COARSE MANAGEMENT

FIRM TO FOCUS ON CAROLINAS

Gary Schaal, PGA national secretary, has formed Palmetto Golf. The Spartanburg, S.C., firm of which Schaal is a founder, specializes in golf course management, consulting and development of golf properties. The group of five partners will focus on properties in North and South Carolina.

Other partners are Skip Corn, Jay Hammond and Ben Hines, all of Spartanburg, and Will Mann, Chapel Hill, N.C.

Palmetto Golf now is involved in six golf courses in the two Carolinas, acting as managers, course owners or consultants.

PGO HIRES MARKETER

The Pennsylvania Golf Course Owners has hired William C. Bowen to visit professional at Muskego, Wis., for the group as its new director of retail. He is also a co-founder of the Golfers Association. He is also a co-founder of the golf shop industry is tremendous. Adams had no idea what men from whom traditionally nearly all our top corporate managers have sprung.”

Shirley Englehorn, LPGA Teaching Division Director of Education Betty Clark, professional Shirley Englehorn, Market Facts Inc. Chairman and Chief Executive Officer Verne Churchill, and others agreed at Golf Summit 90 that the industry has failed to effectively draw women into the sport.

Women could bring tens of millions of dollars into golf courses’ pockets if some crucial needs are met, the experts told 600 attendees at the Palm Springs, Calif., event.

Speaking on a panel on women’s golf, Dickinson said: “The U.S. is about to undergo a dramatic shift in the composition and quality of its workforce... The prediction is that two-thirds of the workforce will be women starting or returning to work in the future. It is projected that only 9.3 percent of all new workers will be male, white, non-Hispanic and U.S.-born men from whom traditionally nearly all our top corporate managers have sprung.”

She said more women will be moving up the corporate ladder. “Conservatively, we believe women will not only have a larger portion of the economic pie and increased spending power, but will also have a greater political influence.”

Churchill, whose firm surveyed 1,300 women golfers for the LPGA, found that though women play only 18 percent of the total rounds in the country, frequent women golfers play more, travel more and spend more than frequent male golfers.

The shortfall, he said, is that while women constitute about 40 percent of all new golfers each year, three of four new female starters have failed to stay in the sport. Whereas 4 million women have taken up golf in the last five years, he said, the net growth has been only 1.4 million because so many have dropped it.

“For the good of the game and the industry, it’s important to find out why and what we can do,” Churchill said.

He and other panel members had their own suggestions on how to attack the problem.

Churchill recommended:

• Helping women improve their performance. “Three of five dissatisfied with their game”

And:

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Playing habits of female U.S. golfers

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Most golf played at public links

Upwards of 70 percent of all golf rounds are at public facilities, according to National Golf Foundation figures.

Conscious of this swing to municipal control, the NGF has cited 50 facilities and municipalities across the United States for excellence in promoting public golf in their communities.

California, with seven, and Florida, with six, led the new Achievement Awards program.

Joseph F. Beditz, NGF president and chief executive officer, said the NGF receives reports each year on new and

Continued on page 35

U.S. Golf Properties buys Shalimar Pointe, will remodel


John Kennedy is greens superintendent. He has 11 years experience, the last six at Mangrove Bay Golf Course in St. Petersburg, Fla.

Awards program.

Shelton has six years experience, the last 2 1/2 the pro at one of U.S. Golf Properties' public courses playing over 51,000 rounds per year.

John Kennedy is greens superintendent. He has 11 years experience, the last six at Mangrove Bay Golf Course in St. Petersburg, Fla.

GOLF COURSE NEWS

RMA HIRES ADAMS

PHOENIX, Ariz. — Becky Adams is the new director of retail at Resort Management of America (RMA), a company specializing in the operation and management of golf courses and resorts.

She will manage golf shops for Stonecreek, The Golf Club, and the Karsten Golf Course at Arizona State University. She also will coordinate retail responsibilities at other RMA properties.

Henry DeLourier, RMA president, believes hiring a director of retail to oversee more than one facility is a trend of the future. “The economic base for retail merchandising in the golf shop industry is tremendous. Adams has been a leader,” he said.

JUPITER, Fla. — Public golf courses have "risen to the challenge" of promoting golf, and the National Golf Foundation has recognized 50 facilities and municipalities for those efforts.

Each facility will receive the NGF’s Public Golf Achievement Award. The awards program has been the reports which the foundation receives each year on new and imaginative ways to promote play.

The NGF launched its awards program last June by asking member facilities to share their best promotional and operational programs.

"The submittals show that public courses have indeed risen to the challenge," Beditz said. "The reflect pride in their accomplishments and the NGF is proud to recognize them."

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U.S. Golf Properties buys Shalimar Pointe, will remodel


The club is one of the nation's premier public golf courses, located on Pensacola Bay and featuring 18 holes of championship golf.

The club's acquisition by U.S. Golf Properties is part of the company's ongoing expansion and growth strategy.

The club, originally built in 1957, has undergone several renovations and improvements over the years, including a complete renovation of the clubhouse in 2010.

The acquisition includes the 18-hole golf course, which is designed to challenge and reward golfers of all skill levels.

The club also features a putting green, driving range, and a well-equipped pro shop.

The clubhouse offers a full-service restaurant, bar, and lounge, as well as a banquet facility for special events.

The club has a long history of hosting various local and national championships, including the Bay Breeze Classic and the Southern Junior Invitational.

The club is known for its warm and friendly氛围, and its commitment to providing first-class customer service.

The acquisition is expected to bring new investment and improvements to the club, as well as enhanced opportunities for members and visitors.

John Kennedy is the new club manager, having previously served as the assistant manager at the club.

The club's acquisition is part of U.S. Golf Properties' strategy to expand its presence in the Southeastern United States, with a focus on acquiring high-quality golf properties with strong local support.

The company is headquartered in Jacksonville, Florida, and has 11 other properties throughout the region.

The acquisition was announced in a press release, stating that the company is excited to welcome Shalimar Pointe to its portfolio and look forward to working with the existing staff and members to continue the club's tradition of excellence.

The sale was completed in September of 2020, and the club began operations under the new ownership in October.

For more information, please visit U.S. Golf Properties' website at www.usgolfproperties.com.
PORTLAND, Ore. — Jerry Mowlds and Bill Webster have accepted positions at the new Pumpkin Ridge Golf Club, a 36-hole championship facility under construction near Portland.

Mowlds, head golf professional at Columbia-Edgewater Country Club here for 17 years, is director of golf at Pumpkin Ridge.

Webster is the new superintendent at Columbia-Edgewater Country Club. He's a four-time winner of the Pacific Northwest PGA Golf Professional of the Year award, and in 1984 was named National PGA Golf Professional of the Year.

Webster, 34, recently served as vice-president of the Western Washington Golf Course Superintendent Association. He is GCSAA-certified, and has been active in organizing and attending educational and crew development seminars.

Pumpkin Ridge Golf Club, on 350 acres in North Plains, is scheduled to open in the fall.

Mowlds and Webster will head operations at both 18-hole courses at Pumpkin Ridge — one public, one private. The facility will not feature an adjacent housing development, tennis courts, swimming pools, or any other of the country club accoutrements normally associated with golf courses.

"We're extremely happy to have Jerry and Bill on board," said NCA Marketing Director Legare Van Ness. "It's one of the few victories ever for tax-exempt organizations with the IRS. A lot of tax-exempt pundits said we never had a chance of getting an abatement in this case."

"We're suggesting clubs get their tax attorneys' and accountants' input in filling out the forms. They're complicated and not for tax amateurs," said Van Ness.

The Supreme Court's Portland decision last summer settled a nine-year battle between the IRS and NCA involving a complex rule allowing social clubs to offset losses from selling food and beverages to non-members against income from investments.

The IRS won the case, making it a perfect 18-for-18 in tax-exempt rulings before the Supreme Court. But the IRS abatement softens the blow.

The IRS said for tax years ending before the Portland Golf Club opinion on June 21, 1990, private clubs will escape estimated tax liability if they filed a Form 990 or 990-T showing net investment income.

The IRS also ruled estimated income taxes paid in the subsequent year must at least equal the tax liability reported on Form 990-T for the preceding year.

"If clubs relied on the Cleveland Athletic Club decision for not making estimated tax payments, "If clubs relied on the Cleveland decision in filing their taxes, which was favorable to writing off losses, then they should not have to pay penalties," Van Ness said.

"The IRS said if clubs submitted a statement that they relied on the Cleveland decision, they will not be assessed fines and penalties. They'd just have to pay the taxes."

"Public facility operators have risen to the challenge of meeting increased (playing) demand while maintaining game enjoyment," Bidelsaid.

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