



The 1971 Club

Managers Assn. of

America conference, held at the Fairmont Hotel will be hosted by the San Francisco and Northern California chapters. Past president of CMAA, John Bennett of the San Francisco Commercial Club, is the general chairman, and he is being aided by most of the members of the chapter and their wives.

The conference is officially scheduled to begin on Wednesday, February 4th, but that is really when it gets down to business. For many of the attendees, it will begin with a trip to Las Vegas, which is being sponsored by the Greater Chicago Chapter and is scheduled to leave January 30th from Chicago and Detroit.

Others will be vacationing in California and San Francisco, and it is conceivable that some may have arrived on the West Coast as early as mid-January. It is quite possible that some will go via Los Angeles to revisit the conference site of 1967.

If I may make a suggestion, everyone who is coming to the conference should plan to spend a few days before, or a few days after, touring the Bay Area. Because sightseeing is a normal part of attending any conference, and San Francisco is a particularly fascinating city, I suggest that you do a bit of traveling on your own while there. Men should bring fall suits, a light combination top coat-rain coat, bermuda shorts, a pair of comfortable shoes, some soft slacks, a sweater, a light jacket and golf clubs. Plan to do some walking in the various areas of Fisherman's Wharf, Chinatown, Twin Peaks and Golden Gate Park. Women should bring a minimum of things, and then plan to use some of the great shopping facilities that exist in this area. Also, bring comfortable shoes and some comfortable clothes in which to enjoy your stroll.

Here is a rundown of the program that will take place. The conference will begin preliminary activities on Sunday, February 1st. Executive director, Ed Lyon and his staff will be in the Empire Room, which is just to the left of the Street lobby entrance at the Fairmont Hotel. His office will be "open 24 hours" a day. Also, in this area are the Garden and Green Rooms, where coffee will be served from 8 a.m. until 5 p.m. every day of the conference. Registration will be going on in the lobby from noon until 6 p.m., and CMAA's board of directors will be

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Illustrated by Art Sudduth.



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holding their meeting from 9 a.m. until 6 p.m. in the French Room.

Incidentally, Sunday can be the ideal day to rent a car or take a walking trip of the city during the daylight hours. The evening can be the beginning of some epicurean exploration of the famed and varied restaurants of the city.

Monday, February 2d, will have virtually the same activities as Sunday, except that registration will begin at 8 a.m. in the lobby and continue until 6 p.m.

Tuesday, February 3d, will be an active day, even though the conference does not begin until Wednesday. Again, registration will be going on in the lobby for the entire day. From 8 a.m. until 5 p.m. in the 20th Century, State, Frontier, Far East and California Rooms, there will be a continuous showing of audio visual films and a display of CMAA sales materials. Here one can view interesting films, slides and audio visual presentations concerning areas of club management interests. In this area, too, will be the annual Idea Fair.

At noon and continuing until about 2 p.m., the Past Presidents Luncheon will be held in the Florentine Room. After they have left, the nominating committee meeting will be held in the same room from 4 to 5:30 p.m. At 2 p.m. the chapter officers will assemble in the Hunt Room for their meeting and the certification committee has been invited to meet in Ed Lyon's suite from 4 until 5:30 p.m.

Wednesday, February 4th, is opening day. Here is a rundown of the day's activities. The national office, the coffee and hospitality area and registration will begin at 8 a.m. At 9 o'clock in the Grand Ball Room, the opening session will begin, at which the keynote speaker will be Dr. John R.

Searle, who will bring to us some of the issues of our times as he talks on "Confrontation and Confusion on the American Campus." Following the opening session a reception will be held in the Terrace and Vanderbilt Rooms from 11:30 until 12:30 and then members and wives return to the Grand Ball Room for the opening luncheon.

After luncheon the men return to the Terrace and Vanderbilt Rooms for the annual legal clinic and meeting.

On Thursday, February 5th, the seminars begin. Here is a look at the line up: "Correct Wine Service for Private Clubs"; "Manpower—Where to Find It and How to Keep It"; "Narcotics Abuse and How It Affects Our Society"; "Your Image Through Housekeeping"; "Insurance Problems Most Commonly Overlooked by Clubs"; and "Teenagers in Private Clubs."

During the 11:30 a.m. to 2 p.m. period the seminars will recess for a reception in the Grand Ball Room followed by luncheon. At the luncheon, Ray Montsalvatge will speak and the title of his talk is "Uncork Your Hidden Talents." After luncheon the seminars will continue.

At 6 p.m. there will be a reception in the Terrace and Vanderbilt Rooms, followed by a dinner party at 7 p.m. in the Grand Ball Room.

Friday, February 6th, is special Problems Round Tables Day in the various rooms of the mezzanine level. The town club managers will go to this area in the morning, while the country club managers are gathering Instantaneous Ideas at the Selectravote session in the Golf Room. After an 11:30 a.m. reception followed by luncheon in the Grand Ball Room, the order will reverse.

Friday evening is open.

Saturday, February 7th, begins with the opening of the CMAA office and the coffee room at 8 a.m. At 9 a.m. in the Venetian

Room the attending members of CMAA will assemble for the closing session, which includes the annual meeting and election of officers. Awards will be given to the worthy recipients, committees will report on their activities during the conference and new names will come onto CMAA's board of directors.

After the meeting closes, there will be another reception and luncheon from 11:30 until 2 p.m. in the Grand Ball Room.

At 7 p.m. in the Terrace and Vanderbilt Rooms, the final reception will be held followed by the annual formal dinner and dance.

Sunday morning, February 8th, is the last day of the conference. The national office remains open until noon and a buffet breakfast is served for all from 7:30 a.m. until 11 a.m. as a final farewell. Up in the Green Room, the board of directors will go back to work, with their new members. That evening, they will be joined by their wives for a dinner.

The CMAA conference combines many things: education, social affairs, business meetings and entertainment. It is also a week in which a manager has the opportunity to gain ideas, education and inspiration to help him in his work, but it also engenders in him the desire and knowledge to do a better job.

There should be little time spent by any club in deciding whether or not to send its manager, superintendent or professional to an educational conference. There should be less consideration given to the financial aspects and absence from the facilities for these persons. With the rapidly changing areas of technology, legal aspects, employee training and labor saving methods, and the need for innovation, efficiency and promotional activities, what club can afford not to send their top personnel to these gateways to ideas?

—Jerry Marlatt