CAGE TO MANAGE TWIN OAKS

ALLEN, Texas — Roger Cagle has been named manager and superintendent of the Arnold Palmer-designed, 18-hole golf course at Twin Oaks, this city’s new, 2,700-acre residential community. Cagle has been course superintendent at Eagle Watch Golf Club, Woodstock, Ga. Twin Creeks, a par-72, 7,000-yard layout, is scheduled for completion in mid-1994.

JOHNSON NAMED CASPER VP

VIENNA, Va. — Steve Johnson has been appointed vice president of golf operations for Billy Casper Golf Management, Inc. Johnson has directed field operations for Billy Casper Golf Management, Inc. since 1984.

Marketing Idea of the Month

ATTACKING WEEKDAYS WITH KILLER PROMOTIONS

BY PETER BLAIS

PALM HARBOR, Fla. — Thunder showers and empty golf courses—s sure signs of summer in west Florida. While club owners can do little about the weather, there is something they can do about the lack of play at their facilities, according to Gregg Gagliardi, general manager of Lansbrook Golf Club.

Here are a couple of ideas that increased business significantly last summer at this suburban Tampa public layout.

• Delta Airlines Terrific Thursdays. Every Thursday during July and August, a tourney atmosphere took over at Lansbrook.

Anyone paying the $28 greens fee competed in a half-dozen special events—closest to the pin, longest drive, closest drive to the center line, longest putt and other contests—freely held during tournaments.

The top prize was a weekend for two at the Waldorf Astoria in New York City.

Gagliardi said, "It didn't cost us a cent." The grand prize came courtesy of Blue Jay pitcher Mel Stottlemyre, Delta Airlines and Hilton Hotels. The weekend beach getaways were donated by the local hotels. Stottlemyre is a friend of Gagliardi's and donated the baseball tickets.

Delta came through with the free airfare in exchange for the publicity generated by having its name included in the special promotion.

Hilton and the beach hotels provided rooms and meals in exchange for having their establishments mentioned during the promotional radio ads that ran frequently.

CMAA TACKLES VOTER REGISTRATION IN SAN ANTONIO

Three such bylaws defeated; Shulz assumes presidency

BY PETER BLAIS

SAN ANTONIO, Texas — Like their brethren in the superintendents association, Club Managers Association of America (CMAA) members had a bit of a bylaw amendment flap of their own at February’s annual meeting.

At issue was whether to automatically mail ballots for the election of officers, directors and bylaw amendments to all eligible voting CMAA members, whether they requested ballots or not.

The reasoning behind the proposed change was that more than the approximately 30 percent of eligible voters who traditionally cast ballots would do so if the process were made easier.

For the past two years, members could either vote at the annual meeting (about a third of eligible members generally attend) or by requesting a written voting authorization allowing them to vote by mail if they could not attend.

The amendment would have required CMAA staff to automatically mail out ballots 60 days before the annual meeting to all eligible voters.

The board of directors did not support the three proposed bylaw amendments that would have made the automatic mailings possible. One board candidate stated during the opening business session that he publicly rejected the proposals even though it could have cost him votes.

Voting responsibly required research and commitment to the organization, he argued. Automatic mailing of ballots worked against that, he added.

Apparently the eligible voters who took part in this year's election agreed and voted to defeat the three bylaws.

Raymond Shulz was elected CMAA president to serve a one-year term. Shulz replaces Greg Garstka, who served as president for the past two years.

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Western Golf Properties

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Skins Games.

Among the newest projects are Lightning W Ranch, an 18-hole private club set to open later this year; El Dorado Hills (Calif.) Country Club, a 36-hole private club that opens construction in March; and Friendship Meadows (Wis.) Country Club, a planned Dick Nugent design.


“We want to be perceived as one of the best quality operators in the country and overseas,” Black said. “We try to provide customers a golf experience rather than just a round of golf.”

Western Golf offers complete management (including course maintenance) and consulting services.

“We try to make Tour conditions the norm at our facilities. And the superintendents are a very important part of that,” Black said. “They share information and expertise and usually answer to the director of golf at each facility.”

Ultimately, however, Black and Vice-President Mark Kizzir are responsible for each property. Like Black, Kizzir was a head golf professional (Rolling Hills Country Club in Tulsa, Okla., and Crestwood Country Club in Sand Springs, Okla.) and active in the Professional Golfers Association of America, which he served as president in 1983-84.

Two other executives figuring prominently in Western Golf operations are Project Development Manager David Goff and Director of Marketing Kathy Bryant. Goff is a former financial consultant to Dick Nugent Associates. His responsibilities include feasibility analysis of new projects and acquisition, financial

ONE OF THE MORE NOVEL MEMBERSHIP DEALS BRYANT PUT TOGETHER WAS AT PELICAN HILL’S DRIVING RANGE. THE COMPANY MADE 50 MEMBERSHIPS AVAILABLE AT $900 A YEAR LAST SUMMER. THEY WERE SOLD OUT IN LESS THAN THREE WEEKS. "WE DID IT FOR PUBLIC RELATIONS REASONS ORIGINALLY," BLACK SAID. "WE SIMPLY COULDN’T ACCOMMODATE EVERYONE WHO WANTED TO PLAY THE COURSE, SO WE DECIDED TO OPEN THE RANGE. WE'D LIKE TO SELL MORE. THE DEMAND IS THERE. BUT WE’LL WAIT UNTIL THE END OF THIS SUMMER BEFORE DECIDING IF THERE IS ROOM."

One of the more novel membership deals Bryant put together was at Pelican Hill’s driving range. The company made 50 memberships available at $900 a year last summer. They were sold out in less than three weeks.

“We simply couldn’t accommodate everyone who wanted to play the course, so we decided to open the range. We'd like to sell more. The demand is there. But we'll wait until the end of this summer before deciding if there is room."

Following is a list of Western Golf Properties Inc.'s current contracts:

- The City of Daytona Beach, Fla. LPGA Headquarters; Desert Highlands Golf Club, and The Golf Club at Desert Mountain, Scottsdale, Ariz.
- Del Mar Resort and Golf Club, Del Mar, Calif.; Pelican Hill Golf Club, Newport Coast, Calif.
- Wild Wing Plantation, Myrtle Beach, S.C.; Woods Valley Ranch, Valley Center, Calif.

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CARB ruling

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areas of California that have not met federal ozone level requirements. Most urban areas have not complied, and 90 percent of the state’s population resides in urban areas, according to ARB spokesman Jerry Martin.

However, Martin added that the San Francisco area is very close to meeting federal ozone requirements, meaning the post-1996 ban on gas-powered golf cars would not be enforced in the Bay area.

Northern California cities like Eureka and Crescent City are already in compliance, Martin said.

GOLF COURSE NEWS