

# cmaa

## Managers to meet in Philly

*Besides a varied educational program, the CMAA is planning a special discussion on the future of the management area.*

The Club Managers Association of America will hold its 41st Annual Conference at the Bellevue Stratford Hotel March 4-9.

A varied educational program will include two panel discussions, four seminars, specialized club roundtables and a tax breakfast and clinic.

A keynote panel "Dimensions of 1976" will cover the following: The facts—the economy and population in 1976; the manpower—the employee of 1976; the tools—equipment of 1976; the product—foods in 1976, and the leadership—the manager of 1976.

Seminar topics will include: a buffet of food ideas; club organization of the future; party ideas shown in a slide presentation; programmed instruction—tomorrow's methods today; trends in convenience foods; recipe for executive failure and innovational thinking.

During a "feedback" panel, managers will have an opportunity to fire questions at the leaders of the seminars. Also, at a Learning Laboratory of Training Techniques on March 8, those attending the conference will be able to see in operation the training techniques discussed in the seminar dealing with Programmed Instructions.

At the Tax Breakfast on March 9, CMAA counsel Walter Slowinski will give managers his analysis of legal and tax developments for the year. He will also hold his popular Tax Clinic while ballots for officers and directors are being counted.

On the social side, the members

of the Philadelphia Chapter will be on hand on March 4 at 6 P. M. at the Bellevue Stratford Hotel to extend a hearty handshake and a bit of refreshment to the visitors from out of town at the Early Bird reception. The next day, the welcoming reception will be at the famed Union League of Philadelphia, one of the oldest (founded in 1862) and finest clubs in the country. Dan Layman, a past CMAA president, will be host.

Authentic Pennsylvania Dutch beverages and food will be served at a reception and dinner on March 7. Entertainment will also be supplied, but details were not available at press time. Earlier in the day, Joe Powell, management consultant, who was so popular at the Washington Conference in 1965, will speak at the men's reception and luncheon.

To enable managers and their wives to see historic Philadelphia, the whole of March 5 has been set aside for tours of the city. In addition, the evening of March 6 has been left free so that the many points of interest in and around Philadelphia can be enjoyed. (Bus transportation will be provided for those who wish to take in Philly's Latin Casino.)

Nor have the ladies been forgotten. For instance, immediately following lunch on the 6th, the ladies will be entertained by seeing the famous Boehms porcelain *objets d'art*. On the 7th, the ladies will tour the Colonial portion of the city and see the homes of many of America's great historical fi-

gures. Afterwards, they will lunch at the 1700 Restaurant, which is decorated in the colonial motif and located in the center of a colonial waterfront village.

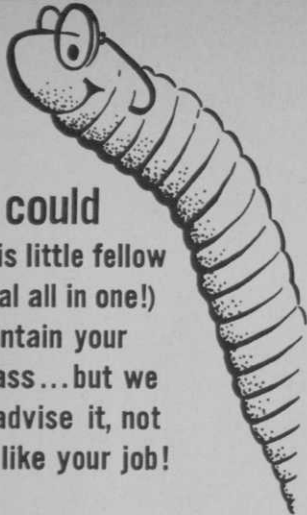
On Saturday March 9, the formal Banquet and Dance will be held, at which the old and new Board of Directors are honored. The conference will break up the next morning with a buffet breakfast.

Last year, over 1,400 managers and their wives attended the annual conference. It is confidently expected that the Philadelphia will likely set new records.

### CMAA Program, Day By Day

Monday	
March 4	6 p.m.-Early Bird reception
Tuesday	
March 5	All Day-Registration, Idea Fair, Tours of the city 6 p.m.-Welcoming reception at Union League
Wednesday	
March 6	Registration 9 a.m.-Opening business session, Board, Committee reports, Keynote panel: "Dimensions of 1976" Noon-Opening reception, luncheon (Men and ladies) Afternoon-porcelain art demonstration for ladies. 2:30 p.m.-Seminar No. 1 4 p.m.-Seminar No. 2 Evening free
Thursday	
March 7	9 a.m.-Seminar No. 3 10:30 a.m.-Seminar No. 4 Ladies' colonial tour, luncheon Noon-Men's reception, luncheon

*Continued on page 68*



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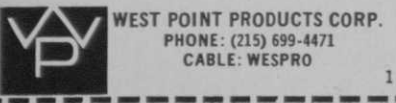
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3 p.m.- Feedback panel  
 4 p.m.-Specialized club roundtables  
 6:30 p.m.-Pennsylvania Dutch reception, dinner

Friday  
 March 8 9 a.m.-Potpourri film and slide presentations, Learning laboratory—Training techniques in operation  
 Ladies tour, lunch at Cherry Hill Inn.  
 Noon-Old and new luncheon—honoring charter members, 25-year club members, past presidents, first-timers, SAC awards  
 2:30 p.m.-Country and Town club roundtables  
 Evening free

Saturday  
 March 9 8 a.m.-Tax development breakfast  
 9:30 a.m.-Closing business session  
 1 p.m.-Men's reception, luncheon Afternoon free  
 7 p.m.-Formal reception  
 8:15 p.m.-Banquet and dance

Sunday  
 March 10 7:30-11:30 a.m.-Farewell buffet breakfast □

**reservoir** Continued

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