EAGL management soars to new heights

Dallas firm doubles in size with last year's acquisitions

By PETER BLAIS

IRVING, Texas — Evergreen Alliance Golf Limited (EAGL) of Dallas doubled its management portfolio by taking control of 11 courses in the past year, making it one of the most active mid-sized players in the golf course management arena.

The privately-held firm controls 24 courses scattered across the United States, including private, resort, daily-fee and municipal operations.

"We think we can grow by 10 courses per year into the foreseeable future," said President Gary Heward. "We're looking for equity and lease arrangements. We're also open to management contracts if the situation is right."

EAGL is a full-service management firm offering operations, marketing, maintenance, merchandising, food and beverage, construction and project management services.

The Dallas-based company has several courses under construction. All except one should open this spring:

• The Jaffrey Golf Course in Parker, Colo., an 18-hole Jeff Brauer design that EAGL will manage. EAGL is also a part owner.

MARKETING IDEA OF THE MONTH

Magazines aid course promotion

By PETER BLAIS

LAWRENCEVILLE, Ga. — Taking a page from its success in the real-estate market, Network Publications has expanded its reach to golf courses looking to increase business.

Network prints The Real Estate Book, a digest-size publication containing four-color ads, photographs and descriptions of choice properties offered by local real-estate agents. The advertising book is published in 460 markets nationwide and distributed free at banks, real-estate offices and other locations frequented by potential home buyers.

"We've basically taken the same concept to the golf industry," said Product Manager Craig Ridley, referring to The Real Estate Book. "Advertisers can promote some sort of an incentive, but this is not a coupon book. The formatted ads are the most popular and we have graphic artists with extensive backgrounds who can tailor specific ads to a certain market."

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Legal corner

Golf car lawsuits bewilder courts, course operators

By NANCY SMITH, J.D.

The quick and easy operation of a golf cart enhances the game for many enthusiasts—until someone gets hurt. Injuries occur in various ways, from backing into a player loading clubs on the rear of the cart to falling out of the cart on a sharp turn taken too fast.

But the common factor after any injury is a search for who is at fault—often in the form of a lawsuit. Suits may be filed against the driver, the manufacturer, the servicer, the seller or the owner or operator of the golf course where the accident occurred.

In a comprehensive study of golf cart lawsuits, legal author Boyd J. Peterson, J.D. analyzed lawsuits across the country which involved injuries from carts.

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In addition to golf course ads, Golfer also features ads from nine-hole courses, golf getaway package dealers, practice ranges and golf pros.

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WASHINGTON — The National Club Association will conduct several special events this year in observance of the private club association's 35th anniversary.

Special events in the coming year include a continuing series of Club Director magazine bites about NCA's formation and various accomplishments over the years, recognition of early NCA club members and associate members, and an anniversary edition of Club Director in October to celebrate the association's incorporation date.

Also planned are the introduction of new services and technologies that will expand the NCA Resource Center and enhance the scope of information provided to National Club Association member clubs. A new fax-on-demand service will allow NCA members to request information 24 hours per day and receive an immediate response.

Also underway is further development of NCA's database and an improvement to the association's consultative services.

NCA promotes the business, legal and legislative interests of the approximately 1,000 private clubs it represents.

New club marketing firm formed

Two key principals have been added to help with the start-up. Tom White, senior vice president, joins ClubServ with 17 years experience as general manager at three separate clubs and as a club consultant. He will be responsible for new business development.

Cheryl Joyce, vice president of club marketing and development, brings extensive experience in private club marketing and membership promotion. She has worked at numerous East Coast clubs including the Robert Trent Jones Golf Club at Lake Manassas, Va., as well as many other East Coast clubs.

WTS International has provided design, consulting and management services for tennis programs and fitness centers at private and commercial clubs, real-estate projects, hotels and resorts, spas and residential projects throughout the United States and overseas for the past 20 years.

WTS International and ClubServ are located at 12501 Prosperity Drive, Ste. 460, Silver Spring, MD 20904; telephone 301-622-7800.

Golfer magazine

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Distribution is not limited to just courses that advertise. This spring's Southeast Massachusetts/Rhode Island issue, for example, will go to 100 courses, even though just seven facilities have placed ads, according to regional Associate Publisher Sharon Francocur.

"Private and public courses stock it," said Francocur, when asked why a facility would carry a publication containing ads promoting competing courses. "It's a nice-looking magazine and provides golfers with something to read. Seeing how they move off the counter gives the course operator an idea of whether it would be worth advertising in the future."

Full-page ads cost roughly $700 per issue, Ridley said. "We can get four-color ads to the marketplace for about the same price as spot-color or black-and-white tabloid ads in other publications."

The 5 1/2-by-8 1/4-inch, digest size is also a benefit, Ridley said. "If you put a pile of magazines on the table and ask someone to arrange them, the digest size always ends up on top, which makes it the one people see first," he said.

Golf Course News is also available in Toronto; Saratoga/Muskoka (north of Toronto); Northern New Jersey; Southern New Jersey; Detroit/ Columbus, Ohio; Sand Hills (Pinehurst), N.C.; South Carolina Sunbelt (Columbia/Greenville); Houston; Phoenix/Scottsdale, Ariz.; Palm Springs, Calif.; Tampa, Fla.; and Piedmont (Winston-Salem/Greensboro), N.C.

For more information contact Ridley at 770-962-7220.