



By Jerry Marlatt

BACK WHERE IT ALL BEGAN

In London club managers will be able to see the modern and the historical, and learn something from both

The sharing of experiences between American club managers and their British counterparts is the major advantage of holding the 44th Annual Conference of the Club Managers Assn. of America in London this year. Added to this is the special knowledge that the roots of the American club system originated in that soil.

The conference will be held January 17th through January 23rd at the Grosvenor House hotel. One thousand participants are expected to attend, representing America's finest clubs and the various military clubs around the world. Because the headquarters hotel has long been filled, attendees will also be housed in the London Hilton, Dorchester, The Royal Lancaster and Britannia Hotel.

Education in its broadest sense is the theme of the conference, and club managers will be able to avail themselves not only of the educational aspects the conference offers, but a great deal more, which is easily accessible. For example, managers can begin Sunday morning with A Walking Tour of London or a visit to Westminster Abbey.

After the CMAA board meeting and the National Club Assn. reception, the first group of 250 will be taken by bus to the famed Gore Hotel for an Elizabethan dinner. In

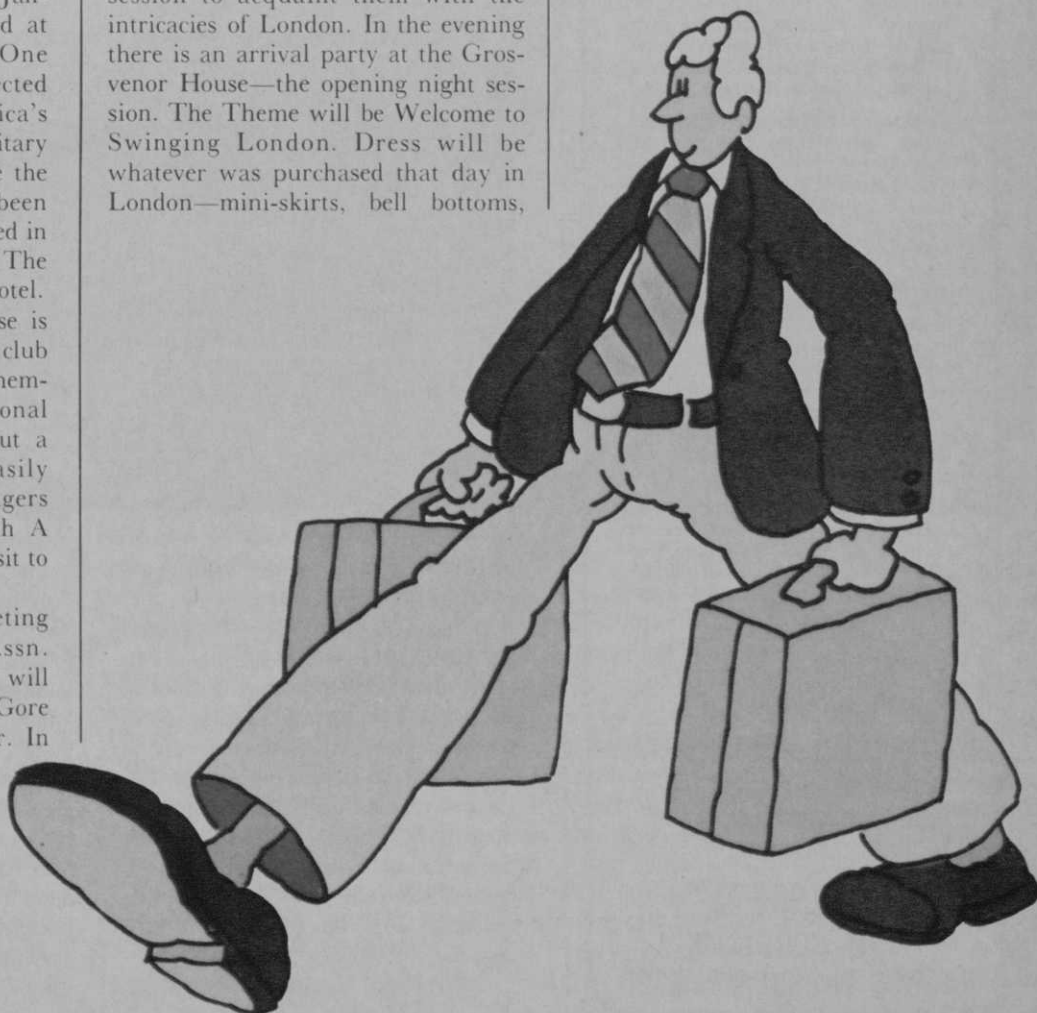
an atmosphere created by straw-covered floors, oak banquet tables and pewter service plates, an authentic dinner of the Elizabethan era will be served.

Monday, January 18th, the NCA will hold its meetings, luncheon and tax clinic. The CMAA committees will also meet that day, and managers' wives will have a briefing session to acquaint them with the intricacies of London. In the evening there is an arrival party at the Grosvenor House—the opening night session. The Theme will be Welcome to Swinging London. Dress will be whatever was purchased that day in London—mini-skirts, bell bottoms,

tweed walking suit or a bowler hat.

On Tuesday, January 19th, no official business activities will be held. At 6 a.m., however, a special educational affair for early risers will begin. After breakfast buses will leave for one of three markets in the London area. One may visit Smithfield, the meat market, or Billingsgate, the fish market, or the famed Covent flower market and the adjoining Leadenhall produce market. Handled on a "first come, first served" basis—50

(Continued on page 94)



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persons to a bus—a different tour of London's markets will be offered on Tuesday, Wednesday and Thursday.

The remainder of Tuesday will be spent on a full-day tour of London to visit the Houses of Parliament, Tower of London, Westminster Abbey, St. Paul's Cathedral, Buckingham Palace and the changing of the guards. In addition, special arrangements have been made with several English pubs to accommodate groups of 50 to 150 for luncheon.

That evening, another 250 will again depart for the Gore Hotel; the remaining 750 will be free to dine in some of London's famous eateries—Claridges, the Ritz Hotel, Madame Pruniers, the Cheshire Cheese, Simpsons-on-the-Strand, the Guinea or Trafalgar Inns.

Business sessions and more education mark Wednesday's schedule. The 6 a.m. market tours will be followed by meetings, round table discussions and a question and answer meeting with English club managers. This will follow the annual Husbands and Wives Opening Luncheon. A prominent English club secretary will address the group on that day.

Thursday, January 21st, is the last chance to catch the early morning market tour. The seminar session later in the day will feature prominent speakers. From Paris will be M. Raymond Oliver, the entrepreneur of the famous Le Grande Vefour restaurant, one of 12 Five-Star restaurants in France. He is author of "La Cuisine" and is associated with food service on the French railroads. He also handled the French Pavillion food service at Expo and the Osaka World's Fair. His lecture will be on the Art of French Cuisine.

On hand to speak on Managerial Training Methods will be Dean Robert Beck of the Cornell School of Hotel and Restaurant Management. A second American educator will be Dean James C. Taylor of the Houston University Hotel and Restaurant Administration School.

In addition Colin Laycock of the Polytechnic Institute of Sheffield, England, will speak on English Training Methods.

On Thursday the annual Strategic

Air Command luncheon will honor the winners of the SAC club inspection program judged by CMAA members. The theme will be The Battle of Britain and will feature story-telling and tastings of beer, stout, porter and ale. On hand to speak will be Douglas Bader whose life has been chronicled first in the book "Reach for the Sky" by Paul Brickhill, then in a movie.

While the men are engaged, the wives will be taking a tour of Hampton Court and Windsor Castle and will enjoy a delightful luncheon at the Mitre at noon.

That evening the last 250 persons will depart for the Gore Hotel.

Friday the 22nd will be the final conference day and will feature two speakers. Dr. Gladwell of the Polytechnic Institute will relate what he has learned from the American club managers after spending a few days with them. Dr. George Shipp will speak on the work of the English Training Act and how it has helped train and make available personnel in the goods service industry. Eldon Griffiths, Minister of Sports, will address members on the activities of the English sports clubs.

Interspersed among these activities will be CMAA's final business session, candidates luncheon and the election of officers. Here will be opportunities to thank Commander Tyres of the Naval and Military Club, Robin Mackenzie Smith of the London Convention Bureau, Wilf Best of the Recreational Managers Assn., Frank Travers of the United Trade Press and Peter Berners-Price of the Grosvenor. All of these men helped to make CMAA's preliminary trips to London productive in putting the conference together.

Afterwards the formal reception and dinner dance will be held in the great hall beneath the soft lights of those giant chandeliers.

Saturday, January 23d, is departure day for most. The farewell breakfast will be held while the CMAA board is wrapping up their business and greeting new officers and board members in some other section of the hotel.

London will be an educational happening for all who attend. The decision to hold the 44th Conference outside the United States was a great one for CMAA because the lives, experiences and minds of its members will be broadened and will extend to the origin of our American club heritage. □