MARKET CORP TO EXPAND WALNUT CREEK
MANSFIELD, Texas — Club Corporation of America will oversee construction of a new nine holes and renovations to the existing layout at the CCA-managed Walnut Creek Country Club. TimberChase Development Co. and Lincoln, Neb.-based Krueger Development of Texas Inc. purchased 120 acres of adjacent land that will allow for the $2.5 million course expansion and renovations as well as construction of 100 new homes. Brooks-Baine Golf Inc. of Fort Worth will design the course addition and changes. Construction could begin this fall and be completed within a year.

CMAA HOSTS CONFERENCE
ALEXANDRIA, Va. — The Club Managers Association of America will host its Leadership/Legislative Conference in Pentagon City, Va., on Sept. 10-13. Aimed at the association’s volunteer chapter leaders, the conference will cover leadership and legislative information pertaining to the private club industry.

ARIZ. EXEMPTS GOLF CARS
PHOENIX — Gov. Fife Symington has signed legislation exempting golf cars and other vehicles used primarily on golf courses from the requirement to register under the motor vehicle registration statute. Courses renting carts are also exempt from state auto rental regulation laws and the requirement to obtain public liability insurance.

GOVERNORS CLUB TABS CMC
CHAPEL HILL, N.C. — Club Management of the Carolinas, an East West Partners Group, has been awarded a management contract for the Governor’s Club in Chatham County. The Chapel Hill-based firm also manages The Old North State Club at Uwharrie Point near Asheboro.

CLUBCORP TO EXPAND WALNUT CREEK
CLEVELAND, Ohio — Club Corporation of America will oversee construction of a new nine holes and renovations to the existing layout at the CCA-managed Walnut Creek Country Club. TimberChase Development Co. and Lincoln, Neb.-based Krueger Development of Texas Inc. purchased 120 acres of adjacent land that will allow for the $2.5 million course expansion and renovations as well as construction of 100 new homes. Brooks-Baine Golf Inc. of Fort Worth will design the course addition and changes. Construction could begin this fall and be completed within a year.

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GOLF COURSE NEWS
Palmer
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hole, city-owned course, handles 85,000 rounds a year.

The Agronomy program will also feature Pat McHugh, director of golf course maintenance and grounds at Doral Resort & Country Club in Miami, who will discuss innovative staffing and crew motivational techniques. In addition, Patrick O'Brien — director of the United States Golf Association Green Section, Southeastern Region — will tackle the subject, “Maintenance on a Shoestring.”

As part of the Management program, Ken James — senior vice president of operations and acquisition at American Golf Corp. — will discuss “Five Critical Issues to Operational Success.” Terry Buchen, CGCS and author of GCN’s “Savvy Superintendent” column, will enlighten owners and managers on course-related matters with his discussion of “Agronomy for Non-Agronomists.”

The Development track, co-sponsored by Golf Course News and the National Golf Foundation, will feature several discussions of financing: Reid Marks of NationsBank on traditional sources; Bill Wallace, vice president of Golf Services Group, on public-private partnerships; and Greg Cory of Economic Research Associates on the value of feasibility studies.

Also included in the Development program will be Dennis Tull, owner of Scoley’s Golf Center, the national authority on development of alternative golf facilities; architect Bob Lohmann, principal of Lohmann Golf Designs, Inc., who will discuss course renovation and its relation to the bottom line; and Stuart Cohen, president of Environmental Turf Services, Inc., who will speak on environmental regulation and its effect on sound public-access development.

Golf Course Expo is the first exposition and conference devoted to public-access golf. Exhibitors include, in addition to sod, consultant services, golfcarts, mowers, aeration, irrigation equipment, chemicals, architectural services, construction services, software, equipment parts, landscape supplies, utility equipment, greens rollers and ball washers, among others.


For more information on attending the trade show or conference, call the Golf Course Expo hotline at 1-800-846-0600, ext. 248.

Marty Golf
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and William an on-the-field player coach,” Marty said.

Marty concentrates on membership sales and generating greens fees. Ochsenhirt, a certified public accountant, creates business plans for MGM clubs and oversees course maintenance and golf shop operations. Fitzpatrick relies on his operations background to recruit and train course personnel.

Plans are to have 10 to 15 clubs under full-management contracts by the end of next year. All will be within the 50-mile radius of Mobile that Marty considers his market area.

“That will give us the base we need to begin leasing or acquiring clubs ourselves,” Marty said.

While describing membership sales as the firm’s strength, Marty said the company never loses sight of the importance of course maintenance nor the superintendent’s role in a club’s success.

“No one is more important than the superintendent,” the company president said. “Without him, and a quality course, what do you have? Nothing.”

Head superintendents at all of the company’s full-management clubs are GCSAA members, Marty said.

Plans are to hire assistant superintendents who can be trained to manage new clubs as they become available.

Additionally, the company planned to hire a full-time agronomic consultant by the end of July to oversee maintenance at all facilities, Marty said.

Most of the company’s courses are upscale, daily-fee layouts with a smattering of private clubs.

In addition to Pine Tree, the company manages Chuck Hogan Golf Schools and Tour Golf’s Practice Tee in Birmingham; Saddle Creek Golf Club in Lewisburg, Tenn.; Hamilton Mill Golf Course in Atlanta; and Jennings Mill CC in Athens, Ga.

The firm has instituted membership programs at Port Malabar CC in Palm Bay, Fla.; Wild Forest CC in Wake Forest, N.C.; and Laurel Ridge CC in Waynesville, N.C.

Marty has management consulting agreements with Chantilly Manor CC in Rising Sun, Md., and The Illinois Center in Chicago.

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