**IRVINE, WESTERN GOLF TEAM UP**

IRVINE, Calif. — The Irvine Co. has selected Western Golf Properties to manage Oak Creek Golf Club here. Oak Creek is scheduled to open for public play in September. Western Golf also manages The Irvine Co.'s Pelican Hill Golf Club, another Tom Fazio design in nearby Newport Beach.

**CASPER TO OVERSEE MD LAYOUT**

MIDDLETOWN, Del. — Back Creek Golf Club has selected Billy Casper Golf Management (BCGM) to provide complete turnkey management services. BCGM will oversee construction and later operate the course. Construction began recently with a summer 1997 opening anticipated. Steve Newgent JSN Golf Enterprises is the builder and David Horn of Archterra PC the designer.

**MARTTY SIGNS ON AT LAKEWOOD**

NEW ORLEANS—Lakewood Country Club has named Marty Golf Management (MGM) to manage the semiprivate golf facility. Lakewood has hosted the New Orleans Open for the past 16 years. MGM's mission is to create the club's philosophy, develop a business/marketing plan and reorganize the operations.

**GREEN TO HEAD KEMPER CHICAGO EFFORT**

NORTHBROOK, Ill. — Kemper Sports Management has named Tom Green director of marketing for Kemper Golf Management Chicago (KGM), operator of Chicago's eight park district golf facilities. Grey will take over a schedule of events that reached 6,000 Chicago residents last year and be responsible for managing marketing activities at the eight facilities. Grey most recently served as assistant golf professional at Kemper-run Royal Melbourne.

**FAHEY TABBED BY MATRIX**

CRANBURY, N.J. — Matrix Hospitality has hired Richard Fahey as general manager of Ashbourne Country Club in Cheltenham, Pa. Fahey is a 25-year veteran of the hospitality industry with nine years of golf club experience. Ashbourne was built in 1922 on the Stetson family estate. Matrix took over the facility a year ago.

**MARKETING IDEA OF THE MONTH**

By PETER BLAIS

**Taking to the air waves enhanced PGA club’s reception**

Officials at The PGA Golf Club at The Reserve say the 500 seeds they sowed during the last weekend of December are already yielding a bumper crop of additional rounds. The PGA Golf Club held a pre-opening “Public Plays Free” preview weekend Dec. 30-31, giving away almost 500 rounds to Southeast Florida golfers.

“We've seen a lot of those people come back already,” said head pro Bill Ciofetelli. “Many of them have brought friends and relatives. I think we'll eventually capture 500 crop of additional rounds because of that one free weekend.”

The PGA Golf Club is the first public golf facility owned and operated by the PGA of America. But developers knew it would take more than the PGA name to draw golfers to another daily-fee facility in an area already well stocked with public courses. In fact, the PGA learned many golfers would simply assume that a PGA-owned course was private.

So last fall the PGA hired marketing specialist Elaine Fitzgerald of Fitzgerald Productions Inc. to devise a way to attract public golfers to its two new Tom Fazio-designed layouts and spread the word that the PGA was in the daily-fee business.

The first 18 holes were scheduled to open Jan. 1, although the staff was in place and the first course ready to go by late December. The PGA had toyed with the idea of giving away some rounds to the public prior to Jan. 1 to thank the local populace for its support. The question...