CMAA ADDS 5,000TH MEMBER...

ALEXANDRIA, Va. — Membership in the Club Managers Association of America reached an all-time high, with the induction of its 5,000th member, William J. McMillan, assistant general manager of the John's Island Club in Vero Beach, Fla.

"Although clubs are implementing cost-cutting measures," said James B. Singler, executive vice president of CMAA, "many feel the education of their staff cannot be sacrificed. Clubs rely on quality service to retain their membership and for that reason need to continuously adjust with the times in order to survive. That is why so many associations whose emphasis on education are able to ride out economic hardship."

Previous to John's Island Club, McMillan served as assistant manager at Riviera Country Club in Coral Gables, Fla. He graduated with a bachelor's degree in psychology from Williams College and a master's degree in hotel and food service sciences from Florida International University.

...AND CERTIFIES 900TH

ALEXANDRIA, Va. — Beverly Schlegel, manager of Shenandoah Club in Roanoke, is been selected to manage operations at Deep Cliffs Golf Course, an 18-hole executive layout in Vero Beach, Fla. She graduated from Florida International University in Miami with a bachelor's degree in public administration.

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Landmark named top resort developer

By Peter Blais

While financially it may be in shambles, Landmark Land Co.'s reputation as a premier golf resort developer remains very much intact.

The La Quinta, Calif.-based firm received better than a quarter of the votes for best resort developer in the Golf Course News third annual survey of course architects.

Landmark's vote total was more than twice that of any of its three nearest competitors — Marriott Corp., Woodbine Development Inc. and Arvida Corp.

"A resort golf course should have a sense of integrity," said architect William Newcomb, who did much of the design work at Boyne Highlands and Boyne Mountain near his Ann Arbor, Mich., home.

"You want to see the golf course, not homes and hotel rooms. I get the sense that Landmark strives for that sense of golf course integrity. I'm looking at it as an architect. The company's financial condition has nothing to do with that."

Landmark's holdings include some of the most prestigious courses in the country — Kiawah Island near Charleston, S.C.; Palm Beach Polo & Country Club in West Palm Beach, Fla.; Belle Terre Country Club between Baton Rouge and New Orleans, La.; and Oak Tree Golf Club and Oak Tree Country Club in Edmond, Okla.

Its California properties are Carmel Valley Ranch near Carmel and the Palm Springs area resorts La Quinta Hotel Golf & Tennis Resort, PGA West and Mission Hills Country Club in Rancho Mirage, Calif.

P GA West is one reason architects named Landmark the top resort developer in the country.

Upscale public courses gain popularity

By Peter Blais

Used to be that you wanted the valet bag drop-off, preferred tee time, meticulously maintained course and employees who knew you by name, you had to shell out thousands of dollars to join a private country club.

Not anymore.

Upscale daily-fee courses with all the amenities of a private club are becoming the rage as developers scurry to fill a market niche many feel has long been under-served.

Among other findings:

- While the nation experienced a 23.3-percent growth in Consumer Price Index from 1985 to 1990, the average cost of an 18-hole round of golf at a public facility on a week day rose 42.3 percent over the same period — from $10.36 to $14.75.

- 18-hole green fees at today's newer public courses opened for play since 1985 are running 40-45 percent higher than their older counterparts.

The National Golf Foundation's Public Golf Achievement Award for maintenance and operations.

Importance of core golfers noted

JUPITER, Fla. — Underscoring the importance of America's 12 million core golfers, a special report by the National Golf Foundation noted that, although they make up only 40 percent of the total U.S. golf population, they account for nearly 90 percent of all rounds played.

A core golfer is defined as one at least 18 years old and playing eight or more rounds per year. An occasional golfer is considered at least 18 years old and playing a handful of times a year.

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William Neff. “I really like Pete Hills. Dye’s work at PGA West and I’ve ever visited. You get the five-main concern at all Landmark resorts, but we want sorts.”

Landmark’s courses are known as stern tests of golf. That’s fine with Dye, who tends to belong to private clubs and are generally accomplished golfers, Curley said. “We don’t try to make them easy,” the Landmark official said. “The Stadium Course at PGA West runs contrary to the general resort philosophy that courses should not be too hard. It’s a difficult course, but that’s the way people want it.”

Another Pete Dye-designed layout, the Ocean Course at Kiawah, which hosted this fall’s Ryder Cup, brought Landmark into the limelight this year. “Their courses have been very visible with the Ryder Cup at Kiawah and The Skins Game at PGA West,” said architect Baxter Spann of Finger Dye Spann.

“The Ryder Cup really put Kiawah on the map as a worldwide destination resort,” Curley said. “Everyone wants to play it and that’s had a spill-over effect on the resort’s other three courses.”

While Dye and Landmark have been intertwined, the company has also assembled its own in-house design and construction teams, which are striving to make a name for themselves.

Mr. Woodson Golf Club north of San Francisco opened this fall and marked the first Landmark Signature course designed for a customer other than Landmark Land Co., Curley said. The in-house staff also designed Landmark’s Oak Harbor Yacht & Country Club in Louisiana and Oak Valley, located 16 miles east of Riverside, Calif. Both courses have been ready for play for more than a year, but have sat idle, victims of Landmark’s financial and regulatory woes, Curley said.

“We haven’t been able to finish the clubhouses,” he added. “No clubhouse means no place to plug in golf carts which means no golf. We’re looking at temporary facilities so we can at least open the courses up.

“We won’t know what’s going to happen financially until early next year. That’s the most frustrating thing about this situation. We have some other fantastic sites just waiting to go. Whether we’ll do them, they become joint ventures or something else, we just don’t know yet.”

Second-place finisher Marriott operates 18 golf resorts, including the PGA West complex in Scottsdale, Ariz., Desert Springs in Palm Desert, Calif., Golf Club at Marco Island on Florida’s west coast and Seaview Golf Resort in Atlantic City, N.J., which has been in the resort marketplace for years, but we really started coming out of our shell in the golf area about four years ago,” said Roger Maxwell, vice president of Marriott Golf. “Some of the facilities we’ve opened lately, like Desert Springs (900 rooms, 36 golf holes) have received more attention.”

Marriott is also becoming increasingly involved in the construction and management of stand-alone, public golf courses.