**LYNWOOD TO MANAGE THE WOODLANDS**

THE WOODLANDS, Texas — Tom Luersen has been promoted to managing director of The Woodlands Conference Center and Resort here. In his new position, Luersen is responsible for the overall management and operation of the conference center, including the Tournament Players Course at The Woodlands. Luersen joined The Woodlands in 1991 as director of operations.

**DIFFERENCE CENTER IN WILLIAMSBURG, VA.**

**ANALYSTS (GPA) has been retained by the conference Center, including the Resort here. In his new role, Brady was head pro at Killearn Country Club in New Garden Township, Chester County, Pa.**

**Appraisers, added that GPA has been retained to purchase Ocean Course for $27 million.**

**By Hal Phillips**

CHARLESTON, S.C. — With a bid of $27 million, the Audubon Society of New York has entered the golf management business.

The not-for-profit organization based in Selkirk, N.Y., was the high, lone bidder for Pete Dye's Ocean Course on Kiawah Island, which had been developed by the failed Landmark Land Co.

Audubon purchased the seaside masterpiece from Resolution Trust Co., the federal agency charged with selling off Landmark's former holdings. Federal bankruptcy court must still approve the sale.

Audubon was able to rustle up the $27 million through its alliance with two investors: VIT, an arm of Richmond, Va.-based AMF Companies; and Kiawah Resort Associates, the owners of undeveloped residential land on Kiawah Island.

VIT had already purchased the Kiawah Island resort complex — save the Ocean Course — from the RTC in July. Because of the course's environmental sensitivity, the RTC was obligated to allow qualified conservation groups to bid separately on the Ocean Course, as stipulated by the Coastal Barrier Improvement Act.

"It's our belief at N.Y. Audubon that in order to do long-term good, we have to merge environmental ethic with the business world," said N.Y. Audubon President Ron Dodson. "We recognize that we can't run down to the local bank and withdraw $27 million. It's not unusual for conservation groups to enter over management."

Brady was head pro at Killeen Country Club in Tsalalassee, Fl., home of the LPGA Sprint Classic.

**GPA SECURES TWO CONTRACTS**

HORSHAM, Pa. — Golf Property Analysts (GPA) has been retained by Commerce Bank, N.A., to perform a market value appraisal for the Talamore at Oak Terrace Country Club project here. Laurence Hirsh, GPA president, will direct and manage the project. Hirsh, a member of the Society of Golf Appraisers, added that GPA has been retained to provide appraisal services for the proposed Harteberg National Golf Club in New Garden Township, Chester County, Pa.

**PUBLIC GOLF 1993**

A TWO-DAY NATIONAL CONFERENCE DEDICATED TO THE NEEDS OF MANAGERS OF PUBLIC GOLF FACILITIES

**PUBLICLY TRADED AGC spinoff acquires first course, Desert Lakes**

**By Peter Blais**

**Common wisdom these days holds that most of the profits are made in managing a golf course, while most of the risk is found in owning one. That's why it's surprising to hear a management executive, particularly someone with the reputation of Kemper Sports Management's Douglas Schmidt, come down on the side of ownership over management.**

"We're into owning, leasing and managing — in that order of preference," said the Northbrook, Ill.-based firm's president and chief operating officer.

"With management contracts, if you do a great job, the owners eventually figure they don't need you. If you do a bad job, you don't deserve to be there." The only way to succeed is to be mediocre. None of the people here are interested in mediocrity."


The company leases Kemper Lakes Golf Club in Long Grove; Patriots Point Links in Mt. Pleasant, S.C.; and the Chicago Park District's six golf courses and two driving ranges.

"We've vastly improved Chicago's properties already," Schmidt said of the lease agreement the company signed in April. Kemper has so far removed many of the asphalt (that's right) tees at many of the courses, professionally edged bunker faces, invested thousands of dollars in lightweight mowing equipment and improved the irrigation system at 18-hole Jackson Park. "We'll look at the

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