NATIONAL GOLF COURSE OWNERS
ASSOCIATION MOVES OFFICE

CHARLESTON, S.C. — To accommodate recent growth, the National Golf Course Owners Association has moved its national office across the bridge to Mt. Pleasant. The new NGCOA address is 1401 Center St., Suite B1, Mt. Pleasant, SC 29464. The new phone number is 803-881-9956; fax 803-881-9958. The toll-free number remains 800-803-4262.

CASPER TO BIG APPLE

NEW YORK CITY — New York Health & Racquet Club’s HRC Indoor Golf & Country Club has hired Billy Casper Golf Management Inc. to provide management services. BCGM will provide daily club operations, marketing, public relations, programming and membership development services. The club has five golf simulators, 800-square-foot raised putting green, computerized swing analyzers and practice driving nets. New York Health & Racquet Club owns 10 Manhattan health centers with 8,000 members.

CLUB FOUNDATION NAMES BERNHARDT

ALEXANDRIA, Va. — Lawrence Bernhardt was recently elected to the Club Managers Association of America’s Club Foundation. Bernhardt is chairman of Boca West Country Club in Boca Raton, Fla. and was instrumental in the Boca West community’s recently announced $22 million expansion and renovation program. The Foundation sponsors programs for continuing education and professional development, establishes college courses geared to the club industry, provides research grants for studies dealing with the club industry and awards scholarships to practitioners and students.

PALMER TAKES OVER LA COURSES

ORLANDO, Fla. — Arnold Palmer Golf Management Company has been selected by the Los Angeles County Department of Parks and Recreation, among the largest municipal owner of golf courses in the United States, to operate the Whittier Narrows and Victoria golf courses. The acquisition of the long-term leases are early steps in Palmer Golf’s plan to acquire and lease $50 million of golf facilities.

SCGA RENAMES COURSE

MURRIETA, Calif. — The Southern California Golf Association has renamed the Rancho California Golf Course it purchased this winter from the SCGA Members Club at Rancho California.

FUTURE SITE OF OAK VALLEY GOLF CLUB

ALEXANDRIA, Va. — Lawrence Bernhardt, former chairman of Boca West Country Club in Boca Raton, Fla., is chairman of the Carolinas Golf Management Group (CGG) and president of LinksCorp. Bernhardt is chairman of Boca West Country Club in Boca Raton, Fla., and was instrumental in the Boca West community’s recently announced $22 million expansion and renovation program. The Foundation sponsors programs for continuing education and professional development, establishes college courses geared to the club industry, provides research grants for studies dealing with the club industry and awards scholarships to practitioners and students.

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CAROLINAS GOLF GROUP EXPANDS REACH IN FOCUS AREA: SOUTHEAST

RALEIGH, N.C. — If you evaluate a young firm’s growth by the company it keeps, you’d have to say Carolinas Golf Group (CGG) is a success in the making.

Oak Valley Golf Partners recently signed on CGG to oversee construction and eventually operate a new Arnold Palmer-designed course scheduled to begin construction this fall.

Oak Valley Golf Club will be Palmer’s first course in the Winston-Salem area and the fifth project (all located in North Carolina) in CGG’s growing stable of upscale, daily-fee golf facilities.

In addition to Oak Valley, CGG owns and/or operates Devils Ridge Golf Club in Holly Springs, The Neuse GC in Clayton, Lochmere GC in Cary and Nags Head Golf Links on the Outer Banks.

A regionally focused company, CGG’s goal is to have acquired or leased 10 to 12 golf clubs throughout the Southeast over the next three to five years. The company has no interest in management-only arrangements because of the smaller return on investment than is available with ownership/lease situations, according to company President Stuart Frantz.

"We have a very tight business and geographic focus. And we aren’t afraid to take the economic risks associated with ownership," Frantz said.

"Courses we’ll look at must have the potential financial strength to return a reasonable profit. And they must fall within the Washington, D.C.-to-Atlanta area."

Course owners from other parts of the country have approached CGG, Frantz said. But the company is intent on limiting itself to the Southeast.

"Going outside that area would simply stretch us too thin," he explained. "As one of our principals likes to say, ‘One of the best fertilizers is the owner’s footsteps.’"

The ideal situation is to develop...

Continued on page 55

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Continued on page 55

LinksCorp purchases Miss. layout

NORTHFIELD, Ill. — LinksCorp has purchased Castlewoods Country Club in Jackson, Miss., the company’s third acquisition in less than a month and seventh overall.

“We are very excited about buying a quality facility like Castlewoods, especially with the new nine holes and course renovations recently completed by Golden Bear designs,” said Ben Blake, the company’s president and chief executive officer.

“The new nine brings Castlewoods to 27 holes. The existing 18 will remain open this summer while the new holes...

Club Resorts Inc. celebrates its 10th anniversary

Club Resorts Inc., among the nation’s largest conference resort owner/operators, is celebrating its 10th anniversary.

“These past 10 years have been incredibly good ones for us compared to the volatile situation in the industry as a whole,” said James Hinkley, president of Club Resorts Inc.

The company recently purchased The Homestead in Hot Springs, Va., 10 years ago it acquired Pinehurst Resort & Country Club, one of the nation’s oldest and best-known golf resorts.

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Marketing idea

Continued from page 53

te shot angling across a river to a small landing area; then an-rate tee shot angling across a river to a big rolling green. It worked well, and every John Daly wanna-be was ready to try this city anchoring the market area.

Sure enough, the eighth hole is a nary. Because they thought it was too people were not playing the course never been there, what they had seen or heard about it indicated the course was beyond them. My friend put out by this problem. "The course really isn't that difficult," he lamented. I felt like smacking him on the head, but laughed instead. "Do you realize how stupid you sound?" I asked. Intentionally or unintentionally, his course had positioned itself to successfully capture an obviously large niche of golfers. Its reputation enticed many more than it scared. Yet he was complaining.

Many golf courses never manage to become so well ingrained in golfers' minds. This course became synonymous with upscale (i.e., as close as "local Joe and Joanne" would get to a tour-level course at an affordable price).

They needed to advertise only as a reminder; tournaments flocked to it; and the good tee times were always booked. Just like a normal person would rather everyone liked him/her, they wanted every golfer on their course. This course had become successful by focusing on "challenge" and "championship" status. That eliminated a lot of golfers.

The best thing they could do would be to forget those golfers who wouldn't come because they thought the course was too tough. They are simply not this course's market. One of two things will happen with these golfers: Either they will golf the course and realize it isn't so bad, or they will never come out at all. In either case, it may not be worth pursuing.

Much time, effort, and money were expended to develop an image. That image is ingrained in the market's collective psyche, and a huge niche of golfers flock to the course because they perceive it will satisfy their needs.

The cost and damage that could be done undoing this image could be disastrous. What if Cadillac decided to tell everyone, "A Cadillac is for everyone; you really haven't arrived just because you drive a Caddy."

"So what's the problem?" I asked.

Last summer they found a lot of people were not playing the course because they thought it was too tough. Even though they had never been there, what they had seen or heard about it indicated the course was beyond them. My friend put out by this problem. "The course really isn't that difficult," he lamented. I felt like smacking him on the head, but laughed instead. "Do you realize how stupid you sound?" I asked. Intentionally or unintentionally, his course had positioned itself to successfully capture an obviously large niche of golfers. Its reputation enticed many more than it scared. Yet he was complaining.

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