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by Ken Emerson

ACCENT ON MANAGEMENT

NCA Conference highlights

Clubs who have been trying to operate under the Tax Reform Act of 1969 during the past year have a keen appreciation of the problems of the man who comes into a strange city, rents a car and tries to find his way around town without the benefit of a street map.

Lacking the long awaited Internal Revenue Service guidelines and regulations, it has been exceedingly difficult for clubs to anticipate the requirements which the IRS may ultimately demand. Indeed, it has often been necessary for clubs to expend considerable time, money and effort to institute procedures which may never be needed.

However, the long vigil is apparently about to end. Within the next few weeks—perhaps by the time this is read—the IRS's proposed regulations will be made available to the industry. A detailed analysis and review of the regulations and their effect on the private club industry, both tax paying and tax exempt, will be an integral part of the National Club Assn.'s 10th Annual Conference in London, England, January 17th and 18th. The effect on the industry of both the Tax Reform Act of 1969 and its accompanying regulations was the principal factor controlling the planning of the program for the London conference as can be seen from the schedule set up by NCA.

January 17th

NCA Board Meeting—9:00 a.m. to 4:00 p.m.

Membership Reception—5 p.m. to 7 p.m. (host: Arthur Guinness, Son & Company and Guinness-Harp Corp., N.Y.)

January 18th

9:30 a.m.—“Advantage of Retaining Profit Exemption”

10:30 a.m.—“Problems of Private Clubs and Rights of Private Association”

12 noon—Cocktail Reception

12:30 p.m.—Luncheon and Annual Meeting

2:30 to 4:30 p.m.—Tax Clinic—“Rules and Regulations Affecting Compliance with the Tax Reform Act of 1969”

6:30 p.m.—Opening Activities of the Club Managers Assn. of America Conference

A special message to club presidents

The single individual most responsible for the success of your club's day-to-day operations is the club manager. You depend on his ability to work with the members, club staff, you and your board of directors, and on his knowledge of club problems and possible solutions.

He in turn needs to know what is going on in the club world. One of the best sources of information available to him is the annual conferences of his professional association, the CMAA and your trade association, NCA.

However, club managers are often so dedicated to their clubs that they are reluctant to ask them to provide the funds necessary to allow them to attend these meetings. If this is true of your manager, we urge you to correct the situation.

CMAA's conference will be held in London, January 19th to January 23d, immediately after NCA's. Although such club policies as “Advisability of Retaining your Non-Profit Exemption,” “Your Rights of Private Association,” and the “Tax Clinic” will be discussed during NCA's meeting, CMAA's program will allow your manager the unprecedented opportunity to hear such speakers as Dr. Robert Beck, Dean of the Cornell School of Hotel and Restaurant Management and Dr. James Taylor,

(Continued on page 26)

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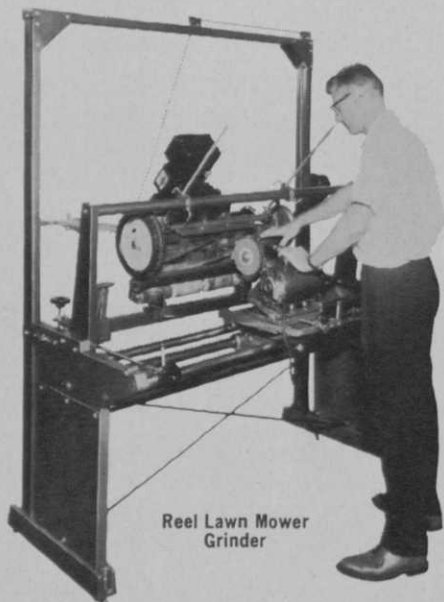
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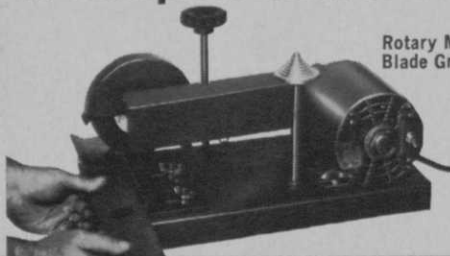


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This once-a-year opportunity also provides the manager with an even more important source of information: the chance to discuss his problems—your problems—with his peers. Several hundred other club managers represents many years of administrative experience.

Special charters and room rates have place this conference within the reach of every club budget. If your manager has not already been authorized to attend, tell him to sign up. He'll know how, and you'll find that the club dollars spent on the meeting will be returned many times in ideas, know-how and a fresh viewpoint.

Other activities

The NCA hosted the fourth meeting of the Alliance of Clubs and Golf Organizations in Washington, D.C., on November 30th, 1970.

One of the major topics of discussion at this meeting of the principle associations of the club and golf industries was the recent series of articles on the vanishing greenbelt appearing in GOLF Magazine (October issue) and in GOLFDOM (September issue).

In dealing with this and other pressing problems facing the industry, members of the Alliance considered plans to coordinate their efforts to best utilize their resources in seeking solutions. A full report on their activities will be made public in a few weeks. □

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