



NCA, CMAA cooperate; highlights of NCA meeting

Taking as its theme, The Complete Club: Membership, Staff and Community, the National Club Assn.'s 11th Annual Meeting in Atlanta on February 13th-15th, 1972, will offer several innovations.

For the first time, both NCA and the Club Managers Assn. of America will completely coordinate their activities to insure that delegates attending both conferences will be able to participate in all activities. Special efforts have been taken by both associations' boards and professional staffs to insure no conflict in scheduling; as an example, present plans call for NCA's and CMAA's boards of directors to lunch together during their concurrent meeting on Sunday, February 13th, and a special effort has been made by both associations to avoid scheduling and program conflicts.

Formal opening for NCA's general membership is the Sunday evening cocktail reception at the Regency Hyatt House. This party will be open to all NCA delegates who register for the NCA conference with spouses of delegates attending as guests of the association. Non-members may attend by paying an additional fee.

Monday is Information Day, and although all are invited, persons from clubs not members of NCA will have to purchase tickets to attend these events. Activities will include:

1. An update report on property taxes and a state by state analysis of greenbelt legislation, the result of an in-depth study currently underway at NCA's Washington office.
2. An explanation of the new Occupation Safety and Health Act which will include a videotape program covering the basic elements of this new, tough safety law. The program will cover: basic elements of the law, profile of an inspection, citations, penalties, shut downs and the impact of labor relations. It will run both Monday morning and

afternoon. Copies of the videotapes will be available for rent to state and local chapters after the conference.

3. The Communications Square: Board, Manager, Members, Community. A program featuring a noted lecturer on communications and marketing. Dr. Peter Schoderbeck, associate professor of management, School of Business, University of Iowa, will discuss internal communication problems in clubs and between clubs and their communities.

4. The Club and its Professional Staff, a panel program which will explore ways in which a club, especially the boards of directors, can realize the full potential inherent in the professional skills of the club manager, golf course superintendent, athletic director and the golf professional.

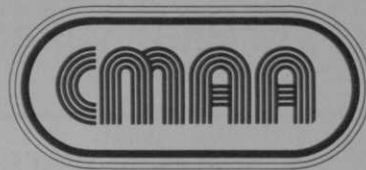
At noon on Monday NCA will hold its traditional luncheon and annual meeting with election of eight new members to the board of directors. Monday afternoon will see a repeat of the Occupational Safety and Health Act videotapes.

NCA's Annual Tax Clinic will be held on Tuesday afternoon at 2 p.m. The delay in the Tax Clinic was arranged through the cooperation of both the NCA and CMAA boards of directors who felt that the later time and date would give all members of both associations the greatest opportunity to attend. Persons not representing NCA clubs may participate by adding an additional \$10 to their CMAA registration fee. Admittance will be by ticket only and tickets will be available at the door for \$10.

This year the Tax Clinic will again feature NCA's legal counsel Jack P. Janetatos of the law firm of Baker & McKenzie. Jack will not only present an update on the Tax Reform Act of 1969 and a review of the current status of its regulations and Rev. Proc. 70-17, but will also discuss the implications of H.B. 11,200, a bill to increase the 5 per cent guidelines to 15 per cent, the 1971 tax bill, H 10947, increased Social Security taxes and benefits (H 1) and the effect of the new minimum wage legislation.

The NCA will also be at the GCSAA conference in Cincinnati. □

—Ken Emerson



The 45th annual conference of the Club Managers Assn. of America is scheduled for February 14th to 19th at the Regency Hyatt House Hotel in Atlanta.

The conference, entitled "Atlanta, The New South," will be highlighted by a keynote speech from former Secretary of State Dean Rusk. He will address club managers on Tuesday.

Sunday, February 13, the CMAA Board of Directors will meet all day.

Monday, February 14, features the past president's breakfast. The CMAA golf tournament will be held at the Atlanta CC. There will also be a golf tournament for the ladies. Chapter officers will meet in the afternoon. They will explore methods to promote better communications between the national and sectional organizations, the development of memberships and ways to increase chapter activity.

Tuesday features the formal opening of the conference with Rusk's keynote speech setting the stage. This day will also be the business session of the conference with each section submitting condensed reports of business, with oral highlights. In the afternoon, a joint Tax Clinic with the National Club Assn. will be held, followed by a round table discussion for CMAA members.

Wednesday features seminars and the president's panel. The panel will discuss problems and new ideas in club management.

Seminars continue through Thursday with the certification committee meeting in the afternoon.

Friday will be highlighted by the annual election of officers and the closing business session.

Saturday features a farewell breakfast and the last official gathering of the conference.

There will be a full slate of activities for wives and also post-conference tours of Atlanta. The CMAA National Office under the direction of Executive Director Horace Duncan will remain open beginning Saturday, February 12, to assist in registration and other details. □