



**Melvin A. Schmidt, Sr., CCM Leadership Award**  
*Established 2005*

**Letter of Introduction**

This award is presented to a person whose dedication and commitment to the profession of private club management most emulates the attributes exhibited by Mel Schmidt Sr., CCM over a career spanning 40 years.

Melvin A. Schmidt, Sr., CCM, born February 24, 1924 in Fond du Lac, Wisconsin was many things to many people. Above all he was a gentleman by every definition of the word. He had fun and enjoyed life and all those he met along the way. An active participant, Mel made a relevant impact on whatever he was involved in, most often leading the way. He always strove to leave a place better than when he arrived. He was honest, kind, genuine, a “real person” and a happy player in a balanced life.

Mel not only excelled in club management, but also as a father, husband and friend. He was very devoted to his wife and four children. He had many interests and activities in addition to the club world, including hunting, fishing and golfing. Mel took great interest in his community and was a member of the Wild River Lions Club, McKinley F & A M #307 and Beja Temple, Green Bay, WI.

Club management was his passion and his commitment and dedication was unsurpassed by any other. Although club hours are long, Mel recognized the need for and managed to juggle the many facets of his life: work, family, fun and community. His tenure at the clubs he worked prove his effectiveness and he was rewarded with the love and admiration his members showed him. He enjoyed watching others have fun knowing he helped make it happen.

One manager described Mel as a mentor and a teacher. He was 100% behind his staff. Even if they screwed up he would support them with the membership. He taught one manager it was all right to make money! “We’re not the Red Cross, why give it away?” Mel worked hard and ran a very tight ship. He didn’t care much for committees however, and he told one staff member “that’s why they hired us.” His successful club management track record proves success.

Mel was Manager of West Bend Country Club from April 1956 – June 1961 and at the Menasha Elks Club in Menasha from June 1961 – March 31, 1963. He became General Manager of Oneida Golf and Riding Club, Green Bay, WI in April 1, 1963 and stayed until March 1, 1967. North Hills Country Club in Menomonee Falls, WI in March 15, 1967 was his next stop until March 15, 1968. His longest tenure was at Chenequa Country Club, Hartland, WI lasting 18 years, March 15, 1968 - February 15, 1986. Rumor has it he played more rounds of golf than the members. After his retirement Mel was interim at several clubs including Maple Bluff Country Club, West Bend Country Club and Butte des Morts Country Club. There was no slowing down Mel.

CMAA and the Wisconsin Badger Chapter were so much a part of his life. He thrived on the camaraderie amongst his peers and had a special way of including everyone. Mel embraced new members and was able to make everyone feel a welcomed part of the chapter, letting them know

they belonged. You were always greeted with smile or a friendly handshake and for many, a hug. He had a knack of communicating with people from all walks of life and various levels.

Mentoring came naturally to Mel and was a trait that made Mel so special. He was approachable and always had an ear. He was always willing to listen to others and was empathetic. His extensive experience over the years of managing enabled him to graciously relate to others and offer a helpful word of advice or extend a compliment. He was also able to joke about the frustrations we all face in the business.

Mel was very active in the governance of the chapter and participated in many committees. He was chapter president twice, 1966 – 1967 and 1978 – 1979. We as a chapter are where we are today due to his dedication and his efforts towards the betterment of the chapter. After his retirement from club management, Mel stayed active in the industry and the Wisconsin Badger Chapter, becoming the chapter's secretary in 1991, a position he diligently performed until 2003. His perseverance was truly honorable. He rarely missed a meeting or activity even though he had to travel hours to get to them.

Mel was down to earth, likeable and friendly to everyone. He wasn't fancy or pompous, but self-effacing. He was positive and upbeat, which naturally attracted people. His boundless sense of humor made one laugh and he laughed with you. He believed you should enjoy life no matter what cards you are dealt.

Melvin A. Schmidt, Sr., CCM will be missed and this award is to ensure his memory will go on and his hard work and efforts will be remembered, admired and emulated well into the future.

In honor of all the above qualities of Melvin A. Schmidt, we are pleased to introduce the criteria for the nomination of this award.

### **Recipients of the Melvin A. Schmidt Leadership Award:**

2006 - James Ferschinger  
2008 - Timothy Stein  
2009 - Lawrence "Skip" Avery, CCM, CCE  
2011 - Richard Roehrborn  
2012 - Joseph C. Coan, CCM, CCE  
2014 - Edward Mixdorf, CCM, CCE  
2018 - Joseph Rathkamp, CCM  
2020 - Michael Paddock, CCM, CCE



## **The Melvin A. Schmidt, Sr., CCM Leadership Award Criteria Format**

Requirements to be nominated for the award are as listed below.

- CMAA Involvement
- Wisconsin Badger Chapter Involvement
- Community Involvement
- Professional Achievements
- Personal Achievements
- Mentoring Activities
- Leadership Attributes

When completing the nomination form, please keep in mind the introduction/biography of Mel and the required criteria. Most importantly, try to feel the essence of our friend Melvin Schmidt Sr., and embrace some of these qualities to become a better spouse, mother/father, friend and manager! Thank you for your nomination.

### **Timeline:**

October 1 - Deadline for nomination forms to be turned into  
Managing Director, Kathy Collins [kathy@wisconsinmaa.org](mailto:kathy@wisconsinmaa.org)

Committee meets to select a recipient and submits recommendation to  
the Wisconsin Club Managers Foundation Board for final approval.

Award presented to recipient at the Annual Meeting.

The award will also be presented at the recipient's club's Annual Meeting by a Wisconsin Club Managers Foundation Board member.

### **Who's eligible to receive this award?**

Any Wisconsin Badger Chapter – CMAA member or CMAA member with Wisconsin Badger Chapter ties is eligible to be sponsored for this award.

A recipient may only receive this award one time.

### **Who is eligible to sponsor a candidate for the award?**

Any Wisconsin Badger Chapter, CMAA member or CMAA member with Wisconsin Badger Chapter ties, is eligible to sponsor a candidate for this award.

### **Sponsor responsibilities:**

Complete nomination form, sign it and turn in by deadline.



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**NOMINATION FORM**

**Candidates Name:** \_\_\_\_\_

CMAA Involvement: \_\_\_\_\_

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Wisconsin Badger Chapter Involvement: \_\_\_\_\_

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Community Involvement: \_\_\_\_\_

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Professional Achievements: \_\_\_\_\_

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Personal Achievements: \_\_\_\_\_

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Mentoring Activities: \_\_\_\_\_

