



Charles E. Smith

**1,300 Attend Annual
Education Meeting**

Smith Elected to Head Club Managers Group

Charles E. Smith, manager of the Chevy Chase Club, Chevy Chase, Md., was elected president of the CMAA during the organization's annual conference, Feb. 9-14, at the Shoreham Hotel, Washington, D. C. He succeeds Clem Young, manager of the Cleveland Athletic Club.

Also elected were William J. Hodges, general manager of the Paradise Valley CC, Englewood, Colo., vp, and Horace J. Duncan, general manager of Cherry Hills CC, Englewood, Colo., secretary-treasurer.

CMAA is an international organization of 2,300 professional managers of bona fide country and town clubs. It was organized 38 years ago to encourage the education and advancement of its members, and to assist club officers, through their managers, in successful club operation.

Seek to Reduce Tax

More than 1300 managers and wives attended the annual education conference. A trip to Capitol Hill on Feb. 9 was the first order of business for the managers attending. The purpose was to acquaint them with the work of their representatives and to encourage the passage of a bill to reduce the present 20 per cent excise tax on club dues to 10 per cent.

Dr. Noah Langdale, president of Georgia State University, opened the first business session with a keynote address on the "Anatomy of Failure".

Tax problems, important to an indus-

try that pays over \$75 million dollars annually in federal excise taxes alone, were thoroughly aired in a two-hour tax clinic, moderated by Walter Slowinski, CMAA's legal counsel.

Two-Day Seminars Popular

CMAA's two-day seminars were a popular feature. Jacques Aimi, general manager, Woodmont CC, spoke on "French Service, but for Americans". Herbert Auer, executive director of the Michigan Medical Society, conducted an overall investigation and review of club promotion material. Arthur Dana, New York food operations consultant, encouraged quality evaluation of club kitchen equipment purchases and discussed what to look for in terms of decor, durability and cleanliness.

Marge Derksen, administrative dietician for Kraft Foods, Chicago, discussed gourmet foods of the Middle East. Charles Sayles, director of research, Hotel School, Cornell University, brought CMAA members up to date on using unit record equipment in clubs. Wayne K. Short of the National Association of Hotel & Restaurant Meat Purveyors demonstrated the latest methods of preparing and cooking quality meats. The application of marketing research techniques to club management were discussed by Robert C. Wolfgram, marketing research analyst, Michigan State University.

A discussion of "The Perfect Club Din-
(Continued on page 106)

of Kansas State university, started their discussion on the rough with story-telling slides. Their discussions involved the effect of fairway watering reaching out and thickening the rough bordering the fairways, loss of natural appearance by destroying rough that fits into the picture, how protests of tournament players against the rough have influenced ordinary players, and how the mowing line between fairway and rough adds or detracts from quality of course architecture.

Keen brought out the importance of correct tree planting for scenic value, privacy, as a windbreak, for color, and protection of turf. Using slides, he showed cases of incorrect tree planting that add to mowing costs and leaf removal problems.

Last Year Worst for Turf

Alexander M. Radko, Eastern director of the green section, Lee Record, section agronomist, T. M. Baumgardner of Sea Island, Ga., led the discussion on renovation and irrigation of fairways. Radko said 1964 had been one of the worst years for turf but had the benefit of revealing what was needed to maintain turf satisfactory to golfers.

Baumgardner spoke on water shortages, poor quality turf and high turf prices. Record described the kinds of pipe being used in course irrigation and also discussed pumps. Questions and answers contributed much information on the types of irrigation systems and designs that can be used in course construction.

Qualities and Defects

James L. Holmes, Holman M. Griffin and James B. Moncrief, green section agronomists, outlined the qualities, defects and requirements of bluegrasses and fescues, bentgrasses and Bermudas, zoysia and buffalograss. Bill Bengyfield, Radko and Ferguson finished the technical program with a discussion of mowing heights and frequency, fertilization, and control of weeds, thatch and diseases.

Herb Graffis, Golfdom editor, talked on course management as it fits into private and fee course economics. Graffis said that there is more urgent need every day for knowing what the financial score is in course maintenance.

Smith Heads CMAA

(Continued from page 100)

ing Room" was led by Henry O. Barbour, dean of the Michigan State University Hotel School. His panel included several international gourmets: H. Jerome Berns, Paul Keck, Richard de Rochemont, Paul Spitler and Gregory Thomas, to many thought provoking conclusions.

New Directors

Newly elected directors of CMAA are H. Alton Owen, Jr., Harbor View Club, New York; Willard Steger, River Oaks CC, Houston; William A. Tucker, Lauderdale Yacht Club, Fort Lauderdale; Tony Wayne, Riverside (Ill.) CC.

Continuing on the board are Joseph J. Donoghue, Losantiville CC, Cincinnati; Orlo L. Farlow, CPO Open Mess, Pearl Harbor; Charles E. Haynes, Detroit GC; Charles M. Knisley, West Shore CC, Camp Hill, Pa.; and Clem Young, Cleveland Athletic Club.

The social side of the conference was planned by managers of the National Capitol Chapter of CMAA and directed by general chairman, Richard E. Daley. Each luncheon, dinner and special event saluted a particular country or group of countries represented in the nation's capitol. The closing affair, the "International Ball" saluted *bon vivants* and gourmets the world over.

Florida Golf Foundation Sues To Recover Taxes

The Professional Golfers Foundation for Education-Service, of Pinellas County, Fla., has filed suit in Federal court in Tampa claiming that it was taxed illegally from 1957 through 1960. The foundation claims that it was taxed \$55,063.44, which it seeks to recover, although it was a charitable and non-profit organization and therefore eligible for exemption from federal income taxes. The foundation says it paid taxes in the years listed and sought a refund each time without success. The suit claims that all taxes were illegally collected by the defendant (the U. S.) The foundation has also asked for interest on the sums paid as taxes.