

CINCY ALL SET FOR MANAGERS

Hotel Netherlands-Plaza Ready to Welcome CMA's Annual Meet

SHARPLY indicative of the upward trend in private club matters are the program and plans for the ninth annual convention of the Club Managers Assn. of America, to be held at Netherlands-Plaza hotel, Cincinnati, O., March 4-7.

The theme of this convention is to be "new ideas to bring back the old standards". Club managers will sweat their skulls and chins on this subject because they are convinced that the day is dawning when membership in a private club again will infer "class" to the general public. Club managers point out that clubs which have been able to keep house operations snappy and bright through proper finances and policies now have waiting lists in many instances. "Class" means cash to clubs; hence, the managers are to go into a huddle to bring back the "old standards" when the term "prominent club fellow" was used by the newspapers to identify someone as quite some citizen.

What the managers have been up against is the late depression. Officials have so pounded poverty tales into the managers that they have been scared to order a package of tooth-picks without asking the president to call a special meeting of the directors.

Suppliers of equipment for the most part duck the country clubs. The clubs are too far out for the salesmen to visit easily. After the manager is seen and sold, it means that the salesman often also has to see and sell the house chairman, the president, the finance committee chairman, the ladies who are on the Bossy Busy Bee committee for making the clubhouse interior like Ye Sweet Butterfly Tea Shoppe, and eight guys from whom the club might buy it wholesale and fight it out forever. The salesman says "To hell with it" and leaves it up to the manager to dig up all the dope on new equipment ideas and do all the selling to his officials and committees.

For that reason the manager's convention is making a big feature of its exhibits. The educational motif will be brought out strong in this shopping center. Latest dope on food, liquor, supplies and

equipment is what the managers seek when they investigate this section of the convention.

The convention is not confined to members of the association. Managers who do not belong to the body are welcome, as are club officials.

High spot on the program so far as the golf club managers are concerned will be the Wednesday afternoon conference on the problems of this field of club management. Especially interesting this year will be the questions that various club officials have put up to the association for consideration in the country club conference. As might be expected the liquor sales problems register strong. Considerable data has been accumulated by club managers on what prices are right for sales to members—prices that will give the club a profit and properly increase member patronage. Problems of house remodeling and rehabilitation to put new appeal into clubhouses that have run down of necessity during the depression, also are placed high. Changes in operating facilities, methods and policies since women have become so greatly interested in golf is another subject managers and their officials have suggested for handling at the country club conference.

Section 77B of the Federal bankruptcy law looks to be slated for some discussion at the meeting as some of the managers have been instructed by their club officials to look into this and see whether it might be the answer to clubs that were built on glorified scales when prices were at the peak. With the fixed charges these clubs have to pay, they are dizzy when they step into the ring for the first round of the season. Some club officials consider 77B is the thing that will restore clubs that are punch-drunk from fixed charges into hopefully sound condition to be desired by members, creditors and general national business interests. Others are wondering, and still others say 77B is the bunk. Managers intend to get a clear idea of what this 77B is all about in the club business when they draw up their chairs and listen and think at Cincinnati.