

# CMAA

## Profiling the manager *At the Dallas CMAA convention a computer will seek a composite of today's manager*

One of the highlights of the 42nd annual Club Managers Assn. of America Conference, February 11 to 15, will be the Day of Statistics. The purpose is to come up with a profile of what the manager is like, what his responsibilities are, what his jobs are and who he deals with.

This will be the CMAA's first attempt to find out, with the use of a computer, vital facts such as titles, how many people are employed under a manager, functions and similar pertinent information. At press time, no exact questions were formulated. The association has queried the manager in the past, by means of questionnaires, but this time it hopes to capitalize on the heavy concentration of managers at the Statler Hilton show in Dallas, Tex.

Reservations are running ahead of any previous meeting. One official estimates the conference will attract approximately 1,200 managers plus some 500 wives.

The opening day will be set aside to allow members to have business meetings. The talks will begin on the 12th. The 1969 edition's theme will be *Transitions in Leadership*. The main speaker, Don Fuller, author of "Manage or Be Managed," 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 the luncheon and will talk on *Operation Breakthrough*. This talk will be a projection of what the club manager industry will be like in the year 2000. Mr. Fuller will close the afternoon session with another talk, *How to Reduce the Risk in Decision-Making*.

Seven seminars, each one hour long, will be the next day's activities. Every one of the seven will be repeated four times that day. The seminars are:

1. *Transitions in Food and Equipment*—by Dr. Edward E. Anderson, Defense Food Research Laboratory, Natick, Mass.

2. *Transitions in Personnel Practices*—by Calvin White, Food Service Industry Training Program, Inc.

3. *Transitions in Member Marketing*—by Winthrop Grice, vice president of marketing, Marriott, Inc.

4. *Transitions in Management Processes*—by Dr. Maneck Wadia, California Western University at San Diego.

5. *Transitions in Clubhouse Maintenance*—by Robert James, president, Memphis Building Maintenance Company.

6. *Transitions in Managerial Relationships*—by Reed Seely, manager of the Harvard Club in Boston.

7. *Transitions in Club Accounting*—by members of the Univac division of Sperry Rand Corporation.

The CMAA will host members of the Professional Golfers' Assn. and Golf Course Superintendents Assn. of America at a social luncheon during the day.

Friday will be concerned with the previously mentioned Day of Statistics. Also scheduled is a speech by John Watson at the luncheon on the Effects of Lighting in the Country Club.

The closing day will feature a management breakfast and a luncheon that will spotlight a management and tax clinic, designed to end the conference on a humorous note. Dr. W.E. Thorn, Baptist minister from Wichita, Tex., will be the final speaker. A banquet and formal dance in the evening will conclude the show.

Next year's show will be at the Freemont Hotel in San Francisco. Exact dates were unavailable at press time, but it will be again in February. □