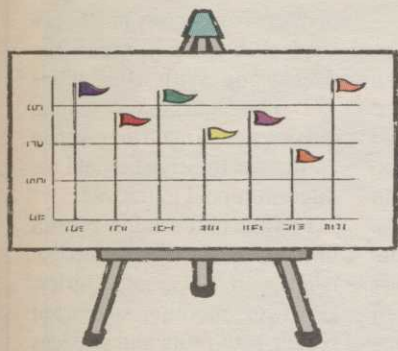


BRIEFS

**BROOKS NEW VP AT CAROLINA GOLF**

Carolinas Golf Services Inc. has named David Brooks vice president of operations and development and J. William Hamilton vice president of golf operations. Brooks will oversee all construction, development and maintenance activities while Hamilton coordinates pro shop, grill room and clubhouse functions. Headquartered in Raleigh, N.C., Carolinas Golf operates four North Carolina clubs and is building a fifth.

GOLF ENTERPRISES SIGNS 20-YEAR LEASE WITH PARADISE KNOLLS

Golf Enterprises Inc. of Santa Monica, Calif., has signed a 20-year lease agreement to manage Paradise Knolls Golf Course in Riverside. The facility includes a pro shop, clubhouse and restaurant. New concrete cart paths and an upgraded irrigation system are planned. Golf Enterprises manages 24 public and private facilities.

OAK TERRACE CC PURCHASED BY REALEN

PHILADELPHIA — Delaware Valley homebuilder Realen Homes Inc. has purchased Oak Terrace Country Club. The property includes a private, 18-hole course and 178 acres of undeveloped land. Plans are to build nine new holes and rebuild nine of the old 18. The Resolution Trust Corp. had taken over the property and retained Legg Mason Realty Group to sell it.

MERGER REUNITES EX-LANDMARKERS

INDIAN WELLS, Calif. — National Golf Management Co. and Golf Pacific Group have merged under the National Golf name. The new company, which reunites former Landmark employees Buzz Gill, Joe Hough and Tony Campanaro, remains in Indian Wells. National Golf recently signed a consulting agreement with The Field Golf Club (formerly Desert Dunes) in Desert Hot Springs. It also operates Trappers Turn Golf Club in Wisconsin Dells, Wis.

BROWN TO LEAVE INDY CLUB

Former Club Managers Association of America President Kenneth Brown is leaving his executive vice president post at the Indianapolis Athletic Club March 1, and turning his attention full time to golf. 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.



Kenneth Brown

Head to Head

Architects (and rounds played) rise to the challenge of "big name" competition

By MARK LESLIE

Notoriety, variety and fierce competition. They are common elements in the seven U.S. cities that boast golf courses designed by the Big Four: Pete Dye, Tom Fazio, Jack Nicklaus and Arnold Palmer.

While each designer aims for superiority in this good-natured rivalry, management at each course desires to draw the most golfers to its facility. Yet, instead of being hurt by top-notch competition, golf areas like Hilton Head, Myrtle Beach and Palm Springs thrive because of it.

"The great thing about all these architects is that each has his own unique style. From a marketing standpoint, it would be a great advantage to have a little bit of every-

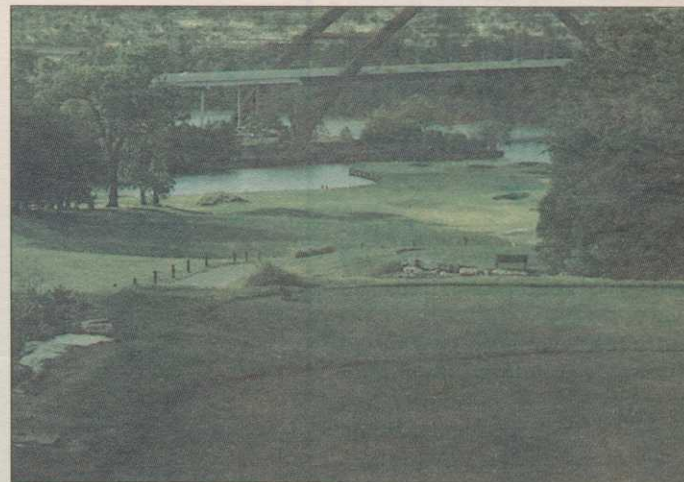
thing. Golfers would enjoy that," said Stever Harker, vice president of marketing for American Golf Corp.

"A 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 Seay. "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

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The city of Austin, Texas, can boast an entry from each of golf course architecture's Big Four. They are (clockwise from top left): The Hills of Lakeway designed by Jack Nicklaus; the Austin Country Club by Pete Dye; the Lakeside Course at Barton Creek Resort from Arnold Palmer; and the Barton Creek-Fazio course by Tom Fazio.

Marketing Idea of the Month

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

By PETER BLAIS

SPRINGFIELD, Ill. — Imagine generating \$33,000 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 1,900 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.

"I 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

Continued on page 39

LinksCorp buys Missouri club

INDEPENDENCE, Mo. — LinksCorp, a golf course acquisition and management company headquartered in Northfield, Ill., has bought the 18-hole Rockwood Golf Club here.

Ben Blake, president and chief executive officer of LinksCorp, announced that Steve Ewry, 45, will be Rockwood's general manager. Ewry, a PGA member, comes to Rockwood from Kanawha Country Club in Charleston, W.Va. He has more than 20 years experience in the golf business.

LinksCorp plans improvements to the 6,000-yard, par-70 course that plays over 90 acres and also to the 12,000-square-foot clubhouse.

The Big Four Breakdown

DF= public; PR= private; R= resort;
RE= residential; SP= semi-private

Atlanta, Ga.

Atlanta National (RE) — Dye
CC of the South (RE) — Nicklaus
St. Ives (RE) — Fazio

Austin, Texas

Austin CC (PR) — Dye 1984
Barton Creek - Fazio Course (R) —
Fazio 1986
Barton Creek - Lakeside Course (R) —
Palmer 1988
Hills of Lakeway (R) — Nicklaus 1981

Charleston, S.C.

Kiawah Island-Turtle Point (R) —
Nicklaus
Kiawah Island-Osprey Point (R) — Fazio
Kiawah Island-Ocean Course (R) — Dye

Hilton Head, S.C.

Colleton River Plantation — Nicklaus
Harbour Town Golf Links (SP) — Dye
Moss Creek — Fazio
Sea Pines Plantation GC's Club Course
— Palmer

Jacksonville, Fla.

Amelia Island (R/DF) — Fazio
Plantation Club (Sawgrass) (RE) —
Palmer
Tournament Players Club at Sawgrass
(DF) — Dye

Michigan

Grand Traverse Resort - The Bear (R) —
Nicklaus
Shanty Creek — Palmer
Treetops (R) — Fazio

Myrtle Beach, S.C.

Debordieu Colony CC (PR) — Dye
Pawley's Plantation (PR) — Nicklaus
Myrtle Beach National GC (3) —
Palmer
Waschesaw (PR) — Fazio

Newport Beach, Calif./ San Diego, Calif.

Aviara Golf Course (R) — Palmer
Dove Canyon — Nicklaus
Pelican Hill (R) — Fazio
The Farms — Dye

Orlando, Fla.

Eagle Pines (R) — Dye
Grand Cypress (R) — Nicklaus
Islesworth G&CC (PR) — Palmer
Osprey Ridge (R) — Fazio

Palm Beach, Fla.

Emerald Dunes (R) — Fazio
Ibis G&CC — The Legend — Nicklaus
Loxahatchee (PR) — Nicklaus
Old Marsh (PR) — Dye
PGA National - The General Course (R)
— Palmer

Palm Springs, Calif.

PGA West - Stadium Course (R) — Dye
PGA West - Resort (R) — Nicklaus
PGA West - Palmer (R) — Palmer
Vintage Club (PR) — Fazio

Pinehurst, N.C.

Pinehurst No. 6 (R) — Fazio
Pinehurst National C (PR) — Nicklaus
Pinehurst Plantation — Palmer

Tucson, Ariz.

Karsten GC (DF) — Dye
La Paloma — Nicklaus
Ventana Canyon (R) — Fazio

Vero Beach, Fla.

John's Island Club (PR) — Dye
John's Island West (PR) — Fazio
Orchid Island — Palmer

Wilmington, N.C.

Landfall — Dye
Landfall — Nicklaus
Porter's Neck — Fazio

Nicklaus, Dye, Palmer & Fazio

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year in an effort "to fix up to keep up" with the competition.

Variety and competition are factors to which golfers can relate, and the attraction of big-name architects is not lost on the people marketing these courses.

Myron Klement, head pro at the Nicklaus-designed Hills of Lakeway in Austin since 1987, said golfers get a kick out of playing and comparing the Nicklaus course with the Fazio, Palmer and Dye tracks in town. Barton Creek's Lakeside Course designed by Palmer in 1988 and Fazio Course, built in 1986, are resort courses, as is Hills of Lakeway, which opened in 1981.

For "destination resorts," having major golf names attached to several courses "strengthens the whole area," said Harker.

Seay calls it "the draw of notoriety."

"But it depends on the market," said Harker. "In Phoenix it's an advantage, but the challenge is that in some markets there is an oversupply of courses."

DESIGNING HEAD TO HEAD

"I know good and well that Tommy and Jack feel the same way: Give us each a corner at a major intersection," said Seay.

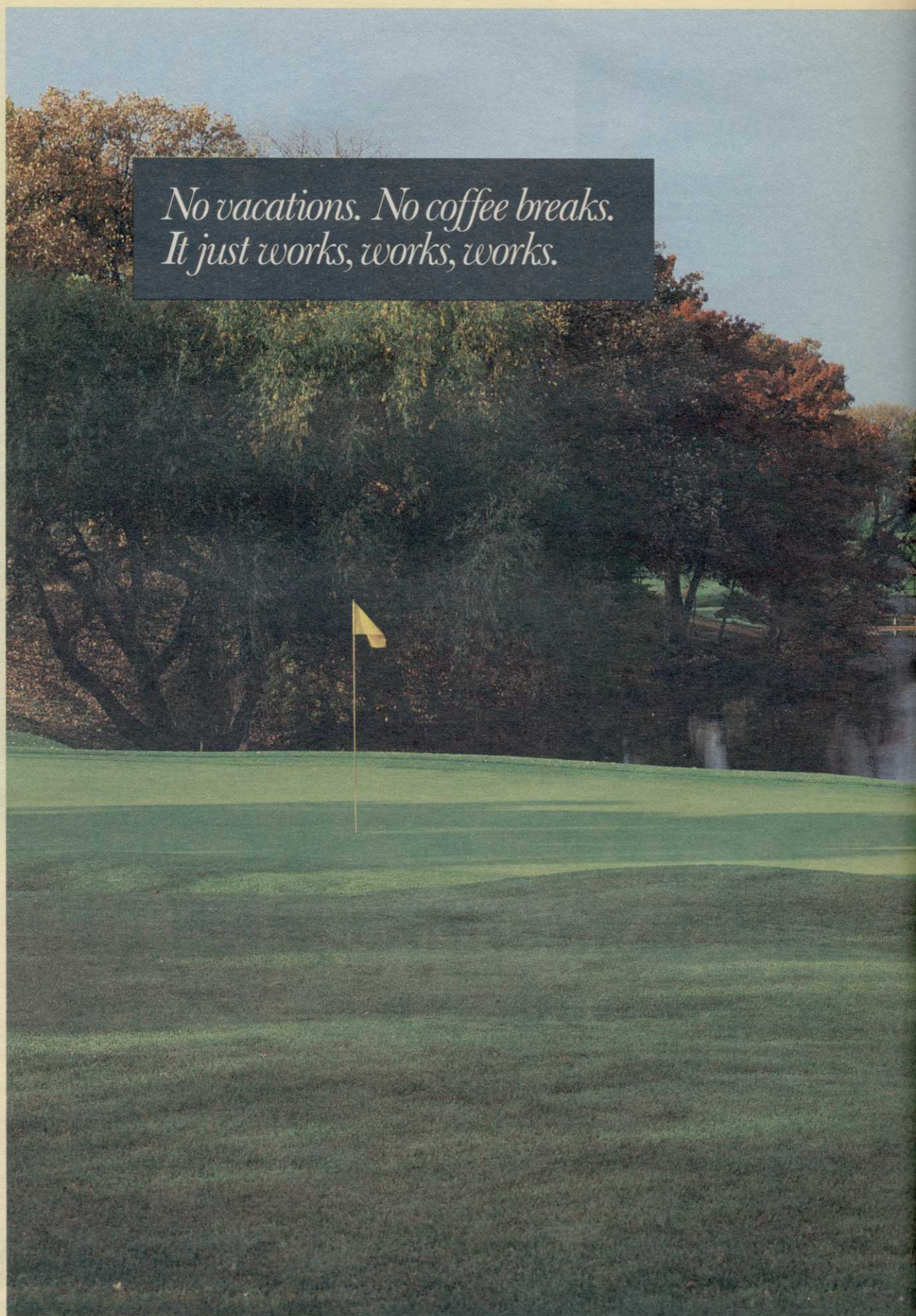
"I think everybody gets better and pays more attention. Everybody benefits, first from the way we approach the design. We want to make sure what we are doing is not seen on these other courses..."

Secondly, when you go into these areas with all these great golf courses, you'll probably never find better conditions... This exchange of variety is the healthiest thing that can happen to the development of golf."

"Usually a standard has been set if they've [other designers] already been there," Fazio said. "It makes you work harder. If you're the first one in, you have to set the standard because everybody's always comparing. It's a fun challenge, that excitement of competition — not only in making the product but competing against your peers."

It's difficult to say whose courses are the most popular to golfers. No one city has courses

Continued on next page



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Golf course owners reach nationwide group buying agreement with Yamaha

CHARLESTON, S.C. — The National Golf Course Owners Association has named Yamaha Golf Cars as the primary golf car vendor company for its new national purchasing program, the first such agreement ever entered into by a major golf association.

Yamaha, a charter sponsor of the organization, is the first manufacturer to be involved with the program.

"This is a landmark agreement for the association and we are extremely pleased to have a quality company like Yamaha designated as our first primary supplier," said Michael Hughes, the NGCOA's executive director.

The NGCOA, a non-profit trade group, is made up of 1,200 member courses throughout the United States.

Yamaha was selected on the basis of product quality and value, ability to meet the needs of a national membership, and commitment to the golf industry, according to Hughes.

Under the terms of the agreement, the association's members will enjoy preferred pricing, parts discounts, national and dealer service support and exclusive NGCOA-member factory schools at Yamaha's manufacturing facility in Newnan, Ga.

Clayton Burrous, the NGCOA's director of purchasing, and Mike Muetzel, Yamaha's national accounts manager, will oversee the implementation of this first-of-its-kind national agreement.

For more information call 803-768-6540.

The Big Four

Continued from previous page

by the four architects that are all open to the public.

And the meaningful number for course managers — profits — would have to include greens fees, which are seldom the same.

Dye's Austin CC played 38,000 rounds last year — an amazing number for a private club. The Fazio and Palmer layouts hosted 33,880 and 22,637 rounds, respectively, in 1992, while the Nicklaus course totaled 29,000.

PGA West hosted 40,000 rounds on each of the Nicklaus Resort and Palmer Courses, at \$80 greens fees, while Dye's Stadium Course played 50,000 rounds at an average greens fee of \$110.

Dye flatly said more rounds are played at his courses than at his colleagues'.

Does that mean people enjoy his courses more than the other designers?

"Either that or they're crazy," Dye said.

Yet Dye said many factors affect play at a course. An example is Kiawah Island in Charleston, S.C., with its Turtle Point by Nicklaus, Osprey Point by Fazio and Ocean Course which Dye designed in 1991-92.

"First, Nicklaus built his course when Kiawah was in its infancy. Tom's course was inland. But the whole world landed in my lap. No one's ever given 10 holes on the ocean [like that]."

The result: Last year there were 35,000 rounds at Turtle Point at an average greens fee of \$65 and another 35,000 at Osprey Point at \$63.50, but 37,500 rounds at the Ocean Course even at a whopping \$94.50 per round.

On the other hand, Dye built the first course at Kingsmill in the Williamsburg [Va.] area "and now everyone's better. So I'm charging them one dollar a year and working with them to get it better," he said.

Seay numbered people and play as the "common denominators of success for golf courses."

"The variety and challenge of different designers, a multiple selection of design in any given community is very, very healthy," he said. "The strength of golf is its variety. If we were all Donald Rosses, Ellis Mapleses, or Alister Mackenzies, it would start to get boring."

To that end, the word "emulation" is not even in the vocabulary of these men.

"It's like playing golf," Fazio said. "You play your own game and don't worry about the other guy. When you play golf, you're playing the course and not the other players."

"I don't look at it as like match play but total play. You base it on the budget, conditions, land. Don't worry about what someone else is doing. Do they have a better piece of land, more money? You don't want to make excuses."

"But it is fun to compare afterward."



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