

# CMAA

## Club managers meet in big D

*This year's conference will gather data about today's manager, offer training aids, run an idea booth, and hold a dance. So bring your pencil, your glasses, your wits and your tuxedo*

**A**lthough the largest attendance in the history of the Club Managers' Assn. of America is expected (about 1,500, 800 of whom will be managers), the previously announced project to profile the typical club manager will not be part of this year's 42nd Annual Conference which meets at the Statler-Hilton in Dallas, February 11 to 15. The reason, according to CMAA officials, is the belief that only those managers who perform at an unusually high level will be attending the conference. Thus, an accurate picture of the typical manager will be impossible. CMAA officials hope to get the project rescheduled and programmed later in the spring.

Despite this setback the Day of Statistics, scheduled for February 14, will take place. The CMAA will ask some 150 questions of the managers attending, classify the information gleaned into four general areas—professional backgrounds, employment practices, educational activities and social habits. A box with three dials

marked A, B, C will be in clear view for the expected 500 to 600 members of that day's audience with terminals connected to the box through which managers will register answers to questions posed. For example, the following question might be asked: If your salary is \$20,000 a year or more, press when letter A is called; if \$15,000 to \$19,000 press when B is called; if under \$15,000 press when letter C is called.

Tabulation with this system, says the CMAA guiding spirits, will be immediate, and managers would be able to take away from the conference any information they may want for the future.

This event will run a full day; country club managers will be queried in the morning, town club managers in the afternoon.

In addition to the statistical survey there will be a training aid center and an idea booth opened to those not being questioned. The training aid center will show a selection of slides that the manager may order for his club. A

list of all the topics available will be provided.

No meetings will be scheduled on opening day, which will enable managers to arrange their own business meetings, if they wish. The formal program will begin on February 12 with the basic theme, Transitions in Leadership.

The other days will be filled with talks and seminars. Don Fuller, author of "Manage or Be Managed," will be the main speaker and will open the conference with the topic, Transitions in Management. Dr. Robert Beck, dean of the Hotel School at Cornell University, will be the featured speaker at a luncheon and will talk on Operation Breakthrough. This talk will be a projection of what the club management industry will be like in the year 2000. Mr. Fuller will close the afternoon session with the talk, How to Reduce the Risk in Decision-Making.

Seven seminars, each one hour long, will be the next day's activities; each will be repeated four times. □