

CONVENTION FLASHBACK

CMAA

In England one often hears the phrase, "we will lay it on." Translated into American this means "to do it up right." The city of London, the Grosvenor House Hotel and all of England "laid it on" for the Club Managers Assn. of America, the National Club Assn. and their wives and guests.

At Heathrow Airport, Ireland, we were greeted by genial John Cremers of the Empire State Club (New York City) and the members of the Hospitality Committee. Some of the managers were whisked away to the CMAA board of directors meeting leaving their wives to clear customs and complete embarkation procedures. Those managers who remained were taken by bus to the Grosvenor House Hotel.

On Sunday evening, January 17th, one of five groups of diners was scheduled for an Elizabethan dinner at the Gore Hotel.

Monday, January 18th, began with registration, a meeting of the Club Management Institute and the National Club Assn. tax clinic in the ballroom of the Dorchester Hotel. In the afternoon, the ladies at a tea received information concerning London.

At six the following morning, some 150 people assembled to tour the Convent Flower Market. Following tea and cheese buns, the tour returned to the hotel for an all-day tour of London, which included the British Museum, London University, Trafalgar Square, the Houses of Parliament, Westminster Abbey and the changing of the guards at Buckingham Palace. At noon, a Ploughman's Lunch of beer, bread and cheese was served in about 10 London pubs. That afternoon the tour continued through Fleet Street, St. Paul's Cathedral, the Bank of England and the Tower of London.

On Wednesday early risers were taken to Billingsgate Fish Market. From 9 until 11:30 a.m. the ballroom was packed with those who had come to see Peter Berners-Price, conference and banqueting executive of the Grosvenor House, demonstrate the serving of French, Russian, English and American foods.

At lunch, the 900 attendees and their wives dined with British club secretaries and their wives for a "Counterpart" Luncheon. Richard Edmonds, secretary of the famous Boodles Club, spoke on British private clubs. Following luncheon some 15 British club secretaries formed a "Meet the Press" type panel and discussed British clubs and secretary's duties with their American counterparts. Half way through the discussion, the tables were turned and the Englishmen questioned the American managers.

On Thursday, once again early risers were on the move, journeying to the Smithfield Market, which is London's meat market. At 9:30 a.m. one of the finest days of seminars in CMAA's history began. Dr. Robert Beck, Dean of the School of Hotel and Restaurant Administration, Cornell University, spoke on planning for the future. Raymond Oliver, owner of France's renowned Le Grande Vefour Restaurant, discussed the preparation of French cuisine. Included in the seminars were tours of the Naval and Military Club, the Oxford and Cambridge Club, the Sackville Club, the Garrick Club and the Roehampton Club. Also toured were the Tanqueray and Beefeater distilleries, the Whitbread and Guinness breweries and the Le Begue Wine Cellars. Films, provided by the Scotch Whiskey Assn.

and Beefeaters Distillery, augmented our seminar program.

In addition, Dr. James C. Taylor, Dean of the School of Hotel and Restaurant Administration, Houston University, spoke on personnel training. Professor Colin Laycock of Sheffield Polytechnic Institute lectured on management training techniques used in England.

Friday, January 22nd, and now the conference was nearing an end. In the morning there was an Educational Wrap-Up Panel with Deans Beck and Taylor and Dr. Derek Gladwell who heads up the Department of Hotel and Institutional Management at Sheffield Polytechnic Institute. They exchanged views on their opinions of English clubs and American club managers.

Following luncheon we entered the final phase of our conference and with it our closing business and voting session. The proposed elimination of the one-year waiting period for eligibility for CMAA membership was voted down. Membership requirements remain one year at one club for managers and two consecutive years at one club for assistant managers. Affiliate memberships were abolished, and it was established that new chapters must now have 10, instead of seven to organize or continue a chapter of CMAA.

On Saturday, the Farewell Hunt Breakfast was held. Many stories will follow concerning visits to St. Andrews and Turnberry Golf Clubs and trips to Guinness Brewery in Dublin, the Scottish distilleries in the Highlands and visits to the wine country. But none can compare with the fabulous week in London when they "laid it on" for the CMAA.

—Jerry Marlatt