



feedback and look forward to the best year ever in 1999. Let's keep on going.

Florida Golf Alliance Course Owners Help Conduct Impact Survey

Jack Brennan, treasurer for the Florida Golf Alliance and head of Paladin Golf Marketing, reports that the Florida Chapter of the Golf Course Owners Association is taking an active role in helping to conduct the golf impact survey.

Mike Jamison, executive director of the FGCOA, will help coordinate the cover letter to course owners as a second round of surveys is being sent out to gather more information. Jamison is collecting the logos of all participating associations to go the letter to give more

credibility and appeal to the survey.

Since the surveys may contain sensitive financial information, they will be returned to the FGCOA office and Jamison will track the responses and delete course identification. He will also assign survey numbers and symbols as requested by Dr. Joe Cronin to fit into the survey matrix. This should provide course owners the comfort of knowing that the only association with access to their financial identity is their own association.

FGA board members will be given a list of courses to contact to alert golf course owners and officials to be on the lookout for the second survey and ask them to participate so the survey will be as accurate as possible and carry as much weight as possible when we discuss issues at local and state levels.

All Florida superintendents are urged to mention that this survey is taking place and to suggest his or her club participate to make it as meaningful as possible so we can establish credible lever-

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age on important issues facing the golf industry in Florida.

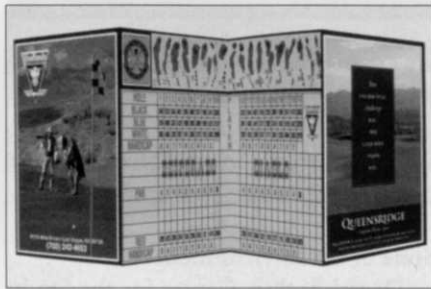
New Products May Save You Time, Money

Editor's Note: We don't normally run "new product" press releases because we get swamped with them. However, a couple of recent announcements caught my eye because they seem like real money and worry savers. Maybe they can help you or your club.

Free Scorecards for Golf Courses

Country Club Sports, Inc., through the newly launched CCS scorecard program, provides interested golf courses with scorecards at absolutely no charge.

The CCS scorecard program is offered free to public and private courses across the country. Utilizing a course's existing



scorecard layout and artwork, design professionals at Country Club Scoring simply add on a patented, perforated panel containing one advertisement. The enhanced scorecards are then supplied to the course at no charge for distribution to golfers. The

entire cost of production is absorbed by the advertiser.

Several things differentiate the innovative CCS Scorecard Program from traditional on-course efforts. Only one approved advertiser will appear per scorecard per course, resulting in an unobtrusive, tasteful product. Since the panel enhances an existing scorecard, the course retains its identity and control of its image. Best of all, Country Club Scoring secures all advertisers and the advertisers pay all expenses. The course approves the final product and receives high-quality, four-color scorecards at no charge.

"The program is catching fire with golf pros and property management across the country," said Lauren Donnelly, assistant vice president of Country Club Sports. The courses are receiving the same, and sometimes better, quality scorecards yet saving the entire expense of production.

The national program already is in place at golf course properties in Arizona, California, Florida, Idaho, Michigan, Missouri, Nevada, Texas and Virginia. Major national and regional advertising participants, such as Golf Digest, Select Comfort, and Golf Tips, have already recognized the value of this innovative advertising vehicle. CCS Scorecards are also a perfect media for local advertisers wishing to reach the local golfing audience.

Country Club Scoring of Las Vegas, in partnership with Ft. Myers-based Country Club Sports, holds the exclusive patent to the perforated panel for scorecards.

Contact Lauren Donnelly at 888-889-1175. Web site: www.countryclubsports.com.

HotWire

HotWire Connects Superintendents to "Heart" of Irrigation System

At the GCSAA Conference in Orlando, Flowtronex PSI unveiled a new product designed to immediately and accurately alert pumping system users to potential system problems. This new tool may help problems from becoming crises.

The device called HotWire, is the only auto-dialer on the market that informs the user of the specific problem through a paging system. With HotWire, the customer monitors up to four specific functions such as a power failure or a hard fault, by assigning a 1- to 5-digit code. If a problem occurs, HotWire picks up the phone, dials the pager service and punches in the code to appear on the end-user's pager.

HotWire also features a programmable timer for each function. The customer can set the timer so that HotWire sends the page anywhere from one second to two hours after the problem occurs. A repeat timer allows for continual paging until the problem is addressed. HotWire can easily be programmed through Windows 95 or 98.

At only 4 inches tall, 3 inches deep, and 1 3/4 inches wide, Hot Wire fits inside a pump station control panel of even the smallest stations. It will be available to customers in April.

Contact Willie Slingerland, Flowtronex PSI at (972) 910-0814

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