



CMAAA

Bright aloha shirts and colorful muumuus will be the unofficial dress when more than 1,300 club managers and their wives convene at the 46th Annual Club Managers Assn. of America Conference in Honolulu, Hawaii, February 13 to 17.

Taking advantage of the balmy climate, the exotic location and the many historical monuments on the Island of Oahu, the emphasis of the conference will be on the Polynesian culture, the people and how their climate and geographical location contributed to both. Preparation and service of food and beverage indigenous to the South Pacific will be the subject of one of the seminars.

Professor Chuck Gee of the University of Hawaii will serve participants the various fare prepared during this tasty seminar.

The major thrust of this educational highlight of the year for managers of private clubs will be on learning about the latest developments that affect their clubs. Topics include: food and beverage; taxation and legal matters; administration; marketing; developments in sports as they pertain to clubs and many more areas relevant to the operation of the club.

The conference will get under way with registration of delegates on Sunday and Monday, February 11 and 12. A golf tournament and fishing derby will also be held on Monday. On Tuesday the "Idea Fair" opens. This annual competition features entries from club managers throughout the United States who have developed innovative ideas and have put them into practice at their own clubs. Valuable information may be gained by carefully reading and studying "how other managers did it."

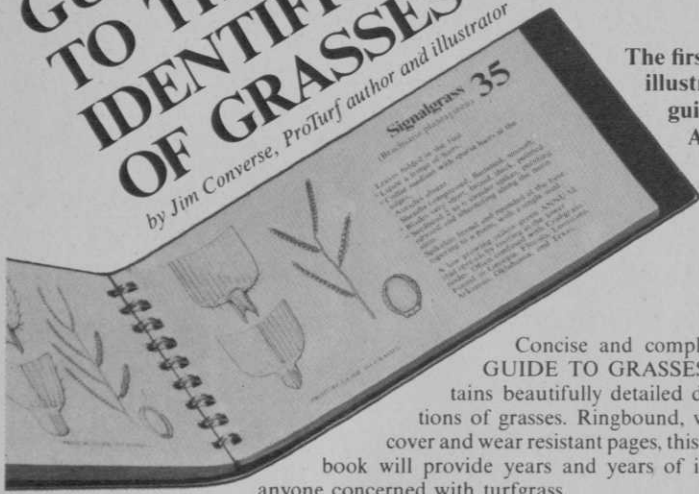
A new seminar has been added to the conference this year, to be held on Tuesday, February 13. Recognizing the many military members of CMAA and their special problems, this seminar will be geared to their needs.

Tuesday evening's attendees may enjoy the International Night Buffet, which will be held at the Hilton Hawaiian Village. Food from China, Japan,

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Thailand and Hawaii will be served.

The opening business session on Wednesday, February 14, will be formally called to order by CMAA President Laurice T. Hall.

Following the opening session, a Legislative and Tax Clinic will be held, conducted by Jack Janetatos, legal counsel, National Club Assn.

Wednesday's luncheon will honor those managers who have attained the Certified Club Manager (CCM) designation, past presidents and members of the 25-year club.

Thursday, February 15, three seminars will run simultaneously. Each will be presented twice in the morning and cover: Foods of the Islands, conducted by Professor Chuck Gee; Marketing Seminar, conducted by Dr. E.M. Barnet of the University of Hawaii, and Operating Systems and their Profitability, conducted by Dr. Lendal Kotschevar, food consultant for the United Nations and now a visiting professor, University of Hawaii.

Thursday's luncheon officially introduces the candidates seeking office on the board of directors. The guest speaker will be Larry Renson, vice president of the First Hawaiian Bank and a noted expert in motivation. He will lay the groundwork for a seminar on Friday.

Friday morning Professor Gee repeats his dishes for more seminar attendees. At the same time, Dr. Revel Denny, professor at the University of Hawaii, will hold a seminar: Club's Role in Modern Society. Dr. Denny is well versed on this subject. In addition, Renson will conduct his follow-up seminar.

Roundtable discussions will be held Friday afternoon. These will be presented in a new way this year. Previously divided by types of clubs, the discussions this year will be divided by subject and will be moderated by members of CMAA's Speakers Bureau. The subjects will be chosen on the basis of their application to all managers, regardless of the size or type of club they have.

Saturday morning will begin with an early breakfast seminar, followed by the closing business session in which new officers and directors will be elected and awards made.

On Sunday, the closing day, a breakfast luau beach party will be held in front of the Village. □

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