PAR tee time service enters Ariz.

SCOTTSDALE, Ariz. — PAR Golf Systems has entered the Arizona golf market with a tee time network linking a well-respected area hotel with four widely known courses.

The Hyatt Regency Scottsdale was scheduled to join the so-called PARNET system in February and discussions are underway with a number of other resorts and courses. PARNET allows the golf concierge at the resort to book starting times through tee time reservations at Stonecreek The Golf Club; the Karsten Course at Arizona State University; Grayhawk Golf Club; and Tonto Verde Golf Club.

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PAR has provided the technology for five other regional tee time networks, the largest of which links 55 golf courses and 20 hotels in Myrtle Beach, S.C. Other regional networks are located in Orlando, Fla., Ocean City, Md., Traverse City, Mich., and York County, Pa.

Tonto Verde Golf Club.

Arizona golf market with a tee time network linking a well-way with a number of other resorts and courses. PARNET allows the golf concierge at the resort to book starting times through the hotel's computer without making a phone call.

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GMs must view greenkeepers in new light, GCSAA official says

BY MARK LESLIE

FALMOUTH, Maine — Declaring superintendents are "without doubt responsible for the greatest asset that any club or golf course has," R. Scott Woodhead urged general managers, green chairmen and others gathered here to adjust their views of greenkeepers.

A certified golf course superintendent and Golf Course Superintendents Association of America board member, Woodhead said: "We can no longer be viewed as the dude out in the barn who grows grass while he (chews on a blade of grass) on the mower. It is through our management practices that we have a direct effect on the bottom line of any golf club."

Speaking at a meeting hosted by the Maine GCSA, he said superintendents should not be viewed "as just the largest expense item on the budget, because the success of attracting players is based on a superintendent's ability to meet the aesthetic, agronomic and playing standards of his or her club. There is no question that the more players you have on your golf course, the more green fees you will rack up, the more business there will be in the pro shop and restaurant, the more revenue from your driving range and practice facilities, and, in the case of private facilities, the more members you have the more dues they will give."

The superintendent at Valley View Golf Club in Bozeman, Mont., Woodhead added his oligarchs are also critical to the cost savings in the business. "The superintendent's skill in controlling labor, equipment and supply costs has a direct effect on the financial statement of any club," he said. "And by being up-to-date on environmental regulations that occur daily on any golf course, your superintendent is saving hundreds of thousands of dollars in fines and penalties."

The new breed of superintendent, he said, is "highly educated, highly skilled and highly professional. Agronomy consumes merely 10 percent of today's superintendent's schedule. "I spend 90 percent of my time managing the golf course," he said.

In a remark aimed at club officials, Woodhead said: "Standards set on any course should not be so high that they cannot be met with the resources provided to the superintendent. Make sure customers don't expect more than they are willing to pay for. If they want to see Pebble Beach on Sunday morning, they should be prepared to pay $200 green fees."

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and business travelers who spend large sums on food, lessons and merchandise. According to one study, visiting golfers spend seven times as much per visit to a Florida course as do local golfers. Fitzgerald noted.

"The Japanese always seem to buy a new set of golf shoes," she said. "The Germans and Swedes buy new clubs, because they are so expensive back home. The program resulted in hundreds of thousands of dollars in advertising for Deer Creek and the participating hotels' lowest advertised rates. Golfers get guaranteed tee times that fit their schedules, even in times of over-registration. "Worldwide, the tourism industry generates $74 billion worth of business a year. There's no reason the golf industry shouldn't get a good share of that," she added.

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