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CIRCLE #177

Leslie on Public Golf

Continued from page 10

of the new tour book, which will be distrib-
uted to 33 million members worldwide. "It
didn't cost us anything. We give up a 15-
percent discount on our green fee," Vaughn
said.

• It worked with its state travel and

tourism department.

• It produced 100,000 license plates for

clients cars. "Now there are 100,000 adver-
tisements in circulation."

Pfitzgerald said brochures have proved to be a "pipeline of business" for the prop-
terties she consults. One generic brochure
was placed in welcome centers and on the
Florida turnpike, costing $250 per quarter.
Other brochures, placed in the pro shops,
cluded coupons for $10 off per round in the
winter and $5 off in the summer. A third
version left a black space on the front for
hotels to place their logos and announced
that they "happily present the Carolina
Club and Deer Creek Golf Club and outlook-
ing their packages.

"We have 25 major hotels working with
us. It's a win-win situation for everybody," Fricker said. "We literally have 25 sales
departments going to all their trade shows
domestically and internationally, doing
mailings several times a year to corporate
clients. Our program for their guests is:
lowest guaranteed green fees; we allow
guests to book tee times up to a month
before arrival; and we give guests a VIP
package including range balls, a locker, a
second cocktail."

"The media is like having an advertising
budget that you don't pay for. Those are
the guys you have to take care of like they're your parents," added Dave
Richards, president of Golf Marketing Ser-

vices in Michigan. "Because it costs money
to send a writer and photographer some-
where to do a story, most publications will
accept a story you provide."

THE DRIVER: GREENS FEES

"Just as debt service often determines
t heir profitability you are going to be on
an annual basis, don't ever forget the greens
fees are what drives the money," said Steve
Lesnik, chief executive officer of Kemper
Lesnik Organization in Chicago.

R. Tary Kettle, president of Masters Golf
Corp. in Winter Park, Fla., supported that
statement, saying greens and cart fees rep-
resent 70 percent of a course's revenues
and 90 to 100 percent of its profits.

Bemoaning the fact that 15 percent of
people who prearrange tee times don't
show, AGC's James suggested using credit
card guarantees, particularly at courses
that charge a high-dollar green fee and
don't have many walk-ups.

"Those who don't honor their tee times
"represents big money" and "no one in the
industry has really paid attention to this," James said.

By using credit card guarantees, he said,
"You're saying to the customer, 'This is
serious. I have a perishable commodity
 called a starting time. If you're not here to
use it, I am going to lose. That's not fair to
me. I only need to know that you're com-
mited to using it, so give me your credit
card number.'"

What do you do when you're so
100-percent of your tee times are used?

James cited Arrowhead Golf Course in
Littleton, Colo., which charges a $75 com-
bination green and cart fee and last year
made an extra $20,000 selling the back
two before the players who started on
the front nine came around.

"Price-sensitive, time-sensitive people
will use it, as well as inexperienced players
who don't want to be thrust in there with
everybody else," James said. "Sell it at
Continued on page 60
February
6-10 — Club Managers Association of America Annual Conference and Show in San Antonio, Texas. Contact CMAA at 703-739-9500.
7-10 — National Golf Course Owners Association Annual Conference in Dallas. Contact 883-577-5229.
14-15 — Advanced Turfgrass Management Symposium at Cook College, Rutgers University, Brunswick, N.J. Contact 908-932-9271.
16 — GCSSA seminar on Turfgrass Stress Management in Suffern, N.Y. *
16-17 — Landscape Industry Show in Long Beach, Calif. Contact 91-448-C.LCA.
16-17 — Turf & Grounds Exposition II in Suffern, N.Y. Contact 800-873-TURF.
17-18 — Nevada Landscape Conference and Trade Show in Reno, Contact 702-881-0428.
21-22 — GCSSA seminar on Golf Course Design Principles in Boise, Idaho. *
22-24 — Western Pennsylvania Turf Conference & Trade Show in Monroeville. Contact 412-837-1102.
23 — New Jersey Landscape ‘94 in Secaucus. Contact 201-664-6310.

March
1-2 — Massachusetts Turfgrass Conference and Industrial Show in Springfield. Contact Joseph Troll at 413-549-5296.
2-3 — GCSSA seminar on Basic Principles of Turfgrass Management in Normal, Ill.*
3 — Spring Valley Turf Products Golf & TurfFair in Pesqueues, Wis. Contact Jordan Sensibar at 414-677-2273.
5-8 — 45th Canadian Turfgrass Conference & Trade Show in Calgary. Contact 905-603-5873.
11 — GCSSA seminar on Maximizing Job Satisfaction in Phoenix.
14-15 — GCSSA seminar on Managerial Productivity in King of Prussia, Pa.*
14-16 — Maine Turfgrass Show and Conference in Rockport. Contact 207-781-7878.
17 — GCSSA seminar on Implementing Strategies and Plans for Turfgrass Environmental Systems in Minneapolis.*
22-23 — GCSSA seminar on Golf Course Design Principles in Palm Springs, Calif.*
22-23 — Turfgrass, Landscape and Sports Turf Institute in Pomona, Calif. Contact 619-729-0947.

July
31-Aug. 2 — Georgia GCSSA Summer Conference at Callaway Gardens Resort. Contact Karen White at 706-769-4076.

October
29-Nov. 2 — Georgia GCSSA Annual Meeting in Savannah. Contact Karen White at 706-769-4076.

November
10-12 — Golf Course Expo in Orlando, Fla. Contact the Golf Course News Conference Group at 207-846-0600.
13-16 — 28th Annual Carolinas GCSSA Conference and Show in Myrtle Beach, S.C. Contact 800-476-GCSA.

* For more information contact the GCSSA Education Office at 800-472-7878 or 913-541-2240.
Golf Course Marketplace

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Golf Course News
February 1994 59
Leslie on Public Golf

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time you have to spend on turfgrass main-
ing about what you have to spend your time thinking about," said Lesnik.

Continued from page 10

bars and other businesses, Gagliardi

Continued from page 3

Continued from page 57

what you have to spend to cost you a
dine more to put another player on the
golf course."

HOT BUT HEAVY

To fill tee times during Florida's hot
days, Lansbrook's Gagliardi improved his
routing from 114 to 164 per day on Terrific

Five years of GCN

Continued from page 10

builders association alive, and stayed very
busy in Asia-Pacific

Continued from page 1

Golf Course News

Golf Business Today (and yesterday...)
Northern Turf Management

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GOLFCOURSE NEWS
March 1994

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