

Coming Events

USGA Conferences on Course Management, Irrigation: Americana Riverside-West Motor Inn, Portland, Ore., March 21; LaSalle Hotel, Chicago, Ill., March 23; Marriott Twin Bridges Motel, Washington, D. C., March 25.

National Championship of Golf Club Champions, Breakers Golf Club, Palm Beach, March 28.

Northern California Turfgrass Exposition, Santa Clara County Fairgrounds, San Jose, California, March 31 and April 1.

National Golf Day Round of Champions, Gary Player vs. Dave Marr, Firestone C.C., Akron, O., May 30.

Lawn & Utility Field Day, Rutgers University, New Brunswick, N.J., March 28-April 1.

Golf & Fine Turf Field Day, Rutgers U., Aug. 12.

NEW CMAA OFFICIALS

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discussed ways to "Overcome Problems in Communications With Boards and Committees." "Ways to Merchandise Food More Effectively" were expertly presented by Win Schuler. "Wines from the Rhine" were sampled and discussed during a formal tasting conducted by Claus Glismann.

Bernie Roberts of Sales Power, Inc. kept everyone wide awake at an 8:00 a.m. management breakfast when he offered the advice "Lead or Be Led" and pointed out the leadership characteristics necessary for effective management.

The social side of the Conference was planned by managers of the Detroit and Michigan Chapters of CMAA and directed by General Chairman David H. Ripper.

CMAA is an organization of 2400 professional managers of bona fide country and town clubs; organized 39 years ago to encourage the education and advancement of its members, and to assist club officers, through their managers, in successful club operation.

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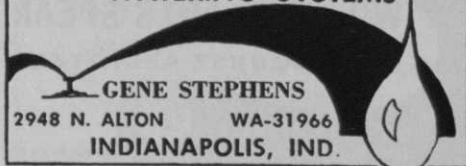
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