

The recently concluded 45th Annual Conference of the Club Managers Assn. of America at the Regency Hotel in Atlanta was the largest to date for any CMAA conference. Over 1,400 registered.

Much of the credit for the running of the affair should certainly go to the genial General Chairman, Dick Worthington, manager of the Commerce Club in Atlanta. No past general chairman, however, is going to pass over giving accolades to the committees which go to make up the conference, and the Georgia Cracker Chapter Group was great.

Although the conference officially opened on Tuesday, some meetings took place early: the Saturday Club Managers Institute meeting, the Sunday CMAA board of directors meeting and the joint luncheon with the CMI board. On Monday the CMAA golf tournament at beautiful Atlanta CC took place. The Atlanta CC could not accommodate all the attendees, so

ELECTION RESULTS

New CMAA officers elected at the conference were: L.T. Hall, Pinehurst CC, Littleton, Colo., president; G.V. Marlatt, Northmoor CC, Highland Park, Ill., vice president; and Peter A. D'Angelo, Hampshire CC, Mamaroneck, N.Y., secretary-treasurer.

Re-elected for another term as director was Nicholas J. McGowan, Lancaster (Pa.) CC. New directors were: Bruce Lloyd, University Club, Los Angeles and Ed Mills, Kansas City Club.

Remaining on the board were: Josef Auerbach, Wichita CC; John W. Cremers, Empire State Club, New York City; Harry J. Gray, Oakmont (Pa.) CC; John R. Simmons, Tacoma (Wash.) C & GC; E. George Wetmore, Tavistock CC, Haddenfield, N.J. Outgoing president David H. Ripper is the new ex-officio.

ever attended. Ranking them in order of my personal enjoyment, I would say that the Roundtable of Past Presidents, discussion questions from the floor, was one of the best. Some 250 years of experience was represented in this group and they fielded every conceivable question concerning club operations tossed to them by the audience.

Next, I enjoyed Dr. Sherry's moderation of a seminar and discussion of the rights of association and privacy. He was an excellent moderator who brought out both sides of a very complex situation.

One of the exceptional features of the conference was in my opinion an arm chair slide presentation of a trip through many of Atlanta's famed clubs. We were able through the medium of photography to enter many inaccessible places and visit scenes of some very private affairs as we saw private dining rooms and exclusive areas of many clubs, such as the women's locker rooms.

The conference week also saw the

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some of the men and all of the women played at the Cherokee CC, an equally fine club.

Another event was the Hoe Down, held out at the fair grounds exhibition hall. Many attendees, having been warned in advance, brought their dancing shoes and country clothes, because it was a real "shin dig," complete with fried chicken, barbecued pork, cole slaw, baked beans, potato salad, hot biscuits and honey, plenty of liquid refreshments and country music.

The opening session on Tuesday was marked by the cancellation of the appearance of former Secretary of State, Dean Rusk. His spot, however, was ably filled by Earl Nightingale, whose observations were entertaining and educational.

The opening sessions were filled with routine reports of the previous year's officers and committees. As the week progressed and other meetings and seminars and round tables continued, we waited for the "big news," which usually comes out of a conference of this type. We had only to wait for Charles Smith to report for the Certification Committee, and we knew this was

The CMAA gathering in Atlanta was cheerful and educational

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it. Although more information is to come from the CMI committee and the certification group, it is now apparent that more teeth has been put into the meaning of the Certified Club Manager. It now seems that big things are ahead and before too long we will be hearing of the plans for testing and strengthening the CCM designation. Old-time CCM's will not be able to sit back on their laurels or certification papers. They, too, will be required to periodically attend some educational pursuits if they are to keep their status. Congratulations to CMI and its chairman, Ray Watts of the Houston Club, and to Certification Chairman Charles Smith for this step forward in CMAA's path toward professionalism.

The seminar program, arranged by CMI, was one of the finest I have

honoring of such groups as the CMAA 25 Year Club, Past Presidents, Allied Associations, new CCM's and SAC awards for the best run clubs in the Strategic Air Command. Other awards went to Southern California for the Chapter Achievement Award and to Bruce Lloyd for his winning entry in the Idea Fair.

Following the conference and at the new board meeting, it was decided to begin steps toward making all living charter members of the association honorary members. More information on this will probably come out in future months.

Over-all, new executive director Horace Duncan and his untried staff performed magnificently in their maiden outing. Dick Worthing and his Atlanta Conference group were exceptional in carrying out their duties. Special applause should go to the John Kateens. John handled conference hospitality and Arlene Kateen took care of the ladies' activities. Underground Atlanta was fascinating, and restaurants such as the Midnight Sun and the Harbor Cove erased any ideas that Atlanta had no gourmet fare. □