Golf Shop Operations;" "Risk Management for Club Managers," and "Golf Course Maintenance II: Management."

Post-conference workshops Feb. 26 are entitled "Strategic Market Planning" and "A Strategy for Winning."



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Kolar appointed CMAA director of education

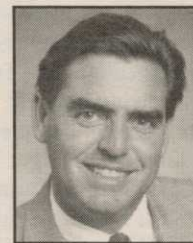
ALEXANDRIA, Va. — Otto Kolar has recently been appointed director of education of the Club Managers Association of America (CMAA). He will administer the association's certification and education programs, including the Business Management Institute programs.

Kolar was the founder and executive vice president of Kolar & Associates, an education and association management consulting firm in Alexandria. Kolar & Associates aided associations in needs assessment, certification programs, workshop development, program development/evaluation, and instructor training and evaluation.

Kolar is a graduate of Northern Illinois University, where he received a doctorate in curriculum and instruction and a master's degree in secondary and higher education.

Beardsley signs on as Glen Oaks director of golf

DES MOINES, Iowa — Terry Beardsley, a widely known Iowa golf professional, has taken over the duties as director of golf at the new Glen Oaks' Development in West Des Moines.



Terry Beardsley

Beardsley brings more than 14 years of teaching experience to Glen Oaks. He served as head professional at the

Wakonda Club in Des Moines since 1986. Prior to that, Beardsley logged six years as the head professional at the Tuckaway Country Club in Franklin, Wis.

Glen Oaks is a 511-acre community that will overlook the golf course designed by Tom Fazio. Construction began June 1 and is expected to be completed by the summer of 1994.