

BRIEFS



PALM COAST HIRES THOMPSON

PALM COAST, Fla. — Palm Coast Resort named Jerry Thompson director of golf for its four championship 18-hole courses, designed by Gary Player and Arnold Palmer— Cypress Knoll Golf Club, Matanzas Woods Golf Club, Palm Harbor Golf Club, and Pine Lakes Country Club. He will also oversee the operations of Palm Coast Resort's fifth course, a Jack Nicklaus Signature layout, when it is completed in September, 1997. Thompson joins Palm Coast Resort after 12 years at PGA National Resort and Spa, where he served as head golf professional of the five courses at PGA National Golf Club.

RMA TO MANAGE PHOENIX LAYOUT

PHOENIX, Arizona — Resort Management of America (RMA) has been selected to manage Chaparral Pines golf club and homeowner recreational facilities near Payson, according to RMA President Henry DeLozier. The Phoenix-based golf course management firm operates two other Arizona golf facilities: Stonecreek, The Golf Club in Paradise Valley and the ASU-Karsten Golf Courses in Tempe.



Henry DeLozier

IGM AWARDED FLORIDA CONTRACT

LAKELAND, Fla. — International Golf Management, Inc. has been retained to provide professional golf course maintenance services on a contractual basis for Brooksville Golf & Country Club in Brooksville, Fla. International Golf Management will provide complete golf course maintenance and landscape management services for the member-owned, 18-hole course. In other IGM news, Scott Campbell has been retained as superintendent of IGM-managed Sandridge Golf Club in Vero Beach, Fla.

FAIRWAYS TAKES ON LITRENTA

KSL Fairways (KSLF), the community golf division of KSL Recreation, recently named Keith H. Litrenta vice president of business development and acquisitions. Litrenta joined KSL Fairways in March 1993, serving as chief financial officer until May 1996 and interim chief executive officer of Lake Lanier Islands Resort, a KSL Recreation property, until August 1996. Litrenta brings 17 years of financial and operational experience, including Big Six and Fortune 100 companies, to his new role.



OB Sports acquires Vegas' Legacy

PORTLAND, Ore. — OB Sports, a golf course development, management and design company, has purchased The Legacy Golf Club in Henderson, Nev.

OB Sports also owns and operates Angel Park Golf Club, which is located on the other (western) side of Las Vegas.

OB Sports has managed The Legacy under contract since 1989. "We are very excited about this purchase," said Orrin Vincent, president of OB Sports.

"The Legacy is a golf course which we built and have managed since it opened more than six years ago. Not only do we know all of the intricacies of this facility, but we really know and appreciate the value of the Las Vegas market."

As a first act of ownership, OB Sports changed the turfgrass on all 18 greens at The Legacy. John Fought Design, a subsidiary of OB Sports, also made slight alterations in the shapes of the greens.

PERSONNEL PERSPECTIVES

Employees must know what you expect of them

By VINCE ALFONSO

It was a hot June day, during my second year as head professional and general manager of Holiday Golf Club in Olive Branch, Miss. We were just getting things off the ground. I had a million things to do that day but I had promised to meet with Tom, one of my golf car boys. I rushed into my office, a few minutes late, plopped down in the chair behind my desk, and said, "Go Tom, I'm all ears."



Vince Alfonso

Tom stuttered and stammered, asking me question after question for over 10 minutes. To each question I answered, "Yes, Tom, that's true." or "That's correct."

When he finished, I said: "Let me see if I have it straight. You believe you have earned a raise because you have: (1) shown up for work on time, or called in to tell me you would be late; (2) performed all tasks given to you without grumbling or complaining; (3) never reported to work drunk or stoned; and, (4) never given me cause to suspect you of stealing." There was a long silence, then a big gulp by Tom. He straightened his frame, raised his chin up and said with confidence, "That's right, Mr. Alfonso."

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Consolidation name of FGCI's game

By PETER BLAIS

MELVILLE, N.Y. — Based on its aggressive financing and acquisition strategy, Family Golf Centers Inc. (FGCI) appears well on the way to meeting its goal of becoming the prime consolidator in the stand-alone, golf driving range industry.

In July, the publicly held company completed a successful offering of 3 million shares of its common stock at \$27 per share. FGCI plans to use most of the \$75 million raised to acquire, lease, or develop new practice centers; improve its existing golf facilities; and build up a working capital fund.

The recent purchase of Pin High Golf Center in San Jose, Calif., increased the company's holdings to 25 facilities in 11 states, including seven Golden Bear Golf Centers licensed by Jack Nicklaus' Golden Bear International. Plans are to operate 30 practice centers by year's end and 50 by the end of 1997.

"We have an infrastructure with enough assistant managers in training that we could staff another 50 right now," said President Dominic Chang. "But we'd like to have more controlled growth, somewhere between 15 and 20 facilities per year. That means we should have more than 100 centers by the year 2000."

FGCI reported its net income rose 115 percent to a record \$1.574 million or 18 cents a share for the second three months of 1996, up from \$729,000 or 15 cents per share from the same period a

year ago. Sales for the quarter were up 87 percent to \$6.852 million from \$3.655 million in 1995.

Those increases are due largely to the aggressive growth the company has experienced over the past four years. Chang, who holds a master's degree in industrial engineering and was a high-level executive with the Bank of New



Dominic Chang

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Photo courtesy of PBI Gordon



VALHALLA CAUGHT IN LEGAL TRAP?

Valhalla Country Club (above) in Louisville, Ky., host of last month's PGA Championship, was the focus of a civil rights protest and subsequent court trial the week after the tournament. In early July, Rev. Louis Coleman Jr., who is black, and nine other civil rights activists purposely walked on to the grounds of the private club to protest what it called the discriminatory practices of the PGA. They were arrested for second-degree criminal trespassing. Coleman said the PGA, and by extension, Valhalla, should hire more minority businesses and more minority employees for the tournament. The trial started Aug. 19, a week after the tournament finished.