

Managers Turn Out Strong

Elections, seminars and a banquet of excellent ideas highlight the managers' annual meeting.

In the new \$32 million, 20-storied Century Plaza Hotel in Beverly Hills, California, the Club Managers Association held its 40th Annual Conference on February 7-11.

Horace G. Duncan, General Manager of the Cherry Hills Country Club, Englewood, Colorado, was elected president of the CMAA. He succeeds William J. Hodges, Manager of the Paradise Valley Country Club, Scottsdale, Arizona.

Other newly elected officers included Joseph J. Donoghue, CCM, General Manager of the Losantiville Country Club, Cincinnati, Ohio, vice-president, and H. Alton Owen, Harbor View Club, New York City, secretary-treasurer.

Newly elected directors for CMAA are: Peter D'Angelo, Hampshire Country Club, Mamaroneck, New York; David Ripper, Detroit Club, Michigan; E. Guenter Skole, Cosmos Club, Washington, D. C.; Gerald V. Marlatt, Northmoor Country Club, Highland Park, Illinois; and William Tucker, Lauderdale Yacht Club, Ft. Lauderdale, Florida.

Remaining on the National Board are Ed Fleck, CCM, Hillcrest Country Club, Kansas City, Missouri; Charles F. Hathaway, CCM, Los Angeles Athletic Club, Los Angeles, California; Lloyd G. Weber, CCM, Mayfield Country Club, Cleveland, Ohio; William J. Hodges, Paradise Valley Country Club, Phoenix, Arizona; and Willard "Red" Steger, River Oaks Country Club, Houston, Texas.

Over 1400 managers and wives from 52 Chapters attended the Conference—



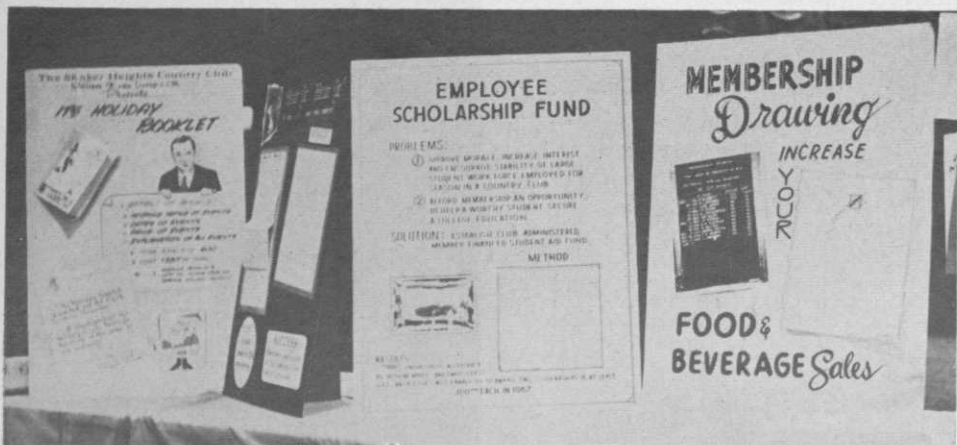
*Horace G. Duncan,
CMAA's new president.*

the high point in the association's educational program. The attendance showed an increase of 300 more than last year's total of 1100.

Outstanding seminars and guest lecturers included: Leonard Huck, "Services That Banks Can Offer Managers"; Dean James Taylor of the University of Houston, "Motivating Committee Manpower"; Fred Schmid, "Elements of Good Kitchen Design"; Master Chef Walter Hass of Lorrach, Germany, "German Foods for the Gourmet"; and Hans Prager, Executive of Lawry's, "Merchandise for the Extra Sale."

Other features of the five-day conference included specialized roundtables for

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The Idea Fair was again one of the focal points of the club managers' conference.

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town, country, yacht, and luncheon clubs; a two-hour Tax Clinic moderated by Walter Slowinski, tax counsel for the association and Washington partner of Baker, McKenzie; and a panel discussion of "The Perfect Club Manager."

Featured speakers during the conference were Dr. W. Bellentine Henley, one of General Motors' distinguished guest lecturers, James B. Somerall, President of Pepsi Cola, of H. B. Nootbar & Co.

Special kudos go to the managers of the Southern California chapter of CMAA under the direction of Irvin L. Kingsley, CCM, Manager, Bel-Air Country Club for the planning of social activities for the attending members of the conference.

The annual Idea Fair was once again a highlight of the conference. Winners included: 1st place — William Tucker, CCM, Lauderdale Yacht Club, Ft. Lauderdale, Florida, Theme—New Member Memorandum; 2nd place Gerald V. Marlatt, CCM, Northmoor Country Club, Chicago, Illinois, Theme—Date Book; 3rd Place—Charles Hornaday, CCM, Los Gatos Elks, Lodge 1857, Los Gatos, Calif., Theme—Parent-member sponsored teen-

age dance; 4th Place—Gunter Weihe, CCM, Wichita Club, Wichita, Kansas, Theme—Gaslight Party; and 5th Place—William F. Van Lierop, CCM, Shaker Heights Country Club, Shaker Heights, Ohio, Theme—Holiday Booklet.

The CMAA, now in its 40th year, has a membership of 2400 professional managers of bona fide country and town clubs and was established to encourage the education and advancement of its members in 1927. •

A MANAGERS PHILOSOPHY

- If you act like a "Boss" you will merely rely on your authority.
- As a "Leader" you will rely on cooperation.
- A Boss creates fear... A Leader creates confidence.
- A Boss creates resentment... A Leader creates enthusiasm.
- A Boss fixes blame... A Leader fixes mistakes.
- A Boss knows how... A Leader shows how.

MICHAEL A. CECERE, J. CCM
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 SOUTH HILLS COUNTRY CLUB
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Typical of the well-thought out exhibits at the Idea Fair was this "A Manager's Philosophy."