AGC and MCI develop reservation system
CULVER CITY, Calif.—American Golf Corporation and long-distance telephone carrier MCI have developed a reservations system for AGC’s courses that can be accessed by calling 1-800-GOTRY18.

American Golf’s centralized reservation tee-time service handles 10 public, private and resort courses in Phoenix as well as Laughlin and Las Vegas, Nev., AGC has immediate plans to expand service into Southern California and Houston.

The reservation center allows resident golfers, travel agents, hospitality industry employees and tourists nationwide to make tee times up to 60 days in advance.

In the future, MCI plans to provide AGC with MCI Mail, an electronic mail system linking all its courses; a corporate affinity program offering discounts and value-added services to private club members; a commission program set up at all courses to generate revenues from course payphones; fax broadcast for reservation confirmations; and electronic invoicing through MCI Perspectives.

CMAA president
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Milwaukee.

“I have a great deal of respect for what superintendents do,” Schulz said. “Developing a close relationship with the superintendent and head golf professional is very important. We all need each other to do our jobs.”

Schulz said his primary goal will be keeping the 5,000-member organization focused on the strategic plan developed in 1992.

“Our main thrust is education,” Schulz said. “We’ve developed a sports management program in conjunction with the University of Houston that will be available in 1994. It recognizes the need for club managers to become more familiar with sports and health facilities, like golf courses.”

The one-week seminar will be offered through CMAA’s Business Management Institute.

Also up for election is Norman Spitzig. The general manager of Oak Ridge Country Club in Hopkins, Minn., is running unopposed for vice president.


More than 80 educational sessions are being offered over five days at the CMAA annual conference.

Golf-related sessions include Elements of Golf Shop Operations with PGA of America’s Chris Hunkler; The New York Audubon Society Cooperative Sanctuary Program by the Audubon’s Ron Dodson; Golf and the Environment with GCSAA members; and How Proper Communication can Improve the Common Pitfalls of Golf Course Maintenance by head superintendent Dave Fears of Blue Hills Country Club in Kansas City, Mo.

Other conference highlights include the 438-booth annual exhibition, the largest ever; health and fitness expert Richard Simmons’ keynote speech at the opening business session; and a silent wine auction to raise money for the Club Foundation’s education and scholarship program.