DEBOARD NAMED PEACHTREE VP

PEACHTREE CITY, Ga. - Peachtree City Development Corp. (PCDC), the primary developer of Peachtree City, has named David G. DeBoard vice president of sales and marketing. In his 20-year career, DeBoard has been involved with the development of planned communities in Florida and Georgia, including PGA National, home of the Professional Golfers' Association of America, in Palm Beach Gardens, Fla., and Polo Golf and Country Club and The Country Club West Country Club in metropolitan Atlanta. He has sold more than $500 million in residential real estate. DeBoard attended the University of Southern Mississippi and Eckerd College. He is a licensed real estate broker in Florida and Georgia. For 14 years, PCDC has been the primary developer of Peachtree City under a contract with The Equitable Life Assurance Society of the United States.

NEW MEMBERSHIP PROGRAM IN ARIZ.

PHOENIX — Ahwautkee Country Club has added two new programs to increase membership. New and current members are eligible for a grand prize drawing of an all-expense paid trip to the 1994 U.S. Open at Oakmont (Pa.) Country Club. Other prizes are also available. The second program allows potential full members to test drive the club for $175 per month ($125 per month at sister club The Lakes at Ahwautkee). That fee entitles participants to unlimited golf, member cart rates and other benefits.

PALMER MAKES APPOINTMENTS

ORLANDO, Fla. — Arnold Palmer Golf Management Co. recently made several key appointments. These include Daryl Jones, accountant/management systems coordinator for corporate staff; Sheila Posser, general manager of Dakota Dunes Country Club in South Dakota; Charles Dyke, general manager at Deering Bay Yacht and Country Club in Miami; Jody Shaw, general manager of Ballymeade Country Club on Cape Cod, Mass.; Bill Whitmore, clubhouse manager, and Pamela Rush, controller at Bay Hill Club in Orlando.

CCA SIGNS ON AT IPSWICH CC

Club Corp of America has signed on to manage Ipswich Country Club. Boston-based financier Spencer Alpert headed an investment group that bought the Robert Trent Jones-designed course in 1992. Since then, the new owners have spent $500,000 on course and clubhouse renovations.

Destination Wild Dunes acquires Signature Links Course

CHARLESTON, S.C. — Destination Wild Dunes has bought the world-ranked Wild Dunes Links golf course, reuniting all recreational amenities at the Isle of Palms resort under one ownership for the first time in four years.

Marketing Idea of the Month

Coupon book funds start-up of owner group

CHARLESTON, S.C. — Course operators in the Charleston area thought forming a regional chapter of the National Golf Course Owners Association was a great idea. But how to fund it? That was the question.

Charleston Tee Times, a golf coupon book, was the answer. The coupon book, which offers a total of 28 rounds of golf at 12 member courses for $65, raised $65,000 in just 2-1/2 weeks. That's what the fledgling association, the state's fifth regional chapter, needed to become more than a pipe dream.

"Course owners felt there were many reasons to get together," said Terry Sedalik, director of the NGCOA's Charleston chapter. "They had a lot of ideas on how to promote the area, but little money. Without money, something like this gets put on the back burner."

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