Course a day? That's chicken feed

Last year's new openings


<table>
<thead>
<tr>
<th></th>
<th>9-hole</th>
<th>18-hole</th>
<th>Total</th>
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<tbody>
<tr>
<td>Daily-Fee</td>
<td>86</td>
<td>99</td>
<td>185</td>
</tr>
<tr>
<td>Municipal</td>
<td>12</td>
<td>22</td>
<td>34</td>
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<tr>
<td>Private</td>
<td>6</td>
<td>19</td>
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<tr>
<td>Totals</td>
<td>104</td>
<td>140</td>
<td>244</td>
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<tr>
<td>Expansions</td>
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<tr>
<td>Daily-Fee</td>
<td>84</td>
<td>8</td>
<td>92</td>
</tr>
<tr>
<td>Municipal</td>
<td>18</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>Private</td>
<td>24</td>
<td>4</td>
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</tr>
<tr>
<td>Total</td>
<td>126</td>
<td>13</td>
<td>139</td>
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<tr>
<td>Grand total</td>
<td>230</td>
<td>153</td>
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* Source: National Golf Foundation (through Oct. 5, 1995)

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 are anywhere near accurate, 1996 could be a very difficult year for everyone in the market.

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 Cioffoletti 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, Cioffoletti 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 Florea... worked with Club Car to design a state-of-the-art golf car storage structure... and with superintendents Rick Wise and Toro to build a user- and environment-friendly maintenance facility. And, voilà! When the world welcomed in the Year 1996, it also welcomed what the PGA hopes will soon be a model for the country.
The most exciting new material in golf looks and feels like granite and is available in all the right colors. Just what you'd expect from Standard Golf.

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CIRCLE #129/GCSAA BOOTH #1551

PGA standards
Continued from page 1

"What would please us more than anything," said Kavanaugh, senior director of operations and 1992 PGA Golf Professional of the Year, "is that we would do something [other pros] would want to copy. We will stand with open arms and ask if they can tell us a better way. And some day we will have a facility that is a model because we will have added input from all the best operators in the country.

"Our members are going to have a lot of suggestions. We hope they feel this is their home and they can make suggestions to make their home a model. Bill's going to be a sponge."

Its essence being to make the golfer's visit easy and friendly. The Reserve already operates with some seldom-seen standard operating procedures, such as:

• Instead of the pro shop, the hub of the operation is a "welcome pavilion" in the most visual object on the property — a 55-foot-high landmark clock tower.

"You will never have to guess about what to do with your golf bag, where to park, where to check in," said Cioffoletti, Golf Professional of the Year for the Southwestern Chapter South Florida PGA in 1992. "You drive directly to the clock tower. A member of the hospitality team takes your clubs and determines who you are. Once we have your name, we tag your bag and give you your folio. This is like a hotel's room-key folio, for charges and spelling out your tee time and where your golf bag and golf car are. If your wife calls and leaves a message for you, that will be in your folio, also."

• The PGA borrowed technology from other industries, Kavanaugh said. "We're handling clubs like an airline handles luggage. And we're handling your day of play in a way we borrowed from the hospitality industry. When you check into a hotel, you sign for charges throughout your stay. When you make a reservation here ... you simply receive your member card and go out onto the golf course. When you go into the restaurant or golf shop, you show your member card and sign for the charges. At the end of the day you are billed automatically."

• Telephone calls for tee times are directed to the welcome station, not taken at the golf shop. The golf shop therefore is a point of sale.

• The clock tower sends a speed-of-play message, allows for a starter for tournaments, and provides a landmark so no one ever gets lost.

• The Reserve staff suggests to its guests what is the best set of tees for them to play.

• The facility is laid out so golfers wanting only to practice putting or hitting range balls don't have to park and walk a long way.

• The practice range has ball machines.

• The courses meet Americans with Disabilities Act standards.

• At the 9th tee and driving range golfers can call in an order to the restaurant.

• Club-adjusting is available in the pro shop area.

• The clubhouse contains men's and ladies' changing and shower rooms.

• A colored flag system marks cup locations, all sprinkler heads are marked and golfers will have "a great yardage card," Cioffoletti said, explaining a decision to wait to see what computer/laser/yardage system is best.

• Like cars on a railroad train, three golf cars at a time can be linked to be pulled to a wash station, each with a hand-washer and drier. Developed by Club Car, the golf car structure stores 150 cars and is kept cool by cross-ventilation to improve battery-charging.

• Some 1,500 square feet of walkways are covered for shade and in case of rain.

• Detailed training programs are in place for employees.

• The courses are members of the Audubon Signature Program.

• The irrigation system can water the entire course in eight hours and isolate sections for watering.

"This is the very first step to making this a cradle-to-grave site," Kavanaugh said. "We're going to have a learning center, some short courses. We think this is going to be the next Pinehurst as a 6-year-old. Take up the game to its guests what is the best set of tees for them to play.

"This is the very first step to making this a cradle-to-grave site," Kavanaugh said. "We're going to have a learning center, some short courses. We think this is going to be the next Pinehurst — the next Pinehurst."

"We think you can come in here and be a 6-year-old. Take up the game of golf. Proceed from the learning center to the short courses — the par-3 and mid-length courses — to the championship site. When you get older, you can go back to the mid-length and par-3 courses."

Pete Dye has already routed par-3 and mid-length courses on the 680-acre property, which was donated by local developer Callahan Cattle and Land Co.

Cioffoletti said service will rule the day for golfers — whatever age, at whatever course, whether a PGA member or public player.

"Ultimately," said Kavanaugh, "we should look at it as we're providing entertainment. It's just that we only have two rides: the golf course and the golf cart."