

Bennett Elected CMAA President; Outland is VP

John W. Bennett, general manager of the San Francisco (Cal.) Commercial Club, was elected president of the Club Managers Association of America during the organization's annual conference, Feb. 28-Mar. 3 in the Deauville Hotel, Miami Beach, Florida. He succeeds John T. Brennan, General Manager of the Birmingham (Mich.) Country Club.

Also elected were John G. Outland, general manager of the Dallas (Texas) CC, vp, and Clem Young, general manager, Cleveland (Ohio) AC, sec-treas.

CMAA is an international organization of 2200 professional managers of bona fide country and town clubs. It was organized 35 years ago to encourage the education and advancement of its members, and to assist club officers, through their managers, in successful club operation.

A record 1200 managers and wives attended the annual conference.

"Time, Tools and Temperament", was subject of keynoter Bill Gove's address, in which he described the cliches of "sell" and "service". He advised, "know your role as club managers, dwell on the idea of swapping your ability to please club members for their dues and other considerations. This is an adult relationship." In his speech, Gove proved again that he is one of the nation's experts in creative selling and human relations.

Tax problems, highly important to an industry that accounts for nearly \$75,000,-000 annually in federal excise taxes alone, were thoroughly aired in a two-hour tax clinic moderated by Walter Slowinski, Washington partner of Baker, McKenzie

and Hightower, and the CMAA's legal counsel.

Seminars Popular

Seminars were the most popular feature. Dean James C. Taylor of the University of Houston spoke on "How to Pick Brains". Gerald Lattin, assistant dean, school of hotel administration, Cornell University, expressed many new ideas in his seminar, "Organizing Your Kitchen". Lendall Kotschevar, professor, school of hotel administration, Michigan State University, brought every one up to date on "Kitchen Labor Savers". Mary Ann Warner, food service director, Chicago Art Institute, spoke on "Menus Worthy of Your Pride". Homer Smith, National Office Equipment and Suppliers Association, gave a space age view of "Office Efficiency". Douglas V. Simpson, Massachusetts Mutual Life Insurance Co., discussed fringe benefits for employees. Arthur Jones, chef instructor garde manger, Culinary Institute of America, told about "Glamour and Percentages in Professional Cooking". James Diamond, general manager, Ridgewood CC, Danbury, Conn., solved the problem of "Entertainment Programs — Who Does the Thinking, Who Does The Work".

New directors for C.M.A.A. are Charles E. Smith, Chevy Chase Club, Maryland; James C. Diamond, Ridgewood CC, Danbury Conn.; Everett L. Woxberg, Evanston (Ill.) GC; Horace G. Duncan, Cherry Hills CC, Englewood, Colo. Remaining on the Board are Robert M. Dorion, Scioto CC, Columbus, O.; Charles E. Errington, The Beach Club, Santa Monica, Calif.; William J. Hodges, Paradise Valley CC, Scottsdale, Ariz.; John T. Brennan, Birmingham (Mich.) CC; Robert Yoxall, Coral Gables (Fla.) CC.

Chicago Golf Show

The Illinois PGA will hold its first golf show and exposition in the Hilton Hotel, Apr. 16-18. Manufacturer, jobber and salesmen exhibits will be shown in the Hilton Exhibit hall, and clinics, demonstrations and audience participation events will be staged in the Continental Exhibit hall. Tommy Armour is among those who are scheduled to put on clinics. Ben Orloff is the managing director of the show. Assisting him on the committee are Harry Pezzullo, Jack Bell, Dan Taggart, Felice Torza, Guy Paulson, Elmer Schacht, Steve Cmar, Dan Hawkins and Charles Penna.



John Bennett