COBBLESTONE BUYS HILLS AT LAKEWAY

AUSTIN, Texas — Cobblestone Golf Group has acquired the Hills at Lakeway from The Hillwood Co., a real estate development firm operated by Ross Perot Jr. The complex includes three golf courses, The Academy of Lakeway from The Hillwood Co., a largest single acquisition. Del Mar, Calif.-based Cobblestone operates 19 courses throughout the country.

MARTTY INVADES ATLANTA

ATLANTA — Marty Golf Management has signed a management consulting agreement to over-see course renovations, marketing and grand opening phases of The Heritage Club for developer Maurice Whyte. Construction has begun and plans are for the 18-hole course to open in November, said President Thomas Martty.

LA EXTENDS GOLFCORP LEASE

DIAMOND BAR, Calif. — Los Angeles County has agreed to a 15-year extension of GolfCorp’s management agreement at Diamond Bar Golf Course. The Club Corporation International subsidiary has operated the county-owned, 18-hole, daily-fee facility since 1987. More than $1.4 million in course improvements are underway, including a renovated driving range and new irrigation system.

NAG NAMES RIPPEY PRESIDENT

LOMBARD, Ill. — Michael Rippey has been named president of North American Golf Clubs of America (a division of American Golf Corp.) has received a long-term operating lease for Oaks Golf & Country Club in Nicolas, located approximately 20 minutes from Sacramento. The private, 18-hole layout is tentatively scheduled to open early next year.

MARKETING IDEA OF THE MONTH

The incentive is profits in the incentive business

By PETER BLAIR

Rewarding productive employees and travel vacations has been one of the most successful methods for corporations to keep their best workers.

Warmer locales such as Florida, Southern California, Hawaii and the Caribbean have been the traditional destinations to which companies have sent their best sales people, department heads who come in under budget or supervisors with strong safety records. Increasingly, golf courses, particularly in Northern areas, are beginning to see corporate incentive travel as a way to fill rounds at their facilities and are tapping into the lucrative $5.2 billion market (Society of Incentive Travel Executives figure).

"Corporate incentive packages make up 15 to 20 percent of our rounds," said Shanty Creek (Mich.) Director of Operations Kevin Roberts.

Mackenzie said the committee refined its technique and was better prepared when it hired Knaggs three years ago, he added. While there is no standard operating procedure for hiring a course manager, Mackenzie recounted Hazeltine’s guidelines during the International Conference and Show.

• Appoint a chairman of the search committee. The green committee is often the person selected. The most important thing, however, is that it be someone with sufficient time to devote to the search.

• Establish a selection committee of three to six people. Members should be familiar with golf, club facilities, budgetary process and superintendent responsibilities. A woman and a financial expert should be part of the committee. Members should have eight to 10 weeks to devote to the search.

• Develop a detailed job description. This allows the committee to focus on its needs and applicants to know what will be expected. The GCSAA, association chapters, U.S. Golf Association and other clubs can help formulate a job description.

• In addition to lines of authority, salary and budget size, other items on the job description might include club expectations regarding the superintendent’s participation in professional associations, educating interns, dealing with local government boards and enrolling in classes.

• Establish a compensation package that

Continued on page 38

NATION'S FIRST PUBLIC COURSE MARKS CENTENNIAL

NEW YORK CITY — Van Cortlandt Golf Course in the Bronx, the first public golf course to be built in the United States, will commemorate its 100th birthday with a week-long celebration beginning July 5.

Waggoner Golf Corp. (AGC) has operated the course for the city since 1992. "American Golf is proud to play a part in the recent history of this storied public course, which has served as both an invaluable recreational asset to the city of New York and a pioneering force in public golf course development for an unprecedented 100 years," said AGC President and Golf Operations Kevin Roberts.

Van Cortlandt was originally designed as a nine-hole layout by T. McLure Peters at a cost of $625 and opened in July 1895. Four years later, Thomas Bendelow remodeled the course and added the second nine holes. Bendelow later became general manager at Cortlandt and instituted the first-ever system of reserving tee times during peak periods.

The clubhouse, built in 1902, is still used. In fact the locker room, complete with wooden lockers, was featured in a scene from the movie "Wall Street" starring Michael Douglas.

Shanty Creek Golf Course has successfully catered to the corporate incentive travel market.

Continued on page 37

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Continued on page 38

Shanty Creek Golf Course has successfully catered to the corporate incentive travel market.
Brassie to move headquarters to western Florida

ST. LOUIS — Brassie Golf Corp. will relocate its headquarters from here to Tampa, Fla., now that its merger with Club Operations and Property Management is complete.

With the official closing in June, Brassie now owns and manages 48 courses in 15 states as well as five courses in Mexico, making it the country's third-largest management firm and second-largest among U.S. publicly held management companies, according to Brassie.

Brassie also reported its pre-merger financial results for the first quarter of 1995. The company reported revenues of $2.45 million, up 112 percent from the $1.16 million for the same period a year earlier. Management noted the increases primarily reflected the April 1994 acquisition of three additional courses.

The firm reported a net loss of $168,330 (1 cent per share) compared to a net income of $19,319 (0 cents per share based on 10.6 million shares) a year earlier.

In addition to the recent opening of The Gauntlet at Curtis Park in Stafford County, Va., Brassie also expects to complete negotiations within 90 days on a long-term lease and related financing to develop an 18-hole, Hale Irwin-designed course in Virginia Beach, Va.

Courses added by management companies in the past 3 months

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<th>Management Company</th>
<th>Phone</th>
<th>Courses Added</th>
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<tr>
<td>American Golf Corp.</td>
<td>310-315-4200</td>
<td>EastLake CC: Chula Vista, CA; Wood Ranch GC: Simi Valley, CA; Creekside GC: Salem, OR; General Washington GC: Audubon, FL; Berry Creek CC: Georgetown, TX; Honey Bee GC: Virginia Beach, VA; American Golf Country Clubs: 310-315-4200; Oaks GaCC: Nicolaus, CA; The GC of Tierra Oaks: Redding, CA; Idlewild CC: Flossmoor, IL; Cobblestone Golf Group: 619-794-2602; Hills of Lakeway: Austin, TX; CourseCo Inc.: 707-763-0335; Mather GC: Sacramento, CA; GolfCorp: 214-888-7766; Haile Plantation: Gainesville, FL; Greenlinks Inc.: 615-661-9100; CC of Franklin: Franklin, TN; LinkesCorp: 708-441-1010; Holly Forest CC: Cashiers, NC; Marty Golf Management: 334-928-7820; The Heritage Club: Atlanta, GA; Matrix Development Group: 909-521-2900; Forsgate CC: Jamesburg, NJ; Ashbourne CC: Cheltenham, PA; Commonwealth National GC: Horsham, PA; St. Andrews Corp: 913-749-5885; Red Fox Run CC: Marquette, MI; Eagle Bend GC: Bigfork, MT;</td>
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