

CMAA peers into the future

41st annual conference centers on what clubs will be like 10, 20 years from now

by Laurice T. "Bud" Hall, CCM

GM, Pinehurst CC, Denver, Colo.

The 41st annual Club Managers Association of America conference, held recently in Philadelphia, concerned itself again, as it has the past few years, with "What will our clubs be like?" in the next 10 and 20 years.

In discussing forecasts and predictions, questions on the theme included:

What kind of members will we have at that time?

What will be their income levels and needs for recreational pursuits?

What will club managers be like?

What requirements and additional talents will be required to manage tomorrow's clubs?

CMAA, in an effort to meet the challenge of tomorrow, established a "Vision 77" committee composed of the board of directors and past presidents of the Association as well as the Club Management Institute Committee, the educational arm of the Association.

Based on revelations to date from the in-depth studies being conducted, it was deemed most appropriate to expose the members of CMAA to some of the findings and concepts in the futures of club managers, clubs, and boards of directors. Hence the creation of the Conference theme "Dimensions of 1976" which in this instance was tied to the "Spirit of 1776" in historic Philadelphia.

A keynote panel at the opening session was composed of six extremely qualified university professors and authorities in the field of change. The panel not only took a look at the field of club management in 1976, but in 1986, 1996 and the year 2000. All six of these individuals also conducted individual seminars.

They were: Dr. William Lazer, professor of marketing and transportation, Graduate School of Business, Michigan State University,

whose subject was "The Management of Change;" Judson Snell, associate director of the University of Chicago Management Center, whose topic was "A New Concept in Motivation;" Dr. Anthony J. DelVecchio, chairman of the psychology department, St. Thomas College, St. Paul, Minnesota, whose topic was "Dynamic Interpersonal Communications;" Dr. Robert Sedgewick, Syracuse University, whose subject was "Economics of Future Planning;" and Mr. Joseph Corcoran and Edward Kells both of the Dover Corporation, Groen Division, food equipment manufacturers, whose topic was "Trend in Convenience Foods and Equipment."

A feedback panel made up of the same participants was later conducted by Dr. Henry Ogden Barbour, CCM, Director of Michigan State Hotel Restaurant and Institutional Management School. This panel allowed members to raise questions to the experts about their specific subjects and the interest in the future of club management was quite apparent.

Additional seminar speakers were selected from the ranks and included: Jacques Aimi, manager of the Palm Beach Country Club, who spoke on "A Buffet of Food Ideas," and Gerald V. Marlatt, CCM, manager of Northmoor Country Club, and a director of CMAA, whose topic was "Party Ideas," which was complete with a slide film presentation.

Three of the finest luncheon speakers contributed greatly with the addition of their thoughts and theories on the future of clubs and tied the thoughts of their subjects to the concepts of ten and twenty years from now. Dr. Carl Winters, appearing through the courtesy of General Motors, spoke on "Your Human Relations are Showing."

Joe Powell, management consultant, spoke on "Change, Opportunity, and The Uncommon Man." Calvin Johnson, appearing through the courtesy of Sperry-Rand Corporation, discussed "Opportunities Unlimited" and added additional import with his wit and humor in expressing his concepts of the future.

Programmed instruction by Ray Semiscue, both in lecture and through a multitude of small learning laboratories of training techniques, brought managers up to date and talked of tomorrow's training methods today.

Additional roundtable discussions were held forth for the country clubs, town clubs and specialized clubs. Experts in various fields discussed specific problems at these clinics and attempted to answer managers' questions in the problem areas as follows:

Workers and wages

Club activities promotion

Insurance and retirement plan

Staff training

Board-committee relations

Mechanized accounting

Golf carts

The very popular tax breakfast had Walter A. Slowinski apprising managers of legal and tax developments affecting their clubs, their employees, and themselves. This presentation was followed by the also popular tax clinic during the closing business session and was conducted by Jack P. Janetatos also of the firm of Counsel, Baker & McKenzie of Washington, D.C.

Much of the credit for the conference must go to Edward Lyon, executive director of CMAA; Dick Landmark, assistant executive director and director of education; the entire staff of CMAA in the Washington, D.C. offices; and the Philadelphia chapter. □