The solution Trust Corp. had taken over the Pride Group to sell it. and rebuild nine of the old 18. The Reso-
land. Plans are to build nine new holes course and 178 acres of undeveloped.
opportunity. Oak Terrace Country Club.
homebuilder Realen Homes Inc. has reunites former Landmark employees.
Golf Management Co. and Golf Pacific Athletic Club 
Golf name. The new company, which 
merger to manage Paradise Knolls Golf 
Course in Riverside. The facility includes a pro shop, clubhouse and restaurant. New concrete cart paths and an up-
grounded 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 
refurbish nine of the old 18. The Reso-
lution Trust Corp. had taken over the 
property and retained Legg Mason Rea-
ly Group to sell it.

MERGER REUNITES EX-LANDMARKERS

INDIAN WELLS, Calif. — National 
Golf Management Co. and Golf Pacific 
Group Inc. 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 turn-
ing 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.

GOLF COURSE NEWS

BRIEFS

Brooks New VP at Carolina Golf

Carolina Golf Services Inc. has 
named David Brooks vice president of 
operations and development and Joseph William Hamilton vice president of golf 
operations. Brooks will oversee all con-
struction, development and maintain-
ance activities while Hamilton coordinates pro shop, grill room and clubhouse functions. Headquartered in Raleigh, N.C., Carolina 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 agree-
ment to manage Paradise Knolls Golf 
Course in Riverside. The facility includes a pro shop, clubhouse and restaurant. New concrete cart paths and an up-
graded irrigation system are planned. 
Golf Enterprises manages 24 public and 
private facilities.

Marketing Idea of the Month

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

By PETER BLAIS

SPRINGFIELD, Ill. — The idea of 
generating $55,000 in late September from a course that, on its best midsum-
er 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 
needly 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 Spring-
field 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 
off our June-July-August season. But 
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Head to Head

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

By MARK LESLIE

Notoriety, variety and fierce com-
petition. They are common ele-
ments 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 draws to 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 archi-
tects 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 if we have a problem 
being five miles from a Fazio course or 
seven miles from a Nicklaus course," said 
Palmer design partner Ed Sny. "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 
Continued on page 40

The city of Austin, Texas, can boast an entry from each of golf course 
architects' 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.

LinksCorp buys 
Missouri club

INDEPENDENCE, Mo. — LinksCorp, a golf course acquisi-
tion 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, an-
nounced 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 busi-
ness.

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.
Nicklaus, Dye, Palmer & Fazio

Continued from page 37

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

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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 nationwide 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 Newman, Ga.

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

For more information call 803-768-6540.

Nobody has more jobs than a golf course or park superintendent. But you can’t do everything or go everywhere.

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"One ton of cargo, plus bed, operator and passenger.

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 be tax-exempt 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 host 33,880 and 22,637 rounds, respectively, in 1992, while the Nicklaus course totaled 29,900.

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 $95 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, sand. 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.”

February 1993