California Air Resource Board bans sale of gas-powered golf cars after Jan. 1, 1997

By HAL PHILLIPS
SACRAMENTO, Calif. — The state Air Resource Board (ARB) has accepted the recommendation of its staff, mandating an eventual transition from gas- to electric-powered golf cars in California.

Under a previous proposal, gas-powered golf cars were to be banned from sale in California beginning Jan. 1, 1995. But the golf car industry — after lobbying from the National Golf Car Manufacturers Association (NGCMA) — received a two-year reprieve. The ARB staff has ruled that gas-powered cars not be sold in California any time after Jan. 1, 1997. However, all gas-powered cars in use at that time will be grandfathered for the duration of their lifespans.

The ban on gas-powered golf car sales after 1996 is only valid in California. The ARB staff has ruled that gas-powered cars not be sold in California any time after Jan. 1, 1997. However, all gas-powered cars in use at that time will be grandfathered for the duration of their lifespans.

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Western Golf Properties

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Among the newest projects are Lightning W Ranch, an 18-hole private club set to open later this year; El Dorado Hills hole private club set to open are Lightning W Ranch, an 18-hole private club that starts construction in March; and Dick Nugent design.

The company recently ventured into the Asia-Pacific market, inking consulting and management agreements with Friendship Meadows Country Club in Bangkok, Thailand, and Green Bay Resort in Jakarta, Indonesia. "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 sure 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 Kizziar are responsible for each property. Like Black, Kizziar 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 analysis, evaluating and structuring new developments and pursuing equity participation in new developments. Bryant has 22 years experience in the hospitality industry, including regional sales director at Granada Royale Hometels (now Embassy Suites), national sales manager with Ramada Inns, Inc. and director of membership at CCA's Fairlane Club in Dearborn, Mich., where she earned CCA's Membership Director of the Year (1979). One of the more novel membership deals Bryant put together was at Pelican Hill's driving range. The company made 50 memberships available at $800 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."

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

- The City of Daytona Beach (Fla.) LPGA Headquarters;
- Desert Highlands Golf Club, Arizona;
- The Golf Club at Desert Mountain, Scottsdale, Ariz.;
- Del Mar Resort and Golf Club, Del Mar, Calif.;
- Pelican Hill Golf Club, Newport Coast, Calif.;
- Las Campanas, Santa Fe, N.M.;
- World Woods Golf Club, Homosassa, Fla.;
- Falcon's Fire Golf Club, Kissimmee, Fla.;
- Lodestar Golf Club, Mammoth Lakes, Calif.;
- Verde Valley Ranch, Clarkdale, Ariz.;
- Wild Wing Plantation, Myrtle Beach, S.C.;
- Woods Valley Ranch, Valley Center, Calif.;
- Lightning W Ranch, Carson City, Nev.;
- El Dorado Hills Country Club, El Dorado Hills, Calif.;
- Green Bay (Wis.) Country Club;
- Rainbow Hills Golf, Leisure and Resort, Jakarta, Indonesia; Friendship Meadows Country Club, Bangkok, Thailand.

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