**CMAA’S SINGERLING HONORED**

ALEXANDRIA, Va.—The 1998 Industry Leader of the Year Award from the Tourism and Convention Department at the University of Nevada, Las Vegas (UNLV), was presented to James Singerling, executive vice president of the Club Managers Association of America. Singerling has headed CMAA since 1990 and has long been a champion of education. Under his leadership, CMAA’s presence on university campuses has grown to 32.

**IGM TAKES OVER ROSS LAYOUT**

LAKELAND, Fla.—International Golf Maintenance (IGM) has been selected by Dunedin Country Club to oversee its golf course maintenance operations. Under the three-year agreement, IGM provides all aspects of golf course maintenance for this Donald Ross-designed, 18-hole layout. The 6,000-yard course has been in operation since 1927. The city of Dunedin took ownership in 1962.

**GOLF TRUST ACQUIRES PAIR**

CHARLESTON, S.C.—GolfTrust of America, Inc. has closed its acquisitions of Tierra Del Sol Country Club, an 18-hole golf facility located near Albuquerque, NM, for $3.6 million, and Ohio Prestwick Country Club, an 18-hole upscale private golf facility located near Akron, Ohio, for $6.4 million.

**STAND JOIN WILSON GG**

WHITE BEAR LAKE, Minn.—The Wilson Golf Group, a White Bear Lake-based course ownership and operations company, named Greg Stand director of acquisitions. Stand also is general manager of one of the group’s Oak Glen, a 27-hole public facility in Stillwater, Minn. The Wilson Golf Group owns and operates six facilities: Oak Glen and Applewood Hills in Stillwater, Minn.; Gem Lake Hills in White Bear Lake; North Links GC in North Mankato, Minn.; Adobe Creek in Prescott, Colo.; and Chipeta in Grand Junction, Colo.

**MEDITRUST REALIGNS MANAGEMENT STAFF**

NEEDHAM HEIGHTS, Mass.—The Meditrust Companies announced that Abraham Gosman has resigned from the positions of chairman of the boards, chief executive officer (CEO) and director and that Thomas Taylor has been appointed interim chairman. David Benson, president of Meditrust Corp. since 1991, will serve as interim CEO.

Over the next 60 days, Meditrust anticipates filling the chairman and CEO positions, reviewing and approving a modified investment and operating strategy for the Meditrust Companies, and selecting an appropriate corporate structure through which to conduct the business activities in response to the recent paired share REIT legislation.

Said Gosman: “Following the successful completion of the acquisitions of La Quinta Inns, Cobblestone Golf Group and Santa Anita over the past nine months, I feel that I have accomplished my mission in assembling these premier assets. The Meditrust Companies is no longer just a healthcare REIT but has evolved into a business that requires complex capital markets and operating expertise on the part of whomever serves as the chairman of the board.”

**PERSONNEL CORNER**

Looking for Mister Good Greeter Plus

By VINCE ALFONSO

Between 1977 and 1982, when I was general manager and head professional at Holiday Golf Club in Olive Branch, Miss., a significant contingent of Japanese golfers from the Sharp plant in Memphis, Tenn., frequented our course every Saturday and Sunday.

I cannot tell you the number of times one of them would remove a set of irons or woods from my shelf, walk to the cash register and ask this question, “Take a Veesa!”

Of course I “took Veesa.” I also “took” Cash, Check, Master Card and American Express. I was happy to take whatever method of payment they wanted to give me.

However, if I had just been there to take their Visa or cash, etc., I wouldn’t be telling you this story.

‘Taking their money, or any other customers’ money for that matter, although essential to the business, was just a very small part of my job.

You see, my real job was to make them feel appreciated and welcome, to make them smile and have fun, to make them want to come back again and again.

One of the ways I feel I accomplished

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**Nicklaus, ClubCorp join development forces nationwide**

DALLAS—Two of the golf industry’s leading family-operated dynasties have formed a new joint venture to build, own and operate as many as three dozen Jack Nicklaus Signature courses worldwide over the next 10 years.

Officials of Golden Bear International Inc. of North Palm Beach, Fla., and Dallas-based ClubCorp said the joint venture will build three golf course products: private golf and country club; upscale daily-fee courses; and “The Bear’s Best,” a series of daily-fee courses that will feature replicas of Nicklaus-designed golf holes.

Course layouts will be by Nicklaus Design. Certain projects might be co-designed by Nicklaus and other family members involved in Nicklaus Design, including son Jack Nicklaus II. The courses and country clubs will be operated by Club Corporation of America (CCA), a unit of Dallas-based ClubCorp founded by Robert Dedman Sr., and now headed by his son, Bob Dedman Jr.

The management committee for the

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Alfonso
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this sounds silly, but worked. I thought they would get a laugh out of me trying to pronounce their names without their assistance. I was even bold enough to call them to our front counter over the PA system, just like everyone else. Lucky for me, they loved it. I also served them "Mini dogs of Benihana". I would throw little hot dogs into the air over my flat grill in the snack bar and then, using a Japanese knife, I would slice them in half in mid-air. They thought that was hilarious. You see, even though we couldn't communicate fluently in each others language, we established a positive rapport which they enjoyed and which brought them back week after week. They never knew what I was going to do next.
In other words, I didn't and my staff didn't, just, "Takea Veesa". We were not just greens fee takers. However, let's be quite frank. We all know greens fee takers are prolific in our industry. You know the type. These are human beings who stand behind counters in golf shops across America taking greens fee dollars and doing little else. They have little or no interaction with their customers.
And to my dismay, many owners and managers allow this to happen. When asked why they allow this behavior, they say, "he or she is dependable and honest and that's good enough for me".

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Since Lebanon Turf Products introduced IsoTek to the industry, turf-minded superintendents have discovered for themselves its unique capability for swift green-up and dynamic restoration of turf vitality. Fairways and greens alike benefit from its controlled nitrogen release through hydrolysis and microbial activity, regardless of soil temperature or type.
So if you're looking for truly superior turf, look no further than IsoTek in homogeneous greens or fairway grades. Call Lebanon Turf Products at 1-800-233-0628 for more product information.