ClubCorp realigns to take advantage of international mgmt. 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 and semiprivate golf courses.

CCA also streamlined its field operations from four to three major 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 restructured 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 areas where they aren't 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.

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 an ace? How about a once-a-week duffer who, after a lucky shot that fortified his 20 handicap, got a round of champagne and a case of beer because of an ace? That's what developers of Tee One Up are pitching to public course operators. "That's what developers of Tee One Up are pitching to public course operators. "We've signed up 20 courses in eight states since May," said Marketing Director Peter Elliman. "We're hoping to be at 100 courses in 50 states by the end of next year [1995]. Ultimately we'd like to think we could penetrate 7 percent of the market." The 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.

Continued on page 49

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 industry management program that has grown so quickly that the small private school was recently forced to contract for an additional 4,000 square feet of teaching space.

That led Admissions Director Bob Webb to predict that within five years the school will be forced to develop a waiting list of students wanting to get into the program.

"We researched the industry thoroughly, talked to everyone and discovered that a lot of multimillionaires are looking to develop their own golf courses," said Jay Merritt, architect at Merritt & Criswell who is doing the renovations at the new facility.

Continued on page 50

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 450 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 705-239-9300.
Mundus Institute
Continued from page 1

budgets, ordering and the importance of course conditioning," Webb said. Mundus wants its students thoroughly grounded in all aspects of golf course operations since it sees many of its pupils eventually rising to general management positions.

"We don't expect that right away. There are generally 40 to 45 positions at a golf course. Most students start out at an entry-level or mid-management position and work their way up. Some end up as general managers. Others find something they like better along the way," Webb said.

Mundus requires that students have a minimum of a high school diploma or a certificate of equivalency. But the golf management program attracts many older students — the average age is 35 — starting second or third careers. Many already have associate's bachelor's or advanced degrees.

Tom Roberts, head superintendent at the Arthur Hills Golf Course in Mexico, Mo., was 34 when he entered the program in 1992. He had extensive irrigation, pesticide application and agricultural experience prior to returning to school.

"I've had a lot of success since leaving the program," said Roberts, who was hired as head superintendent at Haleyville (Ala.) Country Club directly out of Mundus. "The program showed me how to market myself and gave me a basic knowledge of the different areas of course management.

Added Webb: "We don't require Scholastic Aptitude Tests or have students take pre-requisite courses, since many have already gone that route.

"We have a few students in their teens. But many are in their thirties, forties, fifties and even sixties. They are looking for a lifetime activity in something they enjoy."

Classes are held Monday through Friday from 7:45 a.m. to 1:45 p.m. and generally consist of 20 to 25 students.

Tuition is $8,950 and includes everything except housing, Webb said. Mundus is accredited, making students eligible for many financial aid programs and veterans benefits.

For more information, contact the Mundus Institute at 800-835-5727 or write to 4745 N. 7th St., Phoenix, AZ 85014.

American Golf lends California schools a fund-raising hand

By PETER BLAIS

LONG BEACH, Calif. — Helping improve local schools is the goal of an fundraising campaign developed by American Golf Corp. to raise money for the Long Beach Unified School District Parent Teacher Association.

AGC has offered to rebate $15 per person to the PTA for each group of five or more members enrolling in the company's $65 beginning golf schools. AGC's four Long Beach facilities include El Dorado Park Golf Course, Heartwell Golf Course, Recreation Park 18 Golf Course and Skylonics Golf Course.

"The company wants to be a part of the communities where we do business," said AGC Regional Vice President Tom Frost.

"We are pleased to provide educational funding for local schools while at the same time introducing more people to the game of golf."

The golf schools include six hours of professional instruction and all equipment. The six hours can be broken down into six 1-hour classes or four 11/2-hour sessions. With the rebate, AGC will roughly break even on the program, Frost said.

"We haven't gotten a lot of response, yet," the AGC executive said shortly after the program was introduced. "The PTA groups meet once a month. We expect to hear more after their next meeting."

Frost played a large part in developing the program. "I went to a PTA meeting one evening. One of the major topics was the difficulty of finding revenue sources for things like elementary school field trips and other activities. This seemed to be a way AGC could help the schools and help develop more golfers."

If the program catches on, AGC may try it in other areas of the country, Frost said.

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