

New CMAA department provides innovative services

ALEXANDRIA, Va. - The Club Managers Association of America (CMAA) will add a new department, Club Services, in June.

The department's mission is to provide innovative programs, products and services for the successful operation of clubs, to the club's board of directors, via the club's manager.

"The department has been created to meet the constantly evolving needs of our membership," stated CMAA Executive Vice President James B. Singerling. "There was a need for services to enhance the manager/director relationship. Supplying services through the managers enables clubs to remain on the cutting-edge in the hospitality industry."

The Association has identified several program areas in which services will be offered:

- Executive Career Services - Programs and publications are being developed to educate club boards on proper hiring procedures enabling clubs to make better matches when hiring managers. Additionally, manager/staff evaluations and operational analyses are being developed.

- Research and Publications - More detailed research will be conducted on club operational profiles and staff salaries by region and state. A topical reference series on club specific issues such as "Your Responsibility as a Board Member" and "Club

Committee Descriptions" are also being produced to enhance the board member/manager relationship.

- Communications - A newsletter, targeted specifically to club boards of directors (offered via the manager) is being developed to provide legislative, regulatory, economic and club industry news of interest to volunteer leaders.

- Legislative and Regulatory Resources - Legislative reports and summaries will be supplied to the board of directors, as well

as consulting services on wage and hour, taxation and other issues.

- Education - Packaged training programs and Manager/Director Conferences are envisioned for 1994 and beyond. Additionally, programs are being developed as pre-conference workshops for the CMAA Annual Conference in San Antonio, Texas.

James Rizzo will be the manager of the new Club Services Department. He was previously manager of CMAA'S Legislative/Regulatory Resources Department.

Bennison rejoins ClubCorp

DALLAS - Club Corporation of America (CCA) recently named Thomas G. Bennison vice president, new business, to pursue development opportunities in the Northeast.

Bennison, who previously served with CCA from 1974 to 1982, most recently was a partner in Dallas-based Club Development Interests (CDI).

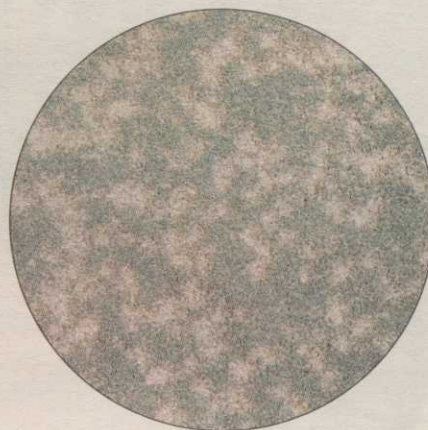
"We welcome the expertise and seasoning that Tom brings to our Dallas team," said Randy Williams, CCA's executive vice

president, new business.

Bennison joined CCA in 1976 as assistant golf pro at Brookhaven Country Club in Dallas. He served as Brookhaven's director of membership development, as well as regional marketing director and club development officer.

Bennison left CCA in 1982 to become vice president of marketing and investor relations at Clark Resources Inc., in Tulsa, Okla., then joined CDI in 1984 as vice president of marketing.

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Club Foundation

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club industry.

The Club Foundation announced its 1993 Board of Governors at its recent Board meeting in Nashville, Tenn. Newly elected to the Board of Governors is B. Franklin Dolan, Jr., Vice President of International Sales for the E-Z-GO division of Textron, Inc., and Joe Perdue, associated with the Cecil B. Day School of Hospitality Administration at Georgia State University and Director of Business Management Institute Programs for the Club Managers Association of America (CMAA).

Remaining on the board are Chairman G. Mead Grady of the Commerce Club in Atlanta; Secretary William Schulz of Houston Country Club; Treasurer Kenneth W. Brown, president of Brown Management, Inc. in Indianapolis; and CMAA Executive Vice President James B. Singerling.

Governors include Robert Don, chairman of the board and chief executive officer of Edward Don & Company in North Riverside, Ill.; George Gasser, chief executive officer of the Gasser Chair Company in Youngstown, Ohio; Laurice T. "Bud" Hall, director and general manager of Pinehurst Country Club in Denver; James Heggie III, director of the Private Client Group for Merrill Lynch & Company in New York.

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