



Willmoore H. Kendall Scholarship Eligibility, Application Requirements & Submission Guidelines

This document can be used to help you prepare your online application.

Please make note of the application elements that require you to upload a separate PDF document and those that will prompt you to create a list within the online application.

The Club Foundation will accept applications from qualified applicants under the following guidelines:

- Only one application per club will be accepted. Please coordinate with your team.
- Applicants must be:
 - a member of CMAA;
 - working as an assistant manager or other position in a path to a management leadership role;
 - 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.

Scholarship Awards

The Club Foundation will award scholarships annually, based on the availability of funds and the merit of the application. To help recipients meet certification requirements and prepare them for the CCM exam, each scholarship will include the tuition fees (*no travel or other indirect 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

Scholarship awards will be granted based on recommendations made by The Club Foundation Allocation Committee and approved by The Club Foundation Board of Governors. Incomplete applications will not be evaluated nor funded.

Evaluation

Applicants will be evaluated on the following application materials:

- Management Experience
- CMAA Chapter and Community Activities
- Quality of your essay
- General Manager Letter of Recommendation (Board President Letter of Recommendation if applicant currently serves as the General Manager)
- Club Member Letter of Recommendation

- Chapter Letter of Recommendation from the Managing Director or acting Managing Director/point of contact for the Chapter
- Overall Application 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:

The outlined application requirements will be needed to complete your online application.

Applicant Information

- Candidate Contact Information
- CMAA Member ID#
- CMAA Chapter
- Total number of years in the management/supervisory positions in a private club (internships should not be included)

Employment Information

- Current Employer
 - Employer Address
 - Title
 - Number of years at club
 - Supervisor's Name & Title
- Previous Employer
 - Employer Address
 - Title
 - Number of years at club
 - Supervisor's Name & Title

You should include all of your professional work experience and additional employers can be added.

Education Information

- Name of Institution/Location
- Number of Years Completed
- Degree Earned (Y/N)
- Major Field of Study

You may include multiple institutions.

Activities: *Your credit history of CMAA education will be added to your application by staff.*

- Describe any CMAA additional activities not listed in your credit history, in which you are/have been an active participant. **A text field will be provided in the online application.**
- Describe any community activities during your professional work (non-student) in which you are/have been an active participant. This can include activities inside or outside of your club, local community, and CMAA Chapter community. **A text field will be provided in the online application.**

Budget

- What is your club's total budget allocation for education and how do you personally benefit from that allocation? **A text field will be provided in the online application.**

Essay

- Applicant essay (500-1,000 words) addressing the following:
 - 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 private club management field?
 - 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 and is included as the last page of this document.)
- **Please save your essay as a PDF to upload into the online application portal.**

Letters of Recommendation/Support (3)

Club General Manager. *(If the applicant currently serves as General Manager, please submit a Letter of Recommendation from the Club's Board President)*

- Letter must be typed on club letterhead.
- The content of the letter is left to the recommender's discretion, but must address the following questions:
 - How long and under what circumstances have you known the candidate?
 - Why are you recommending the candidate?
 - How well does the candidate perform his/her job functions?
 - What is his/her potential for advancement in the club management field?

Please save your General Manager Letter of Recommendation as a PDF to upload into the online application portal.

Club Member

- Letter must be typed on club letterhead.
- The content of the letter is left to the recommender's discretion, but must address the following questions:
 - How long and under what circumstances have you known the applicant?
 - Why are you recommending the candidate for this scholarship?

- How well does the candidate interact with club members?

Please save the Club Member Letter of Recommendation as a PDF to upload into the online application portal.

Chapter Letter of Support

- A letter of support must be provided by your chapter, written by the Managing Director or acting Managing Director. The recommender should write, sign, and submit it to you as a PDF on Chapter letterhead.
- The content of the letter is left to the recommender's discretion, but must address the following questions:
 - How long has the candidate been with the Chapter?
 - Why are you supporting the candidate's application for the Kendall scholarship?
 - How has the candidate demonstrated his/her dedication to the Club Management profession?
 - What is his/her potential for advancement in the club management field?

Please save the Chapter Letter of Support as a PDF to upload into the online application portal.

Resume

Please save your current resume as a PDF to upload into the online application portal.

Submit Your Application

- It is highly recommended that you obtain a Chapter letter of support well in advance of the deadline.
- Final applications, including the Chapter's letter of support, are to be submitted online by 11:59 pm EDT on the deadline date.
- Submit your application here: <http://clubfoundation.org/applications/kendall.html>

Applicants will be notified by email that their application has been successfully submitted

QUESTIONS?

Please feel free to reach out to The Club Foundation staff by phone at 703-299-4284 or by email at ava.spece@cmaa.org.

Updated 6/26/26

Willmoore “Bill” Kendall, CCM

The Willmoore H. Kendall Scholarship is named in memory of Mr. Willmoore “Bill” H. 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 first in 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).

Mr. Kendall's extensive list of accomplishments speaks to his dedication to giving back to the industry that he loved. He served on several committees both on the chapter and national level and was nominated to the CMAA Board of Directors in 1992. He was also dedicated to supporting his community, and is a testimony to Mr. Kendall's joy of giving. He was well-known for his heartfelt openness to mentoring aspiring managers in the industry and encouraging young assistant managers (and new general managers) in their pursuit of professionalism. Kenneth Green, CCM, General Manager, Woodfield Country Club, said "Bill was a selfless individual who regularly placed the needs of others before his own. 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, former Senior Vice President of the Club Managers Association of America said, "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 also from 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, at the request of his family and by his peers that would provide scholarship funds for assistant managers to help them attain their CCM designation. This is a legacy that Bill Kendall would have approved.