

Club Managers Elect Bangs at National Convention

Club Managers Assn. of America 22d annual convention, held at Seattle, Wash., March 13-15 drew an attendance of 375 representing a nation-wide spread of country and city club managers who were royally received by the Evergreen, Inland Empire and Oregon State chapters of the national organization.

William B. Bangs, University Club, Chicago, was elected president; Eugene F. Sweeney, Empire State Club, New York City, vice pres.; L. Roy Leonard, Cuivier Press Club, Cincinnati, treas.; and Fred H. Bernet, 408 Olive St., St. Louis, was re-elected sec. at the Seattle meeting.

Other officers elected were:

Directors for three year terms: James B. Montfort, National Press Club, Washington, D.C.; Granville B. Hollenbeck, Cherry Hills CC, Denver, Colo.; Carl J. Jehlen, Glen Ridge (N.J.) CC. Directors for one year terms: Eric G. Koch, North Hills GC, Douglaston, L.I., N.Y.; John J. Pomeroy, Red Run GC, Royal Oak, Mich. Holdover directors are Erling O. Johnson, Elks Club, Tacoma, Wash.; J. P. Tonetti, New Haven (Conn.) CC; Page Curran, River Crest CC, Fort Worth, Tex., and Robert H. Thompson, Detroit (Mich.) GC.

The usual classic demonstrations of how to put on club affairs were conducted by the host organizations with highlights being the gala events presented by Ken Meisnest at the Washington AC and Col. Primeau at the Rainier Club. Managers traveling to the convention also got first class exhibitions of handling the discriminating club members by affairs put on at Cherry Hills CC and Lakewood CC, Denver, Los Angeles CC, Bel-Air Bay Club and Hillcrest CC of Los Angeles and by the Union Pacific dining car dept. en route and during a Sun Valley visit.

The association officials discussed awarding conventions two years in advance to allow plenty of time for fitting the Club Managers' affair into local chapter programs. Possibility is that the 1951 convention may be awarded to Dallas and the 1952 25th anniversary convention of the CMAA may go to Chicago where the association was founded by the late Col. Clint Holden and colleagues of the Old Guard.

Plan More Club Activity

Problems of how to care for the private club membership is a distinguished manner without getting costs out of line head-

lined the business sessions. T. Harry Gowman, pres., American Hotel Association; Mrs. Hilda Watson, Chmn. hotel-restaurant div., City College of San Francisco, and Edmund A. Rossi, mgr., Wine Advisory Board, gave practical addresses on what the public expects and how the commercial establishments try to give this attention in competition for patronage.

Round table discussions were in four parts. There was a general one featuring four experts. Margery Leonard spoke on "Programming for Clubs" emphasizing that the club program had to be such that all members found the club so attractive that they got frequent and pleasing returns on their investment in membership. Raymond W. Kidwiler spoke on maintenance of club properties, making much of the point that unless keen vigilance is exercised in maintenance the club plant may deteriorate past the possibility of satisfactory reconditioning at allowable expense. Edward Cartozian spoke on floor coverings, a problem of particular trouble and expense to country club managers. Robert E. Berry talked on monthly statements of club operations.

Country Clubs Discuss Costs

About 150 sat in on the country club round table. Among questions handled were floor coverings and treatment, wages, insurance, linen and laundry supply, itinerant party charges, employee training, general problems of golf course maintenance and food and liquor control and prices.

Eric G. Koch's remarks on food and bar operation and costs were especially valuable to the country club managers. He cited instances of club officials' policies determining the food and liquor percentages, according to whether the club wanted to make money on the operations, break even or take a loss to be absorbed by other income. It was the consensus that food charges and labor will stay about the same and there may be a slight softening of liquor prices.

The country club managers, mostly from more prominent clubs, viewed country clubs generally as in good sound condition with first class club membership filled with financially able live users of clubs, and prospects for the year quite satisfactory.