



## WILLMOORE H. KENDALL SCHOLARSHIP FUND FY2011 APPLICATION GUIDELINES

The Club Foundation • 1733 King Street • Alexandria, VA 22314

### The Club Foundation

The Club Foundation, a non-profit charitable organization was established by CMAA in 1988 to raise funds to financially support the professional development of club managers through education, training and research initiatives. In 2001, the Willmoore H. Kendall Scholarship Fund was established in memory of CMAA Past President Mr. Bill Kendall. The purpose of this scholarship is to provide tuition support to assistant club managers interested in pursuing the Certified Club Manager (CCM) designation.

### Scholarship Awards

The Club Foundation will award scholarships annually, based on the availability of funds and merit of application. In order to help recipients meet certification requirements and prepare them for the CCM exam, each scholarship will include the fees (*except travel expenses*) associated with the following programs:

- BMI I;
- BMI II;
- BMI III;
- BMI Food and Beverage OR BMI Golf Management (if required for recipient to be eligible for certification);
- Certification Review Course (including Study Guide); and
- CCM Exam Fees

Scholarship awards will be granted based on recommendations made by The Club Foundation Allocation Committee and approved by The Club Foundation Board of Governors.

### WHO SHOULD APPLY?

Any CMAA member who is dedicated to attaining the CCM designation and is currently an assistant manager is invited to apply for the scholarship.

### CRITERIA

- Candidates must be a member of CMAA, an assistant manager, actively pursuing the CCM designation, and **have at least one BMI course remaining to complete.**
- Candidates must be nominated for the scholarship by their chapter.

### Application Requirements

*To apply for the Willmoore H. Kendall Scholarship, you must do all of the following:*

1. Visit our Web site at [www.clubfoundation.org](http://www.clubfoundation.org) to download an official application. Scholarship applications are due to the chapter, from which a nomination is sought, by **November 1, 2010.** (*Chapters must submit applications of those candidates who receive a nomination to The Club Foundation by December 1, 2010.*)
2. A letter should be provided by your chapter supporting your application for the scholarship. A chapter officer must sign the letter.
3. Include a letter of recommendation from the general manager at your club.
4. Include a letter of recommendation from a club member.
5. Enclose a copy of your current resume.
6. Write an essay (between 500-1000 words) addressing the following components:
  - a. Describe in detail your career objectives and goals.
  - b. Detail the reason(s) you wish to pursue your CCM designation.
  - c. What are your specific interests within the private club management field?
  - d. Please read the biography of Mr. Willmoore H. "Bill" Kendall, CCM that is included with this application. Select one characteristic of Mr. Kendall's with which you identify and explain why.
7. **Please Note:** All applications, essays and other required attachments must be typed. Any application that does not meet all the requirements listed above will not be considered.

### Restrictions

- Receiving the scholarship does not in any way guarantee the awarding of the CCM designation.
- The scholarship only applies to programs/courses not yet taken.



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**Recommendation:** *Due to the significant number of high-quality applications received and because a limited number of scholarships are available each year, we strongly recommend that applicants use all of their available resources to deliver the most superior application possible.*

## GENERAL INFORMATION

Name: \_\_\_\_\_ Member ID#: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Chapter: \_\_\_\_\_ Total number of years in management/supervisory positions in a private club. (include all positions) \_\_\_\_\_

## EMPLOYMENT INFORMATION

Current Employer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Title: \_\_\_\_\_ Number of years at club: \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_ Title: \_\_\_\_\_

Previous Employer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Title: \_\_\_\_\_ Number of years at club: \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_ Title: \_\_\_\_\_

## EDUCATION INFORMATION

Name of Institution/Location	Number of Years Completed	Degree Earned?	Major Field of Study
	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4	<input type="checkbox"/> Y <input type="checkbox"/> N	
	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4	<input type="checkbox"/> Y <input type="checkbox"/> N	



**EDUCATION BUDGET**

What is your club's total budget allocation for education and how do you personally benefit from that allocation?

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**ESSAY**

Please attach a 500 – 1,000 word essay, in which you address the following areas:

- 1) Describe in detail your career objectives and goals.
- 2) Detail the reason(s) you wish to pursue your CCM designation.
- 3) What are your specific interests within the private club management field?
- 4) Select one characteristic of Mr. Willmoore H. Kendall with which you identify and explain why. (Mr. Kendall's bio is available for viewing on The Club Foundation Web page at [www.clubfoundation.org](http://www.clubfoundation.org).)

Please submit this application and all required attachments and recommendations to the person designated in your chapter no later than **November 1, 2010**. Chapters must submit applications of those candidates who receive a nomination to The Club Foundation by **December 1, 2010**.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Chapter Officer Signature \_\_\_\_\_ Date \_\_\_\_\_



# GENERAL MANAGER RECOMMENDATION FORM

Dear General Manager:

The candidate named below is applying for a Willmoore H. Kendall Scholarship from The Club Foundation and is seeking your recommendation as required by the Foundation's program criteria. Please type your recommendation on club letterhead, staple it to this recommendation form and return to your candidate. Please note that the candidate must submit their complete application to their chapter by **November 1, 2010. Applications are not considered complete unless the appropriate recommendation forms and letters are included with the application packet by the deadline date.** Your prompt response is greatly appreciated.

The content of the letter is left to your discretion, but must address the following questions:

- 1) How long and under what circumstances have you known the candidate?
- 2) Why are you recommending the candidate?
- 3) How well does the candidate perform his/her job functions?
- 4) What is his/her potential for advancement in the club management field?

## CANDIDATE SECTION

Candidate Name: \_\_\_\_\_

A student may waive his/her right to inspect and review letters of recommendation by signing a waiver.

I have waived my right to see this recommendation.

I have not waived my right to see this recommendation.

Candidate Signature: \_\_\_\_\_

***(Failure to sign the above indicates that the candidate has not waived his/her right to see this recommendation.)***

## GENERAL MANAGER SECTION

General Manager Name: \_\_\_\_\_

Club Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

General Manager Signature: \_\_\_\_\_

***PLEASE RETURN THIS FORM AND YOUR RECOMMENDATION LETTER TO THE  
CANDIDATE TO BE INCLUDED IN THEIR COMPLETE APPLICATION SUBMISSION.***



# CLUB MEMBER RECOMMENDATION FORM

Dear Club Member:

The candidate named below is applying for a Willmoore H. Kendall Scholarship from The Club Foundation and is seeking your recommendation as required by the Foundation's program criteria. Please type your recommendation on club letterhead, staple it to this recommendation form and return to your candidate. Please note that the candidate must submit their complete application to their chapter by **November 1, 2010. Applications are not considered complete unless the appropriate recommendation forms and letters are included with the application packet by the deadline date.** Your prompt response is greatly appreciated.

The content of the letter is left to your discretion, but must address the following questions:

- 1) How long and under what circumstances have you known the applicant?
- 2) Why are you recommending the candidate?
- 3) How well does the candidate interact with club members?

## CANDIDATE SECTION

Candidate Name: \_\_\_\_\_

A student may waive his/her right to inspect and review letters of recommendation by signing a waiver.

- I have waived my right to see this recommendation.
- I have not waived my right to see this recommendation.

Candidate Signature: \_\_\_\_\_

***(Failure to sign the above indicates that the candidate has not waived his/her right to see this recommendation.)***

## CLUB MEMBER SECTION

Club Member Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Club Member Signature: \_\_\_\_\_

***PLEASE RETURN THIS FORM AND YOUR RECOMMENDATION LETTER TO THE CANDIDATE TO BE INCLUDED IN THEIR COMPLETE APPLICATION SUBMISSION.***

## **Willmoore “Bill” Kendall, CCM**

The Kendall Scholarship for Assistant Managers is named in memory for Mr. Willmoore “Bill” Kendall, CCM, a past president of the Club Managers Association of America (1998).

Mr. Kendall served as General Manager of Woodmont Country Club in Rockville, Maryland, from 1987 to 1999. Prior to this appointment he was the General Manager of clubs in Louisiana and Georgia.

A member of the Club Managers Association of America since 1969, Mr. Kendall earned the Certified Club Manager designation in 1972. He recertified five times, a testimony to his belief in the importance of the professionalism of club management. He was also a member of the CMAA Honor Society.

Bill Kendall graduated from Oklahoma State University with a B.S. Degree in Hotel and Restaurant Management. He did graduate work at Cornell University and Fort Lee, Virginia. His first foray into club management was as a Captain in the Air Force. He was manager of the USAF Officers Club at McGuire Air Force Base and Scott Air Force Base (1965-1970).

A perusal of the attached list of accomplishments for W. H. Kendall will attest to the fact that he gave back to the industry that employed him. He served on several committees both on the chapter and national level and was nominated to the CMAA Board of Directors in 1992.

A close read will also demonstrate an involvement within his community, and ultimately is a factual testimony to Mr. Kendall’s joy in giving. What is not on this impressive list of accomplishments is his heartfelt openness in mentoring young managers new to the industry. He became known for his way of encouraging young assistant managers (and new general managers) in their pursuit of professionalism. Kenneth Green, CCM, says “Bill was a selfless individual who regularly placed the needs of others before his own needs. It was this dedication to assisting others, both in personal and professional development, which made him a magnet for talent.”

He also was known for his sense of integrity and his commitment to keep “ahead of his game,” to be the best that he could be. Kathi Driggs, COO of Club Managers Association of America, said of him “He was truly one of a kind. There are few people I know who had the trust and respect that he had – not only from his employees, but his members. To his members he walked on water and they cared deeply for him. If I think of a man of honor, Bill would absolutely come to mind.”

When W. H. “Bill” Kendall passed away in May 2001 an endowment was begun by his peers that would provide scholarship funds for assistant managers to help them attain the CCM designation. This is a legacy that Bill Kendall would have approved.

**List of Accomplishments**

**Name:** W.H. "Bill" Kendall, CCM

**Education:** B.S. Degree, Hotel & Restaurant Management, Oklahoma State University  
Graduate Courses: Open Mess Management, Fort Lee, Virginia and Cornell University  
BMI IV 1989, BMI V 1991

**Experience:** General Manager, Woodmont Country Club, 1987-1999  
General Manager, Country Club of Louisiana, 1986-1987  
General Manager, Augusta Country Club, 1975-1986  
Manager, Capital City Club, 1970-1975  
Manager (Captain), USAF Officers Club, McGuire AFB & Scott AFB, 1965-1970

**Club Managers Association of America**

Joined in 1969  
Certified in 1972, recertified 1979, 1982, 1985, 1989, 1990  
Member of the Honor Society  
Elected President, 1998  
Elected Vice President, 1997  
Elected Secretary-Treasurer, 1996  
Elected to CMAA Board of Directors, 1992, re-elected in 1994  
**National Capital Chapter**  
Director, 1988, 1989, 1990, 1991, 1992  
Workshop Committee Chairman, 1989, 1990, 1991  
**Georgia Chapter**  
President, 1976  
Secretary-Treasurer, 1974-1975  
Education Chairman, 1972, 1973  
Chapter Idea Fair Chairman, 1970, 1971, 1972, 1973  
National Conference Committee, 1972, 1979

**Club Managers Association of America Committee Activities**

Chairman, Nominating Committee, 1999  
Conference 2000 Committee, 1999  
Executive Committee, 1999  
Chairman, Executive Committee, 1998  
Chairman, Conference 1999: San Francisco, California, 1997, 1998  
Long Range Planning, 1998, 1999  
Budget and Finance, 1998; Chairman, 1997  
Conference 1998: Las Vegas, Nevada, 1997  
Executive Committee, 1996, 1997  
Strategic Planning, 1997  
Bylaws Committee, 1995  
Chairman, Club Issues Forum, 1994; Co-Chairman, 1995  
Chairman, Premier Club Services Committee, 1994, 1995  
Chairman, Certification Committee, 1993  
Magazine, 1990, 1991; Chairman, 1992  
Regional Representative, Region IV, 1991  
Conference Roundtable/Seminar Panelist, 1989, 1990, 1991  
Research & Publications, 1988, 1989  
Board of Directors Candidate, 1986  
Information & Publications, 1986, 1987  
Audit Committee Chairman, 1978, 1979  
National Workshop Chairman, 1970, 1973, 1978, 1980, 1989, 1990, 1991  
Idea Fair Chairman, 1973  
Idea Fair Awards Committee, 1974

**Activities:** Restaurant Association of Metropolitan Washington  
Montgomery County Restaurant, Hotel and Licensed Beverage Association  
Grace United Methodist Church  
Maryland Foster Parents Association