BRIEFS

MARTTY TO MANAGE PINE TREE

FAIRHOPE, Ala. — Marty Golf Management (MGM) has signed contracts to manage Pine Tree Country Club in Birmingham and Saddle Creek Golf Club in Lewisburg, Tenn. According to Tom Martty, president of Fairhope-based MGM, changes at Pine Tree will include capital improvements while the management of Saddle Creek will focus on preparation for its grand opening in the late May gathering here.

Exactly what information the yet-to-be-named clearinghouse will provide was undetermined, Hughes said. The Allied Association's environmental subcommittee, chaired by Hughes, expected to put the finishing touches on the program by late June, the NGCOA staffer said.

Prepared printed responses to some of the most commonly asked questions, particularly those involving wetlands and pesticides, will likely be available, Hughes said. Most will be written in laymen's terms since many requests are expected from the media and general public.

For more technical questions, lists of qualified professionals who could help will be provided.

While much of the information may already be available through the Turfgrass Information Foundation, U.S. Department of Agriculture library and various colleges and institutions, the general public either is not aware of its availability or it is too technically written.

AGC MAKE ENVIRONMENTAL EFFORT

SANTA MONICA, Calif. — American Golf Corp. is instituting a multi-phase environmental-quality program at its 180-plus golf facilities in the U.S. Where possible, AGC will convert to organic pesticides and fertilizers and underground storage tanks with above-ground ones, and use effluent rather than potable water, according to AGC Chairman of the Board David Price. AGC-operated Applewood Golf Course in Golden, Colo. (a GCUSA Environmental Steward Award winner), and Lake Tahoe (Calif.) Golf Course will serve as model facilities.

NEW OFFICES FOR THE NGCOA

MT. PLEASANT, S.C. — The National Golf Course Owners Association (NGCOA) has moved its operation to larger offices here and changed phone numbers. The new address is: NGCOA, 1461 Center Street Ext., Suite B1, Mt. Pleasant, S.C., 29464. The new phone number is: 803-881-9956, while the fax number is: 803-881-9958. The 800 number remains 1-800-953-4362.

O'NEILL JOINS KEMPER SPORTS

NORTHBROOK, Ill. — Kemper Sports Management has named Charles O'Neill as marketing analyst to develop strategic marketing programs for its courses and analyze new business opportunities. O'Neill holds master's degrees in business and journalism. Prior to joining Kemper, he was an account executive for a Michigan public relations firm and managing editor of a Charleston, S.C., newspaper.

American Golfer leaps into private club market with both feet

By Peter Blais

When you think of American Golf Corp., you generally envision a public golf colossus.

"It's ironic considering AGC's roots are in the private club business," said David Pillsbury, executive vice president of American Golf Country Clubs (AGCC). American Golf's recently formed private country club division.

"[AGC Founder] David Price's first course was a private layout in Yorba Linda, Calif. The public side has just grown much faster than the private side."

Fast indeed. Santa Monica, Calif.-based AGC added an average of 10 courses annually through the 1980s. It now numbers a whopping 180 facilities, most of the public variety.

Price began restructuring the firm two years ago to bring additional attention to AGC's private clubs and members. The company added 15 private clubs in the past year, giving it 27 in the United States and five in Great Britain. Plans are to double those numbers in the next five years, Pillsbury said.

Formed earlier this year, AGCC is described as golfers migrated from the more heavily marketed Golden Isles (Brunswick, Jekyll Island and St. Simons) area of southeast Georgia on their way to Orlando or Naples, according to Lynette Pease, marketing manager with Mark Mcumber & Associates Golf Design, which is located in Jackson-