we are very involved in the public company has directed Pinehurst's produced the commercial. The know a lot about us," he explained.

As a result, people didn't tionally kept our marketing efforts private club business, we've tradi-

ClubCorp's new "guerrilla mar-
courses in the country.

Continued from page 25

Appraiser
Continued from page 35
golfer habits; and require short-term commitments from customers (about 4-1/2 hours for 18 holes compared to six months or more for an apartment or office space lease, for example).

On the other hand, golf courses are in short supply in many parts of the coun-

Continued from page 25

ClubCorp ad
Continued from page 25

number, Gelinas said. Numerous comments to employees came from viewers previously unaware of ClubCorp's various activities, he added.

ClubCorp completed 20 new deals in the past 20 months, in-

The profits generated from any of these meetings will be donated to the newly established Ocean Club's Employee Emergency Relief Fund, which will be used to assist employees who have been left homeless by the hurricane. Destination Wild Dunes estimates that the amount donated to the relief fund will exceed $5,000.

"Having dealt with Hurricane Hugo in 1989, we know full well the hardships that Ocean Reef is going through right now," said Nancy Van Cott, a spokesperson for Destination Wild Dunes. "We wanted to assist them in their rebuilding efforts in whatever way we could." Destination Wild Dunes not only offers Ocean Reef first-hand expertise in dealing with the aftermath of a hurricane, but it offers hope. Just three years after being devastated by Hugo—a storm that left the resort inoperable for almost a year while golf course, accommodations and staff were rebuilt and reorganized—Destination Wild Dunes is again a thriving golf, tennis and family beach resort.

Destination Wild Dunes, the private oceanfront resort on the Isle of Palms 15 miles from Charleston, S.C., has initiated a goodwill effort to assist the Ocean Reef Club during its recovery from Hurricane And-

Ocean Reef suffered damage when Andrew ripped through south Florida. In addition, many of the resort's employees are residents of nearby Homestead and Florida City; two of the communities hardest hit by Andrew. Presently, Ocean Reef Club is providing shelter, food and clothing to more than 200 of its employees and their families whose homes were damaged by the storm.

Because the Ocean Reef Club is temporarily unable to honor previ-

Strong, durable, color-

impregnated plastic 
housing won't scratch or mar clubs.

Easy access 
drain plug for quick cleaning.

Removable flanged base
included. Optional pipe 
mounting bracket and 
spike kit available.

Wild Dunes helps Fla. course recover from hurricane

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Dirty clubs are a part of golf. But, cleaning clubs with a tee is fast be-

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