



WILLMOORE H. KENDALL SCHOLARSHIP FUND FY2020 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. To help recipients, meet certification requirements and prepare them for the CCM exam, each scholarship will include the tuition fees (*except travel expenses*) associated with the following programs:

- BMI Club Management;
- BMI Leadership Principles;
- BMI General Manager/Chief Operating Officer;
- BMI Food & Beverage OR BMI Golf Management;
- BMI Certification Review Course (including Study Guide); and
- CCM Exam Fees

Who Should Apply?

Qualified applicants must be:

- a member of CMAA;
- an assistant manager;
- committed to a career in the club industry;
- actively pursuing the CCM designation;
- have at least one BMI course remaining to complete; and
- nominated for the scholarship by their CMAA chapter.

Evaluation of Applicants

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

Applicants will be evaluated on the following criteria:

- Management Experience (Note: internships are not calculated as part of this score)
- CMAA Chapter and Community Activities
- Quality of your essay
- General Manager Letter of Recommendation
- Club Member Letter of Recommendation
- Overall Quality

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. No refunds will be made for courses previously paid for, including those not yet taken.

Application Requirements

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

- Visit our Web site at www.clubfoundation.org to download an official application. Scholarship applications are due to the chapter from which a nomination is sought by **October 1**.
- A letter of support must be provided by your chapter. The letter must come from a Chapter Board Member or the Chapter President. A chapter officer must write and sign the letter. Chapters need to submit applications of those candidates who receive a nomination with a letter of support to The Club Foundation by **November 1**.
- Include a letter of recommendation from the general manager at your club.
- Include a letter of recommendation from a club member.
- Enclose a copy of your **current** resume.
- Enclose a copy of your CMAA credit history.
- Write an essay (between 500-1000 words) addressing the following components:
 - Describe in detail your career objectives and goals.
 - Detail the reason(s) you wish to pursue your CCM designation.
 - What are your specific interests within the membership club management field?
 - 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.
- Please submit only single sided pages without staples. This will make scanning easier on the committee.

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.

Applications and all supporting documentation must arrive at the following address no later than November 1.

**The Club Foundation
Attn: Carrie Wosicki
1733 King Street
Alexandria, VA 22314**



WILLMOORE H. KENDALL SCHOLARSHIP FUND APPLICATION

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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 their available resources to deliver the most superior application possible.*

GENERAL INFORMATION

Name: _____ Member ID#: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

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: _____ Email: _____

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?

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 membership 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 clubfoundation.org.)

Applicants please submit this application and all required attachments and recommendations to a Chapter Officer no later than **October 1**. Chapters must submit applications of those candidates who receive a nomination to The Club Foundation by **November 1**.

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 **October 1**. **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 **October 1. 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 of 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