The solution Trust Corp. had taken over the Altley Group to sell it. The Resolution and rebuild nine of the old 18. The Resolution and 178 acres of undeveloped property purchased Oak Terrace Country Club. Homebuilder Realen Homes Inc. has reunited former Landmark employees Buzz Gill, Joe Hough and Tony Campanaro, remains in Indian Wells. Former Club Managers Association President Kenneth Brown is co-owner of Twin Lakes Golf Club in Carmel and Sunset Hills Country Club in Pekin, Ill. He plans to form investor groups to purchase, lease and manage additional golf courses.

Marketing Idea of the Month

Breeding goodwill, new customers: all in the name of a worthy cause

By PETER BLAIS

SPRINGFIELD, Ill. — Imagine generating $35,000 in late September from a course that, on its best midsummer day, makes around $7,500. While you’re at it, think about attracting a huge pool of new daily-fee players and gaining invaluable goodwill in your community?

That’s what owner/manager Vince Alfonso did Sept. 28, at The Rail golf course. In the process he helped provide Christmas dinner for more than 2,000 needy Springfield families and candy-filled Christmas stockings for 1,500 children.

The Rail, in conjunction with Truck Centers Inc. of Springfield, raised $33,000 (up 50 percent from a year earlier) at its second annual Friend-In-Deed Appreciation Day held the last Monday in September. That represents almost 20 percent of the $177,000 collected by The State Journal Register’s fund-raising campaign for needy Springfield families.

Alfonso’s motives were primarily philanthropic, although the marketing benefits attached are undeniable.

“Look at giving something back to the community as a responsibility,” Alfonso said. “God gave us a beautiful piece of property. No one benefits if I can’t make a profit. But it is also my responsibility as a conscientious steward to do something more with it than just make money.”

“It would be difficult to take that Monday out of our June-July-August season. But thing. Golfers would enjoy that,” said Steve Harker, vice president of marketing for American Golf Corp.

“Client will ask us if we have a problem being five miles from a Fazio course or eight miles from a Nicklaus course,” said Palmer design partner Ed Seny. “I say, ‘Couldn’t you get a piece of property right next door to them?’” Design a course in a community that sports Dye, Nicklaus and Palmer tracks? “I’d rather do that than anything,” agreed Fazio.

“When you come in [a town] behind them, you try to do something new. That’s the fun of it,” said Dye, adding that he returns to a number of his courses every year to see how they’ve improved. Yet, instead of being hurt by top-notch competition, golf areas like Hilton Head, Myrtle Beach and Palm Springs thrive because of it.

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