BRIEFS

PALMER TO MANAGE CASTLE HILLS

DALLAS — Jay Morrish-designed Golf Club at Castle Hills will open for play here in June with Arnold Palmer Golf Management operating the facility, including the nation's fifth Arnold Palmer Golf Academy. The Castle Hills development partnership is comprised of Olympus Real Estate Corp., a Hickory Museum affiliate, and Castle Hills Golf Partners Ltd., headed by Ray Wicken and Joe Cotter.

PAYSON TO DIRECT ARIZ. CLUB

PAYSON, Ariz.—The Rim Golf Club, a new Lyon Golf-managed club in Payson, recently named Robert Irving its director of golf. Irving has 27 years experience in the golf industry including 12 years as director of golf for the Boulders Golf Resort in Carefree, Ariz., and nine years as head golf professional for La Jolla Country Club in La Jolla, California.

FAMILY GOLF ADDS 3

MELVILLE, N.Y.—Family Golf Centers, Inc. has acquired the Thunder Bay Golf Dome in Thunder Bay, Ontario and the Vaughn Golf Course in Toronto. The company has also entered into a long-term lease to operate the 82nd Avenue Driving Range in Portland, Ore. In addition, in early Family Golf Centers recently opened its newly constructed state-of-the-art golf center in Shelton, Conn.

MAINE, VT. COURSES CHANGE HANDS


RAVEN ASSUMES SANDESTIN REINS

DESTIN, Fla.—Phoenix-based Raven Golf recently assumed management of The Resort at Sandestin’s golf facility, a 63-hole layout located on the Gulf Coast of the Florida Panhandle. The management agreement with The Resort at Sandestin is part of Raven Golf’s merger with Intrawest, a Vancouver, British Columbia-based company who owns and operates in nine mountain resorts and nine championship courses throughout the United States and Canada.

Legislation would preserve caddie's independent status

The National Club Association (NCA) announced that key segments of the golf community have sent a unified message to Congress urging lawmakers to pass legislation that would preserve the independent contractor status of caddies.

The letter was signed by 124 groups and organizations including key golf organizations; state and local golf associations; caddie scholarship programs; and a number of golf/country clubs. Sue Wegrzyn, NCA executive vice president, stated: “The golf community’s response to this issue has been tremendous. The united stance on the caddie legislation should help advance this issue in the months ahead.”

Preserving the independent contractor status of caddies is a top legislative priority for the NCA in the 106th Congress. The Caddie Relief Act of 1999, H.R. 19, was introduced earlier this year by Rep. Dan Burton (R-Ind.) and has garnered bipartisan support in recent months. NCA also formed the Coalition to Preserve Caddie Programs in 1996. Composed of over 50 state and regional golf associations, caddie scholarship programs, and interested individuals, the coalition has been instrumental in providing critical grass roots support on this issue.

ClubCorp acquires two new courses

DALLAS—ClubCorp has acquired clubs in Granite Bay, Calif., and Palm City, Fla.

The 550-member Granite Bay Golf Club, located outside Sacramento, was designed by Robert Trent Jones Jr. Built in 1993, the club was acquired from Daniel Reiner, Granite Bay, Ltd.

Built in 1996, Golden Bear Golf Club at Hammock Creek in Palm City, Fla., north of West Palm Beach, was acquired from Jack Nicklaus’ Golden Bear International. The course was designed by Nicklaus and his son, Jack Nicklaus II. The semi-private club has a clubhouse, pro shop and dining facilities.

The two acquisitions follow the recent announcement of a joint venture between ClubCorp and Jack Nicklaus’ Golden Bear International to design, build, own and operate as many as three dozen Nicklaus signature courses around the world in the next 10 years. Golden Bear International, owned by the Nicklaus family and based in North Palm Beach, Fla., will design the courses, and Dallas-based ClubCorp will manage the courses and country clubs.

The joint venture has two new clubs under development, the first at Birch River in Dahlonega, Ga., and the other at Lionsgate in Overland Park, Kan. Other targeted metropolitan areas are Dallas, Las Vegas, Orlando, Palm Springs, Calif., Phoenix; and San Antonio, Texas.

Private clubs seek to become employer of choice

SAN FRANCISCO — With a few changes, private clubs can become the most attractive employers in their communities, even in today’s robust economy, according to Tarun Kapoor, a professor in the school of hotel and restaurant management at California Polytechnic University.

“The private club industry is fighting its own history and tradition,” Kapoor told a group during the recent Club Managers Association of America annual conference here. “You haven’t tried to build your image within the community, but rather, you have tried to keep that image private. You haven’t shared who you are for reasons that may still be valid 10 to 50 years ago, but won’t be valid for the next 10 years. There needs to be a philosophical shift in the way you do business.”

Successful clubs differentiate themselves in a positive manner from every other club in their community, Kapoor explained, and customer service is the major point of differentiation. So, club managers should focus their energy on their front-line employees, the service providers. They are the deliverers of the club experience and must have a positive mental attitude about their jobs and work environment to deliver a quality experience to members and customers.

There are three pieces to the employee productivity puzzle. First, a club must pay a living wage that at least gets an Continued on page 44

Clubs weigh in with suggestions to find, keep good employees

SAN FRANCISCO — Several successful ideas for recruiting and keeping quality employees were on display at the Idea Fair at the recent Club Managers Association of America Annual Conference here.

Among the best:

- Employee Recruitment Incentive Plan, Peninsula Golf & Country Club, San Mateo, Calif.—Assistant Manager Gregory Webb found that a job ad in a local major metropolitan daily newspaper cost $833 or almost $5,000 to run for a week. Experience showed the club rarely hired those who responded to the ad, or no one answered the ad at all.

WESTERN GOLF ADDS COURSE

Western Golf Properties has assumed management of Red Hawk Ridge Golf Course, an 18-hole, Tom Fazio design that held its grand opening this spring in Castle Rock, Colo.
Recruiting
Continued from page 45
stands for Watchful Open and Willing to go beyond what is expected. To receive a WOW award, an employee must be recognized by a member, manager or fellow employee for going above and beyond the call of the employee's regular duties. Award winners receive a certificate and a gift from the pro shop, which are distributed during scheduled management/staff meetings.

Awards are categorized by department (e.g., maintenance, pro shop, food and beverage), and at the end of each year, the employee with the most awards in each department is inducted into the WOW Hall of Fame. Hall of Fame inductees are recognized at an annual employee appreciation dinner, given a large monetary gift and have their names engraved on a WOW Hall of Fame plaque that is displayed for members to view.

• Employee Recognition Fund, Hollyburn Country Club, Vancouver, B.C. — The Employee Recognition Fund was first implemented in 1989 to encourage long-term service, promote employee morale and recognize outstanding performance. Employees are assessed $20 per family to finance the fund. The fund is administered by the general manager who, with input from members and staff, recognizes outstanding efforts on the part of employees through educational seminars, social functions and other awards. Long-time service awards are presented at five years ($200 Waterford crystal clock); 10 years ($300 personal gift certificate); and 15 years ($400 gift certificate).

Staff functions have included bowling, curling, golf, picnics and Christmas parties. Among the awards have been tickets to sporting events such as Vancouver Canucks hockey, Grizzlies basketball, 86ers soccer, and B.C. Lions football games; cultural events such as the Vancouver Symphony and the National Theatre; Thanksgiving turkey vouchers; and movie passes. Employees are also awarded $30 for any suggestion that is implemented by the club.

• Employee “Outlook” Newsletter and Day of Relaxation, Country Club of Virginia, Richmond, Va. — Outlook is distributed monthly along with employee paychecks. It includes news on employee accomplishments, work anniversaries, current CC of Virginia events, and contests with incentives to participate. An occasional Day of Relaxation ServiceMaster acquires course maintenance firm

MICHIGAN CITY, Ind. — ServiScape Inc., a golf course maintenance management company and subsidiary of Houston-based LandCare, USA, a national provider of landscape and tree services, has been purchased by The ServiceMaster Company of Downers Grove, Ill.

According to Peter Sinnott, ServiScape's president, "Our current golf course customers will also benefit through expanded services and increased purchasing power for supplies and maintenance equipment.” ServiScape manages the golf course maintenance operations for a number of courses including The Dunes Club in New Buffalo, Mich., and Harborbres International in Chicago. ServiScape is also involved in agronomic and course construction management with Bandon Dunes in Bandon, Ore.

Why Gamble With Sod?

Sod leaves gaps, is labor intensive, won't root deeply in soil and slides on slopes in heavy rain — a gamble by anyone's standards. Especially yours. When you have a course to open or renovate on time or ahead of schedule, you can't afford to bank on Lady Luck.

EcoAegis™, an ultra-advanced, scientifically formulated bonded fiber matrix, has rendered yesterday's tedious and costly sod problems history. Categorically proven to achieve faster, deep-root growth and uniform coverage with less watering. EcoAegis™ is the surest bet in the business.

Light years beyond traditional hydroseeding, other key benefits include:

- Quick application
- Non-toxic and chemical free
- Custom mixed with your preferred seed and fertilizers
- Forms a protective, all-weather blanket and keeps seeds from migrating
- Erosion and steep slopes are non-factors
- Secures seed and fertilizer and maximizes soil retention

Hydrograss Technologies and EcoAegis™. Bank on it.

Visit our website: www.hydrograsstech.com

Hydrograss Technologies Corporate Headquarters 157 Southbridge Road, North Oxford, MA 01537 1-800-853-5393
Fiber Marketing 4311 N.E. Sunset Blvd., Renton, WA 98059 1-800-426-6002 or (425) 277-9966 Fax: (425) 277-9971

GOLF COURSE NEWS

CIRCLE #119

June 1999 45