Course a day? That's chicken feed

Last year's new openings

<table>
<thead>
<tr>
<th>Total</th>
<th>Daily-Fee</th>
<th>Municipal</th>
<th>Private</th>
<th>Totals</th>
<th>Expansions</th>
</tr>
</thead>
<tbody>
<tr>
<td>400+</td>
<td>86</td>
<td>12</td>
<td>6</td>
<td>104</td>
<td>20</td>
</tr>
<tr>
<td>500</td>
<td>99</td>
<td>22</td>
<td>19</td>
<td>140</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>185</td>
<td>34</td>
<td>25</td>
<td>244</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Daily-Fee: 86 99 185
Municipal: 12 22 34
Private: 6 19 25
Totals: 104 140 244
Expansions: 20

Continued on page 46

Myrtle Beach to hit century mark amid oversupply fears

By PETER BLAIS

MYRTLE BEACH, S.C. — One would think the opening of the 100th course here sometime this year would be cause for celebration. But for some, it's a matter of concern.

Even with a healthy surge of golfers visiting Myrtle Beach, the eight additional courses scheduled to come on line this spring could mean fewer rounds per course and smaller profits, according to figures provided by the Myrtle Beach Tourism Coalition, a local group comprising tourism industry representatives.

According to the Coalition's 1994 figures, golfers played 3.8 million rounds here, an average of 44,186 rounds per course. If 1996 projections continue, the average will shrink to 39,851.

Continued on page 35

Like Father...

Bruce Williams (left), superintendent at Bob O'Link in Chicago, will assume the GCSAA presidency next month, following in the footsteps of father Robert Williams (right), who led the association in the late 1950s. For the story on this dynamic, dedicated father-son duo, see page 15.

Course Maintenance

USGA takes a leap into cyberspace

Fringe insurance invaluable following storms

A little wax can save you time & money

Course Development

Rulewich leaves Jones, founds The Golf Group

Cornish honored as '96 Rossi recipient

Q&A with the quotable Bob Cupp

Course Management

Apples to apples: Comparing course spending

IGM poised to execute expansion plans

Legal Corner: Golf attracts development?

Supplier Business

Ransome busy on the marketing front

Vigor teams with powerful player

What's new in the marketplace?

PGA aims for new management standard at Reserve

By MARK LESLIE

PORT ST. LUCIE, Fla. — "Automatic adrenaline." That's how the head golf professional describes the PGA of America's new home golf course.

"It's a showplace," Bill Cioffi said of PGA Golf Club at The Reserve which opened here Jan. 1. "Our mission is to meet and exceed the expectations of every golfer who comes through here."

To achieve that mission, Cioffi and boss Marty Kavanaugh, two acclaimed PGA golf professionals, brought together a core group of pros from a cross-section of the best merchandising facilities. They drafted a training program... sat down with course architect Tom Fazio and clubhouse architect Ward/Flora... worked with Club Car to design a state-of-the-art golf car storage structure and with superintendent Rick Wise and Toro to build a user- and environment-friendly maintenance facility. And, voila! When the world welcomed in the Year 1996, it also welcomed what the PGA hopes will soon be a model for the country.

Continued on page 36

GCSAA bylaws

Membership vote takes center stage

By PETER BLAIS

ORLANDO — Two proposed bylaw changes— one requiring head superintendents to belong to both their national and state associations, and a second setting assisting superintendent dues at half the fee charged head superintendents — will be on the ballot at February's Golf Course Superintendents Association of America (GCSAA) annual meeting here.

The first change would require all head superintendents joining a state or regional chapter after July 1, 1997, to also join the national association. Assisting superintendents, affiliates and other members would be exempted from the dual-membership requirement.

Head superintendents joining a local chapter before July 1, 1997, are grandfathered and would not be required to hold dual memberships in the local and national associations.

The dual-membership recommendation emerged from September's chapter
Myrtle Beach
Continued from page 1

courses, including the Heathland, Moorland and Parkland courses at The Legends. "Golf Holiday realizes now that we [course owners] are a diverse group with many interests. Any upscale advertising is done on an individual basis."

Wizeman said such unsettling economic news has been reflected in the recent prices golf course sellers have received for their properties. A Japanese investment group recently purchased 27-hole Back Creek Plantation for $9 million. "That [$9 million] is what you would have paid for just 18 holes not so long ago," Wizeman said. "It was the first acquisition in quite awhile, which shows the softness of the market."

But all is not doom and gloom along the Grand Strand. Myrtle Beach tourism continues to generate $5 billion in revenue annually, with golf making up $677 million of that, according to Tourism Coalition figures. Myrtle Beach tourism is growing at twice the national average and South Carolina ranks first in the United States in golf vacation travel (followed in order by Florida, Arizona and California). Myrtle Beach long had the advantage of having 60 percent of its visitors live within a day’s drive. But local industry realizes it needs to pull golfers farther away and make it easier for them to get there.

Last February’s addition of Myrtle Beach Jet Express, serving Newark, New York City (JFK Airport), Philadelphia, Chicago, Cleveland and Detroit, has increased the number of visitors, 14,884 more in October alone. Coupled with U.S. Air’s new service from New York’s LaGuardia Airport and Atlanta and Air South’s service from Atlanta, these seven cities are the main source of fly-in vacationers.

“The air service has been very successful,” said course developer Gary Schaad, who opened Wicked Stick in Myrtle Beach Oct. 1. "It takes longer to get your bags out of the airport now, but that’s okay. It means more golfers."

Also in its favor, Myrtle Beach has an established product; more golf than anywhere else; a varied recreational menu that includes the beach, conference facilities, entertainment and shopping; the PGA/Energizer Battery Senior Tour Championship to stimulate market awareness; and a Golf Holiday membership that recently had the foresight to raise its dues 50 percent to increase its advertising budget.