ClubCorp realigns to take advantage of international mgt. opportunities

By PETER BLAIS

DALLAS — Club Corporation International has instituted a major reorganization reportedly designed to better serve customers at its 240 facilities and take advantage of worldwide business development opportunities.

According to a statement from the $1.2 billion, privately held company, "ClubCorp 2000" took effect Jan. 1 to focus on rapid international and national opportunities through its three primary subsidiaries — Club Corporation of America (CCA), which operates private clubs; Club Resorts Inc., which owns and operates golf and conference resorts; and GolfCorp, which owns and operates daily-fee and semiprivate golf courses.

CCA also streamlined its field operations from four to three main geographic regions. Within the three regions it created, smaller mini-regions headed by 13 regional vice presidents. The idea is to bring operational decision making closer to CCA’s 400,000 members.

Streamlining in the 1990s often means cutting back because of financial problems. Is that the case at ClubCorp?

"[ClubCorp President] Bob Dedman is such a conservative guy, I can’t see ClubCorp ever being in trouble. They are in a real strong financial position with excellent cash flows," said Joe Black, president of Western Golf Properties and a ClubCorp executive for 20 years before opening his own management firm.

"ClubCorp realigned a little while ago to get into the public golf market. They restructured while I was there to get into the city club business. Management companies always try to eliminate

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MARKETING IDEA OF THE MONTH

Local courses play their ace in hole

By PETER BLAIS

GREENVILLE, S.C. — Remember a jubilant Lee Trevino jumping into the arms of caddie Herman Mitchell after nailing one of his 16 majors? Now, imagine a once-a-week duffer who has just gone ballistic over an ace, how do you suppose a once-a-week duffer would react if he were to stroke a hole-in-one, and the event was captured on tape and he won $50,000?

Pretty much the same reaction, wouldn’t you think? Wouldn’t that make that fortunate 20-handicapper want to keep on playing and playing, maybe even stepping up his handicap and hitting the courses more often?

That’s what developers of Tee One Up are pitching to public course operators. "We’ve signed up 30 courses in the Midwest, Southeast and West Coast," said Paul Sky, president of Tee One Up Inc.

"We’ve activated 10 courses by depositing a token into a 3-foot-high console housing the recording and communication equipment.

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Management skills stressed at Ariz. school

By PETER BLAIS

PHOENIX, Ariz. — The golf industry spoke and the Mundus Institute listened. The result was development of a golf management program at the school of "E.E."

That led Admissions Director Bob Webb to predict that within five years the school will be forced to develop a 15-week course to meet the demand.

"Course owners told us they didn’t need more pros with nice swings. They needed good business people," said Marketing Director Peter Elliman. "We’re hoping to be at 100 courses in 50 states by the end of next year. Ultimately we’d like to think we could penetrate 5 percent of the market.

Tee One Up is a video hole-in-one system installed, at no charge, on a par 3 hole at any public golf course. It consists of four small video cameras that record the golfer’s tee shot, the green and a close-up of the hole. The system is activated by depositing a token into a 3-foot-high console housing the recording and communication equipment.

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CMAA conference set for late January

NEW ORLEANS — The Club Managers Association of America will hold its Annual Conference and Exposition here from Jan. 30-Feb. 2. The two-day exposition will feature products displayed at a record 460 exhibit booths. The conference lists more than 80 seminars, workshops, clinics, panels and roundtables.

Full-day pre- and post-conference workshops will also be available on a variety of topics. For more information contact CMAA at 703-739-9500.
Tee One Up

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After depositing the token, which is obtained in the pro shop, the golfer has 45 seconds to hit his shot. If he makes a hole in one, he informs the starter at the end of his round. The Tee One Up Command Center, in California, which is linked via satellite to the course, is notified and reviews the tape to confirm the ace. If everything checks out, the golfer receives a video tape of his shot and an award check is issued within seven days.

"It's working very well," said Brandt Howard, assistant pro at Stoney Point Golf Club in Greenwood, S.C., one of the first courses to install the system. "No one has won, yet. A woman told us she had a hole-in-one, but forgot to put her token in. I think it's helped increase play."

Where does the prize money come from? Courses charge players a minimum of $1 per round for the Tee One Up system. The extra money is forwarded to the Greenville, S.C.-based firm, which uses it to pay the prize money and promote the program.

Ten percent of all Tee One Up revenues are put back into local and national advertising. One of the most effective promotions is providing the videotape of a winning golfer's shot to the local television stations, Elliman said.

The fee can be noted as a surcharge. But typically, courses simply add it into their regular greens or cart fee early in the season. The $1 per round charge entitles a golfer to a $2,500 prize for an ace. The course can up the prize money in $2,500 increments for every extra $1 paid Tee One Up, e.g. $2 per round for a $5,000 prize, $3 for $7,500.

"A course could offer a $25,000 prize during a tournament by sending us $10 for every round played during that event," Elliman said.

Starting in 1995, all units will be tied together at the Command Center. By reviewing computer-generated information, the company can tell exactly when a hole-in-one is scored.

That will allow Tee One Up to add another prize, an accumulator, as Elliman called it. Basically, Tee One Up will keep aside an as-yet-undetermined amount for every round played. When a golfer scores an ace, in addition to the $2,500 prize, he will receive whatever has collected in the accumulator pot since the last ace was scored.

"Depending on when the last one occurred, the extra money could be anywhere from 50 cents to $50,000," said Elliman, who also anticipates some sort of year-end, closest-to-the-pin prize. "We want winners. We encourage the course to install the system on its easiest par-3."

— Peter Elliman
Tee One Up Marketing Director

Marriott promotes Camelback pair

ORLANDO, Fla. — Marriott Golf has named Tony Austin and Steve Hupe as directors of golf at Marriott's Camelback Inn Resort, Spa & Golf Club and Marriott's Orlando World Center Resort respectively.

Austin, a native of Annapolis, Md., has been with Marriott since 1979 as an assistant golf professional. His most recent job was as director of golf at Orlando World Center, a job he started in 1986.

Hupe, a native of Dayton, Ohio, joined Marriott in 1980 as an assistant golf professional and has worked as an associate golf pro and director of golf at Marriott facilities in Lexington, Ky., (Griffin Gate Resort) and in Dallas/Fort Worth (Fossil Creek Golf Club).

"We want winners. We encourage the course to install the system on its easiest par-3."

— Peter Elliman
Tee One Up Marketing Director

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