

Managers: Looking Beyond the Clubhouse

CMAA plans to broaden its educational program with seminars on agronomy, irrigation and pro shop operations. The aim of the program is to acquaint the manager with all aspects of a club's operation and the problems of other club administrators

By **JERRY MARLATT**

Club Managers attending a new Club Managers Assn. of America educational workshop this year will be dealing with topics that one may expect to find on a seminar scheduled for professionals or superintendents. Agronomy problems, watering systems, the professional and his staff, the golf shop and services—these are just a few of the subjects to be covered in the area of outdoor recreation administration.

It is not the intent of CMAA to create golf pros or golf course superintendents out of club managers. But it has become readily apparent to the Club Management Institute, the educational wing of CMAA, that if the manager, the professional, the golf course superintendent and other "professionals" were to work in harmony with fiscal efficiency and an awareness of the members' wants, some basic education is needed. Therefore exploration, research and study has been given to this subject over a two-year period.

Before the course was developed, contact was made with the Professional Golfers' Assn., the Golf Course Superintendents Assn. of America and other related associations. Through their advice and suggestions, it is hoped that the

workshop will appeal not only to the club manager but will be interesting enough so that the golf professional, the superintendent and perhaps even some of the chairmen will attend the portion related to their individual club.

The workshop will be conducted at four specially selected sites. Other topics which will be covered in seminars will include swimming pool maintenance, tennis courts, skeet ranges and other recreational

facilities of a club. Although actual workshop fees have not been worked out, CMAA hopes that by paying only one-fourth of the registration fee, an interested person from any CMAA member club can attend at least one day of the workshop. There may even be an interest on the part of the professionals in clubs that do not have club managers and they would be welcome to attend at the non-member rate and also on a proportionate daily basis. All of the details of such charges are available by writing, Ed Lyon, Executive Director of the CMAA at 5530 Wisconsin Ave. N.W., Washington, D.C.

CMAA began this program because of real problems that have been encountered by some members. One member found himself without a golf professional during the middle of a season. For over three months, the club operated without a competent pro. Another manager was faced with operating a golf course which had just suffered the death of its superintendent, and no qualified second man had been left in his passing. Another manager was faced with the building and staffing of a tennis facility in a new club, which had

Continued on page 66

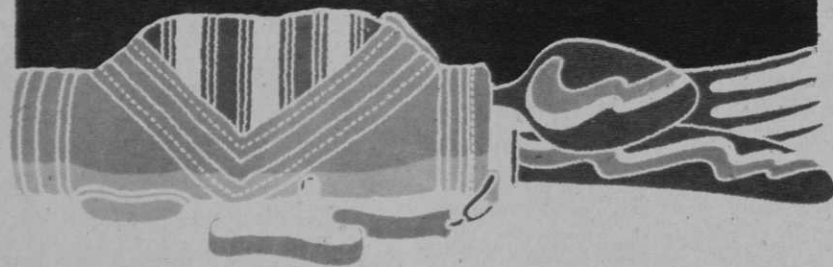
A schedule of events

A tentative schedule of events is as follows: July 20 to 23, University of Houston, Houston, Tex.; August 10 to 13, Cornell University, Ithaca, N.Y.; October 12 to 15, University of Chicago, Chicago, Ill.; October 26 to 29, Portland State University, Portland, Ore. All of the dates are arranged for a Sunday night arrival at the site, classes Monday through Thursday, with a late afternoon departure on the final day.

All workshops will convene at 8:30 a.m. and continue until a 10:00 a.m. coffee

break. After the intermission, classes will run until 12:00 noon. From 1:30 p.m. until 3:00 p.m. will be the first afternoon session, followed by a 30-minute coffee break. The final afternoon sessions will run from 3:30 until 5:00 p.m. All luncheons as well as coffee breaks are included in the registration fees. On the opening day and the third day there is customarily a dinner held either at the workshop site or at a nearby club. The dinners are also included in the overall fees and the cost would be added if one merely attended that particular day.

Carol Mann's favorite dish



By ANN MANN

Mrs. Mann, mother of champion golfer Carol Mann, offers two of Carol's longtime favorite dishes. Unfortunately, they are served only as often as Carol's grinding schedule permits her to visit home.

MARYLAND FRIED CHICKEN

(90-year-old recipe)

Chicken pieces (cut up)
Flour
Salt
Pepper
Paprika

Put flour, salt and pepper and paprika in a brown paper bag. Then place the chicken pieces in the bag and shake well.

Heat vegetable oil in skillet until very hot, place three or four pieces of chicken in skillet (don't crowd). Fry until light brown—about five minutes on each side.

*Place chicken in another brown paper bag to absorb grease.
Serve.*

MARYLAND CRAB CAKES

1 pound back fin crab meat
2 egg whites
2 tablespoons mayonnaise
1 tablespoon mild, wet mustard
1 teaspoon salt and pepper
1 tablespoon Worcestershire sauce
Fresh parsley (half bunch)

Beat egg whites until stiff. Add mayonnaise, mustard and salt and pepper. Add crab meat and fresh parsley. Shape into cakes. Heat vegetable oil (about one-half inch) in a frying pan and brown the cakes. Drain cakes on paper towel and serve hot.

Makes six to eight crab cakes.

CLUBHOUSE

Continued from page 65

not been contemplated when the club opened. Still another club was remodeling its swimming pool and the pool director of 18 years was retiring at the same time. Many of the member managers became aware of their lack in knowledge of these operations.

So too, some clubs are finding that they must compete for the total disposable recreational dollar of the club member. In this area some clubs are adding skeet, snow mobiling, night tennis, heated year-round swimming pools, curling rinks, fishing lakes, day camps and gymnasium facilities. All too often the manager, the pro or the superintendent are the only areas to which the board can assign their staffing, operation and maintenance. So, there is a need for additional knowledge on the part of the club manager.

We also find, in the well-run, financially sound, member satisfied club an air of harmony, co-operation and efficiency among the manager, the professional and superintendent. Here too, whether the allied professionals are full-time or on a seasonal basis, there is close contact among all of the persons involved, and continued co-operation is required among any manager-golf professional-golf course superintendent team if any of the three is to progress. It is not coincidence that at a club with a golf pro who is financially successful the golf course superintendent and manager also are well paid. Nor is it mere happenstance that in the well-equipped shops you find the same interest on the part of the officers and board for good equipment.

If managers are to cope with the problems of spiraling inflation, decreased and unskilled labor, increased demands on facilities, technological developments, environmental controls and taxation, it is the informed and concerned professionals who will survive. □