

## In Residence

**Jim Connelly** His is one of the most well-known faces around the Club. Almost daily he can be found on the RecDec, pursuing tennis with a passion, relaxing in the spa, or visiting with friends in the Pro Shop. The story behind Jim Connelly, however, is not as well-known, and it is one of the most colorful success stories around.

Jim would definitely not have been in the running for the "most likely to succeed" title in his high school annual, however. He admits that back in his home town of Turtle Creek, Pennsylvania — a tough factory town where "50 percent of one's waking hours were spent trying to survive" — his activities were more in the line of juvenile delinquency. Once home from the Army, though, his Irish good luck — combined with persistence, good judgment, and quick thinking — helped him rise from lifeguard at a local private club to become its manager at the very young age of 21.

Unfortunately, his past was difficult to escape when meeting up with old acquaintances and Jim finally found that he had to break away and start anew elsewhere.

He decided L.A. was the place to try. His first job as a desk clerk for the elegant Beverly Wilshire Hotel was the modest beginning of his ascent to the top echelon of that world-renowned establishment.

Determined to find out everything possible about the working of the hotel, Jim spent many extra hours there learning all he could about everyone else's job as well as his own. His enthusiasm did not go unnoticed, and soon his responsibilities forced him to give up most all of his extracurricular activities — which included gymnastics and stunt riding with a group of television cowboy stuntmen — to keep up with his duties at the hotel. In less than a year he was the Assistant Manager, and a few years later was named Manager of the Beverly Wilshire Hotel. A six-year regime of 7-day weeks with 14 to 15 hour days began, and Jim swears he

loved every minute of it. It was a remarkable, irreplaceable experience, meeting captains of industry and celebrities in most every field daily and assisting them in their various needs.

The job included concerns such as helping coordinate Frank Sinatra's surprise 50th birthday party; seeing to the needs of Madame Nu when her husband, the President of South Viet Nam, was assassinated; and being involved in the beginnings of the Richard Burton-Elizabeth Taylor romance.

After ten years there, however, Jim decided that it was time for a change. Turning down offers to manage other major hotels, including Caesar's Palace in Las Vegas, he left the Beverly Wilshire to try a new lifestyle. One major factor in the decision was his dedication to the five most important people in his life — his sister Angela and her children, whom he helped raise. Today he is still very close with "his kids."

Again Jim found himself breaking the mold in his new career. One of the few non-college graduates to be accepted into a New York stock exchange firm's training program, Jim graduated in the top 25 percent of his class and became an instant top producer in the industry.

Now Jim is an independent businessman and his firm, Jim Connelly and Associates, is involved primarily in investment counseling and executive search. His newest, most exciting business venture is called "Sports Action



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International," which will be working in conjunction with the National Football League.

Now that his life allows him more time for himself, Jim can attend to his love for the outdoors. Tennis and skiing are the sports he loves most and that he does whenever he can. He says that his best thinking is done walking next to the ocean, and, no matter what the weather, he sleeps each night under the stars on his East Tower apartment patio.

Jim has lived his life with the philosophy that every few years he must try a new adventure in life; he wants to experience everything he can. A few years ago it was learning to ski, which he has now become quite proficient at. His next undertaking? There are unlimited possibilities, but the idea of trying sky diving when he reaches forty intrigues him. Why not? Until then he has plenty of other activities to keep him busy.