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Each text block...
Leslie on Public Golf
Continued from page 57
what you can get. It isn't going to cost you a dime more to put another player on the golf course."

HOT BUT HEAVY
To fill tee times during Florida's hot days, Lansbrook's Gaigardir improved his rooftops from 14 to 164 per day on Terrific Thursdays promotions in July and August. Enlisting cooperation from area hotels, restaurants and other businesses, Gaigardir rounded closest-to-the-pin contests on every par-3 golf course, and a daily grand prize drawing, plus specials in the restaurants. He developed a mailing list using the registrations for the drawings.

GRABBING THE CUSTOMER
"Grass and people: Those are the two things you have to spend your time thinking about," said Lesnik.

While saying a golf course should "spend what you have to spend on turfgrass maintenance — you'll get it back in the long run," Lesnik added: "We're as concerned with the people who play the $9 round [at one of our courses] feel they got value for their money as we are about the person who paid $95 [at another course]. It could have been a larger percentage of the expenditure income of the person who spent $9 than it was of the person who spent $95."

Just as debt service often determines just how profitable you are going to be on an annual basis, don't ever forget the greens fees are where it's at. That's what drives the money.

One of several Lesnik suggestions: "If you sell permanent tee times at a public golf course, a lot of people are encouraged from coming. Sell every second, third or fourth tee time. If people want to play your course, they will pay a premium for a tee time. And if you stagger them in a way that's convenient for you, you won't discourage other play."

SOW AND REAP
"Have fun and ... make a difference. The key to that is give, give, give, said Alfonso, who is part-owner of The Rail in Springsfield, Ill. "We can all make a difference in our lives — to the people around us, to our communities..."

What you sow in goodwill will return manifold to you in increased business, Alfonso said, adding that key to his business is building lasting relationships. He cited a study that found that "staying over a new customer is five times more expensive than selling a product to somebody who's already your customer."

Five years of GCN
Continued from page 10
builders association alive, and stayed very busy in Asia-Pacific
— Phil Arnold, executive director, GCBA — the guiding hand
— Jim Snow, director, USGA Green Section — now, more than ever, the turf authority
— Carol Browner, administrator, Environ-
mental Protection Agency — like her or not, she's a force to be reckoned with
— Steve Mona, executive director, GC-
SAA — a new beginning
— Randy Nichols, outgoing president, GCBA — oversaw the passing of the torch
— Tom Faro, architect — solidified his reputation as golf's top designer
— Mike Shannon, head of KSL — made big splash on management side by snap-
ping up La Quinta and PGA West, then acquiring Fairways
— Craig Price, president, American Golf Corporation, led AGC on acquisition binge, then formed publicly held acquisition wing, National Golf Properties.

From a publisher's point of view, it's interesting to note a large number of pub-
llications have entered this market over the past five years. If I miss one, I apologize to all my peers. But here's a sampling:

Environmental Summit
Continued from page 3
Management, founded 12 years ago by actor Robert Redford, specializes in bring-
ing together the forces of environmental-ists and business people. According to Director Terry Minger, the Center — a 501-C3, or non-profit organization — has staged "meaningful, productive" conferences on oil drilling in the Bering Sea, reaurahtiza-
tion of the Clear Air Act, the ozone debate, and global warming.

"We're an organization that builds bridges," said Minger. "We're not an advoc-
ate organization although we have brought people to-
gether for the Bering Sea seminar, we had
18 oil companies there, as well as environ-
mental groups."

It appears that the demand exceeds no more than 65 to 70 attendees, equally representative of the golf/resort industry and environ-
mental groups. Minger added that he possesses a solid grounding in the golf world, having been city manager in Vail, Colo., during con-
struction of a Pete Dye course there. Minger was also involved in the development of Desert Mountain and the Palmer course in Whistler, British Columbia, Canada.

"Golf has been a given a bad name be-
cause of the mega-developments," Minger said. "It was a way of selling property in stead of playing the game as it was origi-
nally constituted. We aim to invite people from the golf industry to show the green side to show the good parts."

"Instead of sniping at each other and fil-
ing lawsuits, we're going to sit down and talk. We'll see what the environmental groups find wanting and how the golf course industry can respond and, in the past, I believe golf has shown itself to be very responsive."

Patterson said this conference meeting is scheduled for June or July, with speak-
ers and conference organizers devise a first-draft program and walk through it.

"We've contacted more than 25 key indi-
viduals and organizations on both sides

Continued on next page

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