

Managers all set for L.A.

Besides a varied educational program, the CMAA Conference will also feature a semi-annual meeting of the CCM Committee.

The Club Managers Association of America will hold its 40th Annual Conference at the Century Plaza Hotel, Beverly Hills, Cal., Feb. 7-11.

A varied program will include six educational seminars, also a tax clinic, a consumer panel and specialized club roundtables. A distinguished group of speakers and instructors will be headed by James B. Somerall, president, Pepsi Cola Company, Dr. W. Ballentine Henley, provost University of California College of Medicine and Dean James Taylor, University of Houston.

This year's seminars will feature "Merchandising For That Extra Sale," Hans Praeger, Executive Chef, Lawrey's Restaurants, Los Angeles; "Committee Motivation," Dean Taylor; "Rhineland Recipes," Walter Haas, world-renowned

German Master Chef; "Elements of Good Kitchen Design," Fred Schmid, kitchen design expert; "Services Banks Can Offer The Club Manager," Leonard Huck, vice-president, Valley National Bank, Phoenix, and a former club manager; "Work Smarter, not Harder," lecturer's name was not available at presstime. Walter Slowinski, Washington partner, Baker & McKenzie, legal counsel for both CMAA and NCA, will conduct the tax clinic.

The annual conference will also mark the semi-annual meeting of the Club Management Institute which is in charge of the Association's educational program, and the Certification Committee which awards the title Certified Club Manager to those managers who can meet its requirements of education, experience,

CMAA PROGRAM, DAY BY DAY

TUESDAY, FEB. 7

Registration
Early Bird Matinee
Studio Tour & Lunch
(Ladies)
National Club Association Meeting
Welcoming Reception

FRIDAY, FEB. 10

Seminars
Ladies Seminar
Remainder of day and evening
open

WEDNESDAY, FEB. 8

Opening Session
Opening Luncheon
(Men & Ladies)
Farmers Market Tour
(Ladies)
Tax Clinic
Specialized Club Roundtables
Gold Rush Gala

SATURDAY, FEB. 11

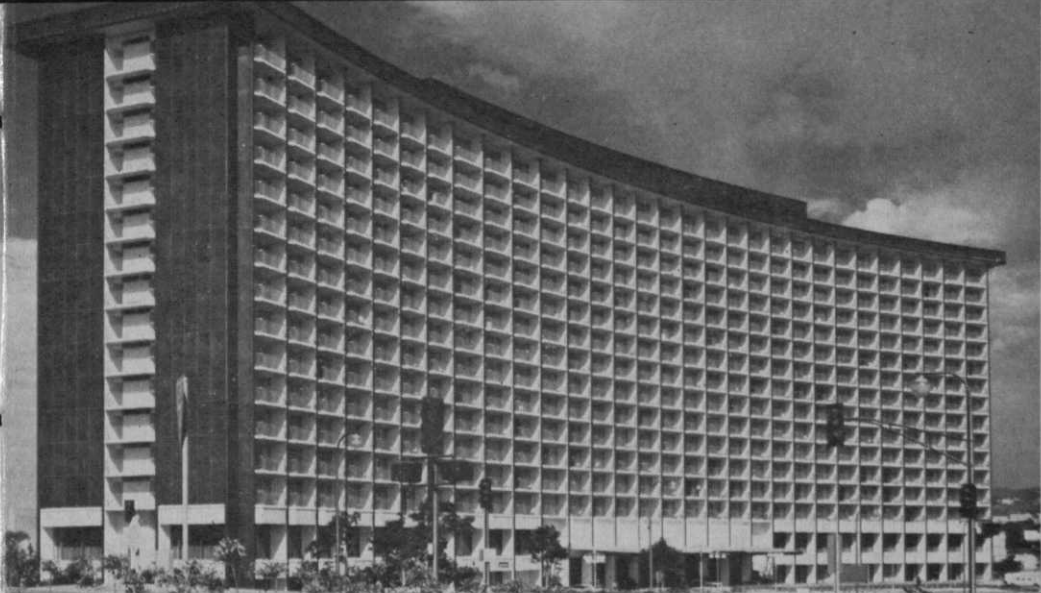
Country Club & Town
Club Roundtables
Ladies Fashion Show
Managers Luncheon
Closing Session
Formal Dinner Dance

THURSDAY, FEB. 9

Seminars
Marineland Tour & Lunch
(Ladies)
Managers Reception &
Luncheon
Consumers Panel
California Night

SUNDAY, FEB. 12

Farewell Breakfast



Los Angeles' new Century Plaza Hotel will play host to the 40th Annual CMAA Conference.

and association activity.

Irvin L. Kingsley, CCM, manager, Bel-Air Country Club, Los Angeles, and general chairman for the hosting Southern California Chapter of CMAA will be assisted by Vice-Chairmen Emil Lepp,

manager, Hillcrest Country Club (Hospitality); Eugene Seeber, CCM, manager, Los Angeles Country Club (Education); and Lee M. Seeger, CCM, manager, Lakeside Golf Club, Los Angeles (Administration). •

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