Masters Golf Corp. readies to expand northward

Florida firm adds Orlando facility, bringing portfolio to 8

BY PETER BLAIS

ORLANDO, Fla. — Masters Golf Corp. plans to venture out of Florida this year as it attempts to become a major East Coast golf management company, according to President Tary Kettle.

Formed in 1992 with a single management contract, Masters has grown into a full-service, turnkey company with management contracts at eight Florida courses. Six belong to the Raymond Floyd Group.

The Orlando-based firm, which recently signed on at Rosemont Country Club here, expects to announce management contracts in either Georgia or South Carolina by year's end; Kettle said.

"We're planning to take on about three courses a year for the next few years," Kettle added. "We'd like to move up the Eastern Seaboard and eventually maybe affiliate or merge with someone to become a national company."

MARKETING IDEA OF THE MONTH

Breakfast meetings help attract business

The following article appeared in the March 1996 issue of The Club Marketing Report, a monthly newsletter for club professionals. For more information contact Robert or Denise Bodman at 800-267-6758.

If your marketing objective is to expand the number of prospective members being introduced to your club, to increase member usage and involvement in the club, to add to the number of guests your members are bringing to the club, or simply to enhance your club's image in the community, you may want to consider developing a program called the "Breakfast Speaker Series."

This program is a regularly scheduled, monthly series of notable speakers and presentations, addressing a group of members, invited guests, and other individuals from the community. Breakfast is chosen because it is typically a non-active period of the day for clubs, and is usually not in conflict with other community events. Initially, this concept became popular when the "Power Breakfast" was the rage in the business world.

Breakfast occurs at a time of the day that can be effectively used for networking. Networking is one of the underlying reasons why a member joins a club. More importantly, networking opportunities provide members with a rationale for maintaining their membership. This program provides the club with a method to meet the networking needs of its members, and ensures attendance at events.

Continued on page 49

LEGAL CORNER

Avoiding employee suits a matter of attending to details

BY NANCY SMITH

Lawsuits by disgruntled employees can be more than just an Excedrin headache for club managers. They can also be money pits for judgments and attorneys' fees.

Insurance can protect against lawsuits for personal injuries. But it generally doesn't protect against claims by fired workers.

Recent court rulings have endorsed methods some companies have used to protect themselves from wrongful termination claims. They have shown that attention to detail in employee agreements can prevail against suits.

In Haggard v. Kimberly Quality Care, Inc., the California Court of Appeal ruled in favor of an employer who carefully worded both an employment agreement and employee handbook. When stated clearly the relationship could be terminated by the employee or employer at either's "will," the court found no implied agreement the employee would keep her job as long as she performed properly.

Many states consider employment to be "at-will," at the pleasure of either the employer or employee. Continued on page 50
becoming a victim of air pollution.

Ahh, television news in the 90s. Tabloid journalism has sneaked its way onto the airwaves. And the pursuit of facts seems to have been replaced by the pursuit of ratings.

So the specialty pesticide industry needs a media watchdog that not only watches. But that also takes action.

Fortunately, we have one. RISE. Responsible Industry for a Sound Environment.

RISE is a coalition of manufacturers, formulators and distributors from all areas of the specialty pesticide business.

In addition to promoting environmental stewardship, RISE makes sure the media doesn’t report misinformation as fact.

We also hold editorial meetings with media decision-makers. And respond to negative articles or broadcasts that are incorrect. We’ve been very successful so far. Not surprising considering what our most powerful weapon is.

The truth.

Of course, there’s still a lot more work to do. But rest assured, RISE is up to the task.

Because we know if we eliminate air pollution, the pesticide industry can breathe a lot easier.

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June 1996 49