

CMAA offers 1995 Master Club Manager research to association members

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) has made available the 1995 Master Club Manager (MCM) Monographs. These in-depth scholarly analyses were produced by the first six club managers earning MCM designation.

The MCM title recognizes individuals for outstanding leadership qualities, strong intellectual backgrounds and achievement of highly successful careers within the club industry. The MCM process provides a formal vehicle for top club managers to document their contributions by providing them the opportunity to select a topic in which they have a comprehensive background and produce a scholarly

study, monograph.

"Too many highly qualified managers retire or die without ever having had the opportunity to share their knowledge with the entire club profession. It should be the intention that these monographs remedy that situation," said Warren Arseneaux, co-chairman of the Club Management Institute, CMAA's education committee. These first six monographs have fulfilled the vision of Arseneaux's intent.

For example, James Brewer, general manager of the Los Angeles Country Club (CC), produced a Monograph entitled "Developing a Club's History Book: An In-Depth Guide." Edward Henderson, gen-

eral manager of Portage CC in Akron, Ohio, produced "Lions Among Us: A Study of the Role and Success Factors of Club Managers Who Have Flourished in Their Clubs." Through his surveys and a complete review of the literature in this area, he found "clear links between success factors and individual success."

Offered through the CMAA Bookmart, the cost for a complete volume is \$69.95. Additionally, Brewer's Monograph, "Developing a Club's History Book: An In-Depth Guide," is available individually for \$39.95. For more information or to place your order, contact Karen Miller at 703-739-9500.

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ing Cooks Creek.

"If someone collects all nine renderings, they can turn them in for a free cart rental," McDaniel said. "Not only does that attract people to the course, it gives us an idea of whether our print ads are effective."

- **Radio show.** Hurdzan is one of several widely known architects calling Ohio home. Arthur Hills, Jack Kidwell, Barry Serafin, Steven Forest, Dana Fry and Brian Huntley also hang their shingles here. And Jack Nicklaus honed his game on the Buckeye State's links.

A golf populace well versed in the ways of such notable architects undoubtedly found a recent radio talk show featuring Hurdzan and McDaniel quite interesting.

Hurdzan discussed the whys and wherefores of Cook Creek's design, while McDaniel explained how the course would be operated.

- **Club-fitting promotions.** GolfCorp is seeking a club manufacturer to conduct monthly club-fitting seminars at the Cooks Creek driving range.

"Tour players have a wagon that follows them around the country," McDaniel said. "They get to test all kinds of clubs and balls and to be fitted perfectly for their equipment."

"We'd like to have daily-fee players get a similar opportunity. We're hoping to get a club maker in here on a monthly basis who would let players try a number of different clubs. They could be fitted perfectly and the representative could take an order on the spot. We'd provide free range balls. We may even name the driving range after the club company."

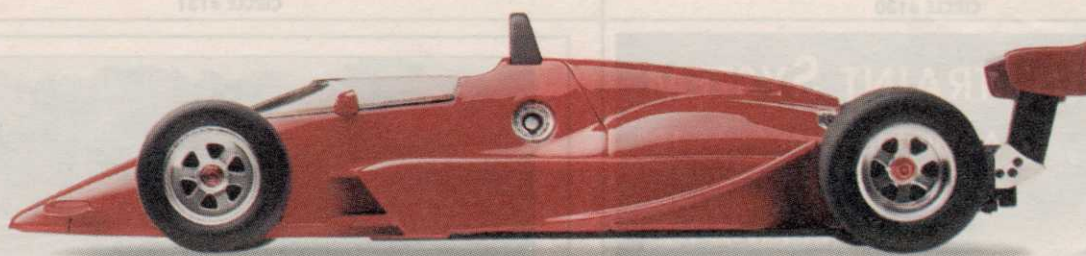
McDaniel and GolfCorp are hopeful these and other marketing tools will lure players to Columbus' newest layout. Two weeks into the season, the pro shop was reporting 100-plus rounds a day during the week and 150 on weekends.

But the course itself will ultimately determine its position in the Columbus golf market, said McDaniel, adding Cooks Creek was nominated for best new course in the country.

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