

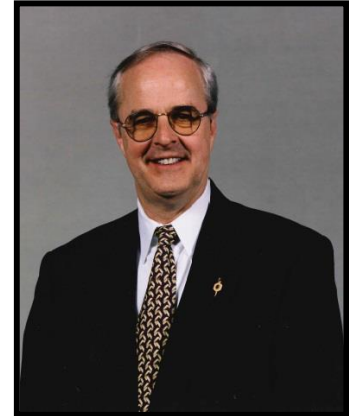


## Willmoore “Bill” Kendall, CCM

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.