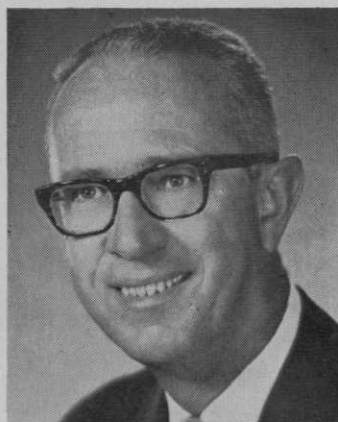


New CMAA Officers elected

*Outstanding seminars at
managers' annual conference
gave much food for thought.*



*C.M.A.A.'s new president,
William J. Hodges*

William J. Hodges, Manager of the Paradise Valley Country Club, Scottsdale, Arizona, was elected president of the Club Managers Association during the organization's annual Conference, February 8-13, at the Statler-Hilton Hotel, Detroit, Michigan. He succeeds Charles Smith, Manager of the Chevy Chase Club in Chevy Chase, Maryland. Also elected were Horace G. Duncan, General Manager of the Cherry Hills Country Club, Englewood, Colorado, as vice president and Joseph J. Donoghue, General Manager of the Losantiville Country Club, Cincinnati, Ohio, as secretary.

Newly elected directors for CMAA are Joseph Ed Fleck, Hillcrest Country Club, Kansas City, Missouri; Charles F. Hathaway, Los Angeles Athletic Club, Los Angeles, California; Lloyd C. Weber, Mayfield Country Club, Cleveland, Ohio; E. Guenter Skole, Cosmos Club, Washington, D. C.

Remaining on the Board are Charles E. Haynes, Detroit Golf Club, Detroit, Michigan; H. Alton Owen, Jr., Harbor View Club, New York; Willard Steger, River Oaks Country Club, Houston, Texas; William A. Tucker, Lauderdale Yacht Club, Fort Lauderdale, Florida; Tony Wayne, Riverside Golf Club, Riverside, Illinois; Charles E. Smith, Chevy Chase Club, Chevy Chase, Maryland.

Over 1100 managers and wives attended the Conference—the annual high point in the association's educational program. The success of the meeting is a

tribute to the distinguished speakers and educators who participated.

Governor George Romney addressed the entire group at the opening luncheon, pointing out that self-help trade and professional associations are basic to the American way of life. Tax problems were thoroughly aired in a two-hour Tax Clinic, moderated by Walter Slowinski, CMAA's legal counsel and partner of Baker, McKenzie and Hightower.

CMAA's annual Idea Fair was a conference highlight. Also on the agenda was a "Knickelodeon Kollege of Kanned Knowledge"—this was a presentation of films on food preparation and service produced by CMAA members.

Exceptional speakers made the 1966 seminars outstanding educational adventures. Helen Corbitt, past winner of both the Golden Plate and Food Service "Trend-Maker" award, gave a slide presentation on "Buffet Items to Delight Your Members." Robert Findley presented a seafood spectacular of lenten menu items. "Labor Negotiations—Present and Future" was discussed by Franklin Kenney who is one of the nation's leading labor relations lawyers. Dr. Lendal Kotschevar told CMAA members how to "Update Your Food Buying Procedures."

The most beautiful presentation was given by Frances Jones Poetker. Her "Minor Miracles With Flowers" seminar gave insight on how to use the magic of flowers to enhance club rooms and merchandising efforts. Dr. Russell Jenkins

Continued on page 161

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

Continued from page 84

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.

FIRST CHOICE!

Send For
FREE
DIRECT PRICE
CATALOG



Save On
Chairs!

QUALITY
MONROE
FOLDING TABLES

DIRECT-from-FACTORY savings, quality equipment and complete selection have made modern Monroe Folding Tables FIRST CHOICE with organizations the world over! Also big savings on chairs, storage trucks, risers, partitions, etc. Send for FREE 40-page catalog!

THE MONROE CO.
12 Church St. Colfax, Iowa 50054

For more information circle number 219 on card

GEOFFREY S. CORNISH

Golf
Course
Architect

Fiddler's Green Amherst, Mass.

Phone: 413-253-3913

For more information circle number 121 on card

CUSTOM MADE WOODS

#1 THRU #15

CUSTOM MADE PUTTERS

Including Famous "WON-PUTT" & "PRO'S OWN"

Repairs-Any Make Club

Fast Service — Reasonable Prices

Write for Catalogue & Price List

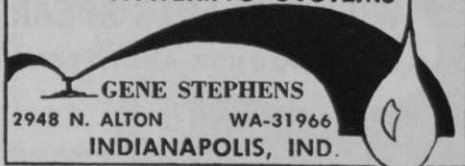
Bert Dargie GOLF CO., INC.

3030 SUMMER AVE. • MEMPHIS, TENN. 38112

PHONE 324-4688 AREA CODE 901

For more information circle number 210 on card

WATERING SYSTEMS



2948 N. ALTON

WA-31966

INDIANAPOLIS, IND.

For more information circle number 184 on card