

CMAA: Highlights of the conference

This year's 42nd annual Club Managers' conference was marked by education, technology and hospitality

By Jerry Marlatt

The 42nd Annual Conference of the Club Managers Assn. of America is now history. Just as past conferences that have been hosted by the Texas Lone Star Chapter have become memorable, so too has the recent one in Dallas. Activities began as early as Sunday, February 9th and continued until the following Sunday.

Sunday, February 9th, marked the CMAA board of directors meeting and luncheon, and the staggering attendance which was to mark this year's affair began. Although the snowstorm delayed travelers from New England, New York and the Eastern seaboard, the delay was only temporary; before the week was over the attendance had approached that of Los Angeles and Philadelphia in recent years.

Following the day-long board meeting on Sunday, the board of directors and their wives attended a mini-dinner, hosted by Helen Corbitt, food director of the Nieman-Marcus Company. The dinner, not very mini, began with a unique and refreshing yogurt and cucumber cold soup and continued with a delightful array of hors d'oeuvres. It was climaxed by an assortment of calorie-laden pastries and flambé peaches. Long before the conference was sched-

uled to begin, this writer had reached his climactic point, for I have been a long-time admirer and devotee of the Corbitt writings and recipes.

February 10 was dedicated to the golfers at the Brookhaven CC, but registration continued at its record pace and many disappointed golfers attended such events as the National Club Assn. board of directors breakfast meeting, the club management institute committee meeting, the NCA annual meeting, the C.M.I. committee luncheon, the NCA membership luncheon and the NCA board of directors meeting. The day was pleasant on the golf course and, reportedly, some 200 persons enjoyed the delightful weather and beautiful surroundings of Brookhaven. In the evening the entire group was welcomed by the Texas Lone Star Chapter at a "Howdy" reception.

Tuesday, the 11th, was another fun and activity-filled day and the conference had not even begun! Registration continued as delayed planes arrived from the East and late-comers jammed the registration areas. On this day the CMAA certification committee meeting was held and presided over by Thomas McGuffey, CCM chairman. That morning, the Idea Fair

opened and contained well over 100 entries. Entries had been swelled by the Southern California chapters holding their own Idea Fair within the chapter and sending the ideas onto the conference. Also, with the added incentive of becoming a member of the S.A.C. Judging Team on their 10,000-mile jet junket, many managers had taken the time and effort to present the best possible entries. (Editor's note: The 1969 Idea Fair was won by the author.)

In the evening, a delightful treat for both husbands and wives was attending a preview of the Nieman-Marcus annual fashion award show. During this entertaining and enlightening evening some of the latest fashions were presented. Also, we met the designers who were to receive the N-M awards. A bevy of beautiful models presented the fashions and among them were some of the socially prominent women of the Dallas community. Most of the women sat in awed rapture, while the men held onto their wallets until the moment when one of the most famous fashion personalities was shown in a \$25 outfit. Only then did the men breathe a sigh of relief.

On Wednesday, February 12,

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registration continued right up until the noon hour, but at 9:00 a.m. president Joseph Donoghue was on hand to officially open the 42nd Annual Conference. Perhaps the highlight of the morning session was the speech by Don Fuller, whose "Transitions in Management" held the audience to a point of hearing the proverbial pin drop. Mr. Fuller, the author of "Manage or Be Managed," gave a penetrating review of proven management techniques.

Mr. Fuller's talk was followed by a reception for the men, while the women dined at the famous old Adolphus Hotel and enjoyed a musical program. At 12:30 the Traditional Opening Luncheon was held and it featured Dr. Robert Beck, dean of the Hotel School at Cornell University, who spoke on "Operation Break-through."

In the afternoon, Don Fuller returned again, for a "shirtsleeve session" in which he explored and explained "How to Reduce the Risk in Decision Making." Mr. Fuller gave a most thorough and complete lesson in the essentials for making a decision and how their effects can be plotted on a curve. At this "shirtsleeve session," we individually analyzed previously-made decisions. Correct decisions were confirmed; while poor ones had their errors pinpointed. Through all this, a most valuable and much needed decision-making tool became available to the managers.

In the evening, we were treated to a progressive party at the Colonial and Ridglea country clubs in Fort Worth. Traveling by bus, we were then hosted by Gino Marazzi at Ridglea and Vergal Bourland at Colonial for a cocktails at one and dinner at the others.

Thursday, February 13, was another day of education and activity. Beginning at 8:00 a.m. with the Cornell Hotel School breakfast, the morning also contained the first and second educational seminars. Later, a reception was held followed at 12:30 p.m. by the Allied Associations lun-

cheon. Here the Professional Golfers' Assn. and Golf Course Superintendents Assn. were honored, as well as the winners of the awards for the best-run officers and NCO clubs in the Strategic Air Command. Luncheon was followed by the third and fourth educational seminars.

At 5:30 p.m. buses began departing for the Northpark Shopping Center and attendees departed for Ye Hosts Square Club and the Ex-Club Meetings. Later in the evening, many of the famed dining places of Dallas were filled with the conferees as they searched out cuisine of their choice.

Friday, February 14th was marked by the country club roundtable in the morning, which was moderated by George Wetmore, CCM, and co-moderated by Ken Emerson of the NCA.

From the morning until early evening, one of the highlights of the conference was presented at the Training Aids Center. L.T. "Bud" Hall, CCM, and G.V. "Jerry" Marlatt, CCM, were in charge. Here were to be found samples of some of the best staff training aids available. Here are some of the things which were on hand for perusal by the attending managers.

First was the Sight and Sound Program. Contained within this were a "Travelogue of Menu Ideas" which consisted of many slides from many clubs featuring ideas for buffets, entrees, salads and desserts. All were contained within a travel type presentation and attendees went from "coast to coast" in their pursuits of menu ideas. Slides and the recipes of the foods shown are available from the Club Managers Assn. of America at a nominal price.

A Theatre of Films with sound color films of such subjects as: "Curling" from the Exmoor CC, Highland Park, Ill.; "King of Clubs" depicting the Pinehurst CC, Denver, Colo.; "The Commodore Cruise" at the Los Angeles Yacht Club, and films from the National Aeronautical and Space Administration concerning the "Returns From Space" and two outstanding Peter Drucker management films.

An exhibit of phonograph records was also presented in this section and included such items as: "Speak Well," "How to Prepare a Perfect Dinner Party," "Wines" and "Effective Communications." They reflected the available recorded training aids, which the "do-it-yourself manager" can utilize in his training programs.

Employee Training Aids were effectively displayed with the Fairchild 400 and Technicolor 1000 machines utilizing materials from National Educational Media, Inc., in cooperation with the Culinary Arts Department of the Los Angeles Trade-Technical College. These short films, (approximately six to eight minutes) can be used at any time and in practically any location. This Professional Food Preparation and Service program series is unique in the culinary field and encompasses on cartridge-type film many subjects. Some 22 films are now available through the Club Managers Assn. of America's national office and 30 more are being prepared as of this moment.

Included in the Educational and Technology Exhibit was the Success Motivation Program. This was a cassette tape series covering several areas of the club executive field. It utilizes the repetitive learning process and has been designed by experts in the motivational sciences. Topics include: "Executive Motivation," "Dynamics of Personal Motivation," "Dynamics of Supervision," "Blueprint for Success" and "Motivation and Sales Training" and are now available through the CMAA and its Educational Services Department. Here, too, can be purchased at a special price the cassette tape recorder, which is the newest in communication and learning devices for the club manager.

Additional educational and technological materials were on hand and the conference attendees were able to see the Mid-Management Workshop display with available materials for planning a seminar for mid-management employees.

Always of interest, and espec-

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ially this year, where a "one-foot book shelf" had been prepared by Gwynn Fletcher of the CMAA, was the Book Mart. The top book in this area, of course, is "Private Club Administration" which is the official publication of the CMAA for both managers and club officials. Any club which is without this publication in its reference library can consider itself short-changed, for it is rapidly becoming the bible of the club industry. Inquiries can be made to the CMAA national office.

During the period the Training Aids Center was open, other activities were in full swing in many sections of the Statler-Hilton Hotel. At 11:45 A.M. a reception was being held prior to the "Light" Lunch, which featured John Watson, a renowned lighting engineer who gave a talk and slide presentation of lighting effects for both indoors and out. During the luncheon, the CMAA also honored its past presidents, charter members and 25-year club members.

By Saturday, February 15, the conference began with Jack Janetatos of the Baker and McKenzie law firm in Washington, D.C., speaking at the management breakfast. Mr. Janetatos gave informative and enlightening tax information and changes as they related to clubs in general and solicited questions from the audience which he intended to answer later in the afternoon.

At 9:30 A.M. the final business and voting session was conducted, by-law changes were discussed and awards made to various individuals. After the voting, Jack Janetatos returned to the rostrum to answer the earlier questions while the votes were tallied. Mr. Janetatos gave some information and directed those of a more complicated nature to legal counsels back at home clubs. Mr. Janetatos also told the persons in attendance of the importance of the recent position of the CMAA in relationship to the NCA and how clubs must unite behind the NCA to continue the work begun

by the CMAA in the area of club taxation.

When the voting had been recorded, our new president was H. Alton Owen, Jr., of the Harbor View Club, New York City. Vice President was William A. Tucker, Fort Lauderdale Yacht Club, Fort Lauderdale, Fla. Our new secretary-treasurer was David Ripper, Detroit Club, Detroit, Mich. New Directors were: Lloyd Weber, Mayfield CC, Cleveland, Ohio; Josef Auerbach, the Wichita CC, Wichita, Kans.; Nick McGowan, Sparrows Point CC, Baltimore, Md., and Irving Kingsley, the Bel-Air CC, Los Angeles, Calif.

The morning business activities were followed by the noon reception and the closing luncheon. Dr. W.E. Thorn, a Baptist minister from Wichita, Kans., provided both humor and religious guidance at our noontime repast.

Following luncheon, a pension panel was conducted by Earl Whitney, our insurance advisor and Mr. Janetatos, our counsel.

Saturday evening was marked by the formal reception and formal dinner-dance with its introduction of the new officers and directors for the coming year. President Joseph Donoghue of the Losantiville CC was presented with a gift from the membership as our outgoing president.

Sunday was complete with the farewell buffet breakfast, and at 9:30 A.M. the new board began its first meeting. At 12:30 they were joined by the distaff side in the traditional luncheon honoring the board, the officers and their wives. Also, honors and thanks were heaped on general chairman and past president John Outland of the Dallas CC who had done such a magnificent job of conducting the conference.

Mr. Outland was high in praise of his marvelous committee men and women as well as those persons who had done such an outstanding job in the areas of Hospitality, Food, Entertainment, Housing and Transportation.

Now our thoughts leave Dallas; we think of 1970 where we will meet in San Francisco in February of next year. So we say, "Good-bye Dallas . . . Hello San Francisco . . . see you all soon." □