**GREENVISIONS BECOMING MAJOR PLAYER IN MIDWEST MANAGEMENT**

By Peter Blais

NORTHBROOK, III. — The steady growth in golf course development in the Midwest has helped a Northbrook firm become one of the leading management companies in the region, if not the United States.

GreenVisions currently operates 10 golf facilities in Illinois, Wisconsin and Iowa. In early May the Northbrook firm took over the management contract at New Berlin (Wis.) Hills Municipal Golf Course. It plans to spend $500,000 on capital improvements there over the next five years. It is building Sand Creek Country Club in Chesterton, Ind., and remodeling Emerald Hills Golf Club in Sterling Hills, Ill. Plans are to add two to four courses annually.

"We'd like to be in the 15 to 25 range within five years," President and Chief Operating Officer Tim Miles said. "We don't have an ownership interest in a course, yet. But it will happen."

GreenVisions leases and manages golf clubs for a variety of clients, ranging from banks to municipalities to forest preserve districts.

**MARKETING IDEA OF THE MONTH**

Getting word out called key to success

By Joe Glasser

Getting the word out on the benefits of your facility is the greatest challenge facing course operators.

Whether you are starting a new facility or want to improve business at an existing one, your solicitation plan should start with establishing a relationship with the media.

 Invite editors and reporters to see what you are developing during construction. Get to know them on a first-name basis. Invite them to lunch. Keep them posted on the development's progress.

Feature articles during development can create interest in your target markets and give you a head start promoting what you plan to offer the golfing public.