

## NGF adds guides to courses, ranges and retailers

JUPITER, Fla. - The National Golf Foundation has introduced four new industry directories to complete an effort it began earlier this year to make hardbound copies of its golf business databases available as marketing and reference tools.

The new directories contain the names, addresses, tele-

phone/facsimile numbers and other information for businesses in four U.S. golf market segments including:

- Off-Course Golf Retail Stores
  - Regulation Length Golf Courses
  - Par 3 and Executive Courses
  - Driving Ranges
- "These new directories are

powerful supplements to the corporate directory that we created two years ago," said NGF Research Manager Jim Kass, who headed up development of the four new directories.

The original corporate directory — the *International Directory of Golf* — runs more than 550 pages listing 7,500 compa-

nies and 14,000 executives involved in the business of golf.

"Altogether, we now have five business directories that cover the entire spectrum of golf in the U.S.," said Kass.

In addition to more than 14,000 facility names, addresses and telephone numbers, the *Golf Course Directory* provides key contact personnel and information relative to facility type (e.g.

daily fee, municipal or private), size (regulation, par-3 or executive), total number of holes, year it opened, and whether the complex includes a practice range.

The *Executive & Par 3 Course Directory* was developed for those interested in only this niche of the market. These 1,700 facilities also appear in the *Golf Course Directory*.

The scope of information available in the *Driving Range Directory* is similar to that of the aforementioned directories, with the exception that the size of each of the 1,700 facilities is measured by the number of tee stations.

In the *Directory of Golf Retailers*, store size is presented in terms of square footage. This directory lists 2,000 off-course golf retail stores doing business across the country. Where applicable, their corporate headquarters offices are included.

As Kass is quick to point out, this new family of directories does not contain everything that's in the NGF database for each of the market segments.

"For example," he said, "for those who want customized work, we can do special runs on resort courses... or pull up data on such things as green fees and management companies... or furnish mail labels for any segment and in any format desired."

The *Golf Course Directory* is \$99 to NGF members; \$199 to non-members. The *Driving Range, Par 3/Executive and Off-Course Retail Shops* directories are \$49 each to members; \$99 to non-members. The *International Directory of Golf* is \$30 for members; \$60 for non-members.

For additional information on the directories, customized runs or mail labels, NGF members should call 888-NGF-2500 and non-members 800-733-6006 or submit an e-mail request to [ngf@ngf.org](mailto:ngf@ngf.org).

For more information on other titles in the NGF's library of business publications and related information services, visit the Foundation's Web site at [www.ngf.org](http://www.ngf.org).

### TRANSEASTERN BUYS FLA. TRACK

NAPLES, Fla.—Transeastern Properties has acquired Embassy Woods Golf & Country Club in Naples, representing the sale of 750 lots, 12 new homes and all recreational amenities, for approximately \$9.7 million. Transeastern will change the name of the community to Glen Eagles Golf & Country Club. In addition to the clubhouse, Embassy Woods now includes a championship 18-hole golf course and bundle golf memberships, where buyers automatically acquire golf memberships with the purchase of a home.

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