The Rees Jones-designed Falcon's Fire GC in Kissimmee, Fla., is one of 17 Western Golf clients.

Western Golf adds acquisition component

SCGA BUYS RANCHO CALIFORNIA
NORTHLAHOOD, Calif. — The Southern California Golf Association has bought 18-hole Rancho California Golf Club in Murrieta for $8 million. The purchase price includes additional land on which the SCGA plans to build an 18-hole course.

JOHNNY 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 1991 and 1993.

Marketing Idea of the Month

CMAA tackles voter registration in San Antonio

Three such bylaws defeated; Shulz assumes presidency

EAST 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 could 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 board-proposed bylaw amendments that would have made the automatic mailings possible. One board candidate stated during the opening business session that he publically rejected the proposals even though it could have cost him votes.

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

Apparently the eligible voters who took part in this year's election agreed and voted...
DALLAS — The National Golf Course Owners Association Annual Conference enjoyed its largest-ever attendance here last month. The 280 attendees also gave the four-day event the highest rating ever attained at the NGCOA’s yearly gathering, according to association Executive Director Michael Hughes.

Among the featured speakers at the 20 educational sessions were Club Corporation of America Vice President Cliff Rampy of Treeline Golf Club, Tomball, Texas; Treasurer Jerry Hollingsworth of Singing Hills Country Club, El Cajon, Calif.; and Secretary Chuck Bennell of Tam O’Shanter Golf Club in Canton, Ohio.

The highlight was Club Corporation of America Vice President of Marketing Jerry Gelinas; former PGA Tour Chief Executive Officer and TPC Chief Operating Officer Mark Barrett; Baylor University professor Nancy Upton; and Palmer Golf Management President Peter Nanula.

New officers were elected including President Jim Scott of Golf View Lake Golf Club, Augusta, Mich.; Vice President Cliff Rampy of Treeline Golf Club; Tomball, Texas; Treasurer Jerry Hollingsworth of Singing Hills Country Club, El Cajon, Calif.; and Secretary Chuck Bennell of Tam O’Shanter Golf Club in Canton, Ohio.

Dedman encouraged course owners to strive for excellence, but never lose their sense of humor. “The greatest thing about laughter is that the more you give, the more you have left for yourself,” said Dedman, who noted the need for a strong course owners’ association. “The superintendents, club managers, architects and golf pros all have their own associations,” the CCI executive said. “Yet they all work for the course owner. Owners need to know about those disciplines, but have special problems of their own — taxes, employer/employee relations and interest rates, for example.”

All too often in business, people believe someone has to lose in order for someone else to win, Dedman said. “Competitive sports and cards are the only places I know of where you have to have a winner and a loser,” Dedman said. “People should measure success in life by the number of win-win situations they create. If you don’t create win-win situations with your customers, employees and family, you won’t enjoy much loyalty or success in life.”

Record turnout for NGCOA event

**Continued from page 49**

**Marketing Idea of the Month: Lansbrook GC**

Marketing Idea of the Month: Lansbrook GC

Continued from page 49 from Sunday through Wednesday.

The radio station provided Lansbrook free advertising time in exchange for paid passes that were given away during the station’s own promotions.

“We’re looking forward to doing it again this summer,” Gagliardi said.

• Cadillac Week, Gagliardi calculates this promotion generated $25,000 in advertising for Lansbrook at little or no cost.

In cooperation with a local Cadillac dealer, Lansbrook offered a free round of golf to anyone who test drove one of the dealer’s luxury cars.

The club also set up several of its pros in the dealer’s showroom with television cameras and a putting green. The instructors provided potential customers a free video swing analysis and putting tips.

Lansbrook eventually provided 150 free rounds of golf to Cadillac customers. Test drivers were encouraged to bring along guests by providing them with $5 discount coupons. The only stipulation was that the free and discounted rounds be played by the end of November, the start of the busy season at Lansbrook.

“They always brought people with them,” Gagliardi said of the test drivers.

But more important than the extra play was the free advertising Lansbrook received. The Cadillac dealer spent $15,000 on television, $7,500 in direct mail and $4,500 in the St. Petersburg Times promoting the event. Lansbrook was mentioned in each advertising spot and direct-mail piece.

“The cost of just producing a television ad is about $2,000, let alone the cost of running it. We could never afford that. But this way we had our name mentioned on television without those costs,” Gagliardi said.

Cadillac is a major sponsor of the Senior and PGA Tours. The affiliation with the luxury car manufacturer was an added benefit, Gagliardi said.

“I’ve tried to upgrade the image of Lansbrook since I arrived here in 1989,” the North- eastern University graduate said. “Having the type of clientele Cadillac attracts play our course certainly helps.”

The Cadillac dealer was so pleased with the promotion, he planned to offer it again in mid-February. This time he budgeted $45,000 for advertising and direct mailing.

“It must have been a success because another car dealer approached us about doing a similar promotion,” Gagliardi said.