**GREENVISIONS BECOMING MAJOR PLAYER IN MIDWEST MANAGEMENT**

By PETER BLAIR

NORTHBROOK, Ill. — 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're deepening our focus on dollar earnings and trying to center on the Midwest. We don't want to exceed 25 courses, but that's a range for the near future." 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 GLASER

Getting the word out on the benefits of your project 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.

Prepare a master list of media representatives from local, regional and national publications and broadcast outlets. Plan a media day celebration including complimentary golf before the official opening to introduce your facility. Get the word out on the benefits of your project by media day celebration including complimentary golf before the official opening to introduce your facility.

While I was with Marriott, we held a media day at Marriott's Grand Hotel at Point Clear (Ala.) to introduce a nine-hole addition. It is a fairly isolated facility and needed an aggressive marketing approach. The event resulted in numerous stories at the local, regional and national level. The media can also be helpful at an existing facility. Whether you have remodeling plans, management changes, or simply changes to the front nine - which would make New York Audubon and investor VIT the property owners — to have originally been completed by this spring. Now he doubts the issue will be resolved before late summer or early fall.

"It's such a unique transaction that it's been fairly difficult," Santacrose said.

Technically, the Resolution Trust Corp. still controls the environmentally sensitive course built by the now-defunct Landmark Land Co.

"It's the RTC's problems to correct," explained VIT Vice Chairman Beverly Armstrong. "We have no involvement in that whatsoever."

**TEXTRON DONATION CLOSES TO GOAL**

ALEXANDRIA, Va. — Textron Group has made a pledge of $100,000 to The Club Foundation's Campaign for Excellence, a Club Managers Association of America fundraiser. The Textron Group consists of Jacobsen, Textron Financial Corporation, Textron Specialty Materials and E-Z-Go. The Campaign for Excellence was launched in 1992. In April, 1993, the Club Foundation announced the successful completion of the first phase of the Campaign for Excellence, with $81 million, or one-third of the total goal.

"It hasn't affected our financial commitment to the purchase at all. It's just taking longer to get it done than we'd expected," New York Audubon was the winning bidder for the RTC property at last summer's bankruptcy auction of Landmark holdings.

Under the purchase agreement, VIT subsidiary AMF Inc. was to eventually take over management and financial ownership of the property in exchange for certain conservation easements that would allow New York Audubon to stipulate how further development would proceed.

But the Coastal Council and U.S. Army Corps of Engineers are still holding up the sale. The Coastal Council and U.S. Army Corps of Engineers are still holding up the sale.

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Signature International enters golf market

ORLANDO, Fla. — Real estate developers and golf industry executives formed Signature International LP, which is being backed by the Yale University Endowment Fund, to acquire and develop real estate. The new company acquired Harbor Hills, a 2,500-acre master-planned community, north of Orlando, Fla.

Signature International LP is a limited partnership with Yale University, Dev-Con (a Toronto, Canada-based development company) and three managing principals. The three managing principals are President Michael H. Glasser; Chief Executive Officer F. Christopher Ansley, who is also CEO of Dev-Con, which during the last 15 years completed almost $1 billion of real estate development; Peter C. Ansley, a Canadian businessman; and Adam Solomon, formerly managing director at E.M. Warburg, Pincus and Co. The principals are also 51% partners.

The partners already own several resort and residential properties, including Starr Pass, a master-planned community in Tucson, Ariz.; St. James Place, a time-share resort in Beaver Creek, Colo., and Hans Lollick Island in the U.S. Virgin Islands.

Harbor Hills is being developed as a master-planned community and destination resort. It includes an 18-hole golf course designed by Lloyd Clifton, an upscale country club with formal restaurant and grill, a complete tennis facility and a fitness center.

"The indigenous wildlife is a most distinctive aspect of the property. We are already working with the World Wildlife organization to enhance and protect our "Harbor Hills bird sanctuary," said Christopher Ansley.

Don Vance was appointed general manager of Harbor Hills Country Club. Vance has more than 20 years of experience in the golf industry and was most recently director of management services at Arnold Palmer Golf Management Company. Vance also serves as a director of operations for the Signature Golf International subsidiary.

Signature International, L.P. has offices in Toronto and Orlando.

AGC takes control at historic Hershey CC

American Golf Country Clubs (AGCC), a division of American Golf Corp. (AGC), has taken over management of The Hershey Country Club. National Golf Properties recently purchased the property and turned management over to AGCC. AGCC operates 32 private country clubs in the United States and United Kingdom.

Hershey CC includes the award-winning East and West courses as well as Hershey Parkview Golf Course. The West Course is hosted by the 1994 Ladies Professional Golf Association Keystone Open in mid-May. It also hosted the 1940 PGA Championship.

Iron and micronutrient deficient turf and ornamentals respond quickly to MultiGreen II. Iron, zinc, copper and manganese are chelated in natural sugars which prevents chemical reaction with soil and keeps the micronutrients available for maximum plant uptake. Nothing improves root growth, color and stress tolerance more.

MultiGreen II tank mixes with many pesticides for beneficial results. Its natural spreader sticker properties enhance the result of many chemicals while providing all the micronutrients needed for the healthiest possible turf and ornamentals. And all this without burning the foliage.