

Accent on management

By **KEN EMERSON**

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Club managers visited the 51st National Hotel and Motel Exposition in New York City last November in greater numbers than ever before, with more than 200 in attendance.

Over the years the first Monday of the week-long presentation has come to be regarded as "Club Managers Day," with a number of special functions planned particularly for them. This year's activities included a regional meeting and a luncheon at the New York Athletic Club for the New Jersey, New York City, Metropolitan New York and Connecticut CMAA chapters, followed by a preview of the show and a reception and dinner for the managers, their wives, and their guests at the Pinnacle Club.

Although most of the managers at the show were from the immediate four-chapter area, there was also an excellent representation from all across the country. The visitors list reads like a "Who's Who of Club Management:" In attendance were CMAA national President William J. Hodges, CCM, Paradise Valley Country Club, Arizona; Vice-president Horace Duncan, CCM, Cherry Hills Country Club, Colorado; Secretary-treasurer Joseph Donoghue, CCM, Losantiville Country Club, Ohio; and national board members Ed Fleck, CCM, Hillcrest Country Club, Missouri; Charles E. Smith, CCM, Chevy Chase Club, Maryland, and Lloyd Weber, CCM, Mayfield Country Club, Ohio.

Also at the show and representing CMAA's educational arm, the Club Management Institute, were John Outland, CCM, Dallas Country Club, Texas; James C. Diamond, CCM, Woodway Country Club, Connecticut; Laurie "Bud" Hall, CCM, Pinehurst Country

Club, Colorado, and John Simmons, CCM, Hayden Lake Country Club, Idaho. From Illinois came Victor Chigas, a regional director for CMAA from North Shore Country Club, and "Jerry" Marlatt, Northmoor Country Club.

In addition to many displays of technological developments, the increased emphasis on education was noteworthy and encouraging. Of particular interest was the Motel Association's lobby exhibit of training films and projection equipment that makes possible in-plant training of personnel. Hopefully, in the not too distant future this type of equipment, combined with a library of slides, film strips, and training films, will improve the service of club staffs and provide a new medium for graphically presenting to the member the foods, services and entertainment his club can offer him.

Also of special interest to the managers was the excellent representation of schools and colleges with courses in hotel, restaurant and club administration. Among the 12 educational institutions exhibiting at the show were most of those who are regular recipients of the Club Managers Association scholarship fund. Cornell University was represented by the Dean of its School of Hotel Administration, Dr. Robert A. Beck; Michigan State sent the Director of its School of Hotel, Restaurant, and Institutional Management, Professor Henry Ogden Barbour; and representative groups from Florida State and Penn. State were there.

This double interest; the desire of the institutions to be represented, and the attention the professional club managers paid to their displays, signals an improving proficiency in club administration. •