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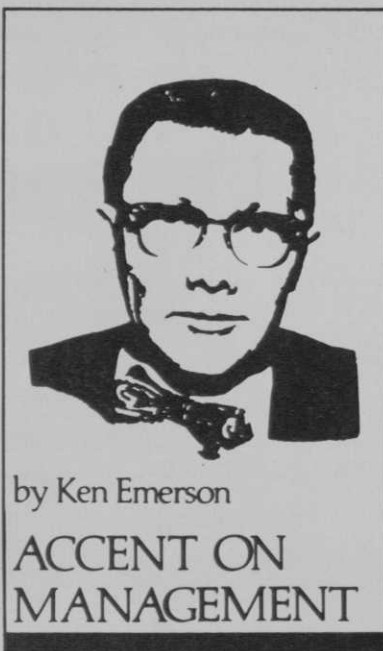
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by Ken Emerson

ACCENT ON MANAGEMENT

**NCA convention dialogue:
Preserve the traditional
club system; voluntary
change from within**

As part of our policy of presenting all sides of the important issues facing our industry, we earlier reported on the first two segments of the National Club Assn's "Operation Aware: A Civil Rights Dialogue"; those dealing with the legal background of the issues and the opinions of an activist in the field. This month we conclude with the concern of the more conservative clubs and the hopes of what some people call "the counsel of the concerned."

"I do not believe that clubs should be prohibited from discriminating, but I do believe that clubs should not discriminate because of the effect it has on their own members, on those persons whom they exclude and on the club itself." This was the main thrust of Harry Keaton's more moderate viewpoint on the private club system.

"There are those who favor the present system. They see an invasion of their right to associate with whomever they wish. In fact, they see an invasion of their constitutional right to associate. They fear that the courts and the legislature will abridge their right and that there will be one more governmental interference in their lives.

"Those who oppose the present system foresee large recreational areas being set up as private clubs where segregation will be enforced. They fear that restaurants will be run as clubs, not as a subterfuge, but to simply establish bona fide clubs to perpetuate discrimination. The result would be complete exclusion of minorities from the mainstream of the community."

Said Keaton, "What I think we need is a common sense approach in order to analyze those fears expressed on both sides. I think we will find that most of the fears are exaggerated.

"First, let's look at the law. The court opinions show quite clearly that the case law, as it stands today, will not permit any subterfuge use of the club exemption under the Civil Rights Act to exempt commercial activities.

"On the other hand, U. S. Supreme Court justices have made it equally clear that, in their view, there is no such thing as a right to belong to a club. So the fear of court action can be laid aside.

"What about the fear of an avalanche of members from a minority group?" asked Keaton. "First, experience has proven it not to be true. In other words, it hasn't happened in those clubs that opened their doors. Secondly, it cannot be so. You enter a club because someone knows you and presumably knows you well, is a member of the club and is willing to sponsor you.

"For the same reason, it is silly to worry about whether a person who comes into a club and has a different background will feel uncomfortable. If he joins . . . it's because he has friends who belong, with whom he wants to share activities of the club."

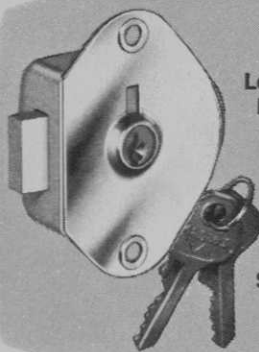
Speaking for the conservatives, Richard Worthington felt that clubs are basically a group of people socially similar, who gather together for a common purpose because they have desires and interests in common. It was his opinion that such clubs had a responsibility to their members and would only lose their rights of privacy through membership apathy.

Keaton, however, in stressing his call for policy change from

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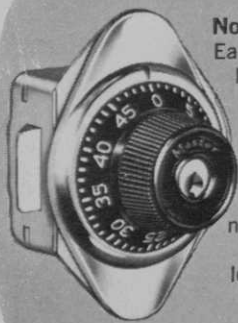
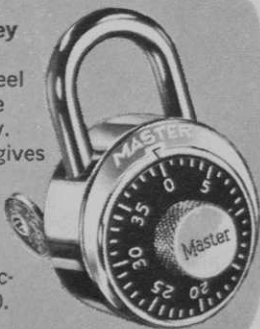
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EMERSON

(Continued from page 10)

within noted, "Fifteen years ago the issue that you are hearing discussed today was being discussed in much the same way in the fraternity world. I was in a fraternity in those days. We had black-balls. Fraternities have come a long, long way from this. It is very difficult today for the fraternity to maintain itself because it has become more difficult to get pledges. As a lawyer for clubs, as a club member, I would hate to see this happen to clubs.

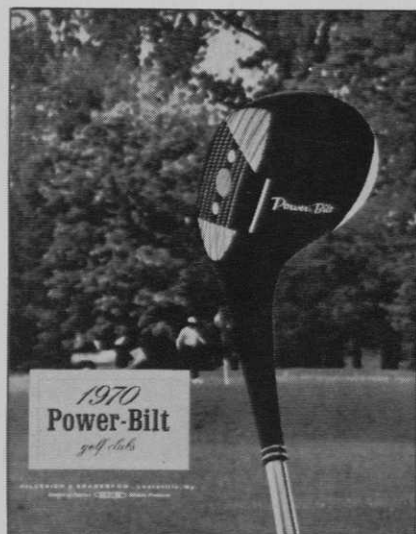
"I don't think there can be any question that, rightly or wrongly, the young have a very different attitude towards many things than we do . . . These young people will be the 'establishment' of tomorrow . . . My prediction is that they will turn to those clubs which will maintain high standards, but not the particular discriminatory ones we are talking about today.

"What then is my answer? It is not to prohibit discrimination in clubs, whether by statute, court decision, administrative action, or otherwise. It is to safeguard the right of free association of club members by voluntary changes within the club which will insure that when a substantial majority of club members want to accept a new member who meets objectives and standards of the club, they will have the right to do so. This will not infringe on anyone's freedom to associate, it will increase it . . . And all of us today need as much freedom as possible in our highly regulated lives." □

60 Minute Systems forms affiliate

An affiliated company, called *Dynamic Systems, Inc.*, which would diversify into the leisure and shelter field, has been announced by 60 Minute Systems, Inc., the largest stockholder in the newly-incorporated firm. Named board chairman was John L. Hopwood, president of the national dry cleaning franchise chain and one of the principal stockholders; Kenneth E. Allen, a 60 Minute executive, has been named president.

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