Just say 'No' to booze on your course

S

o, tell me, how did you do with that Bud-
weiser 18-pack — you know, one beer for every hole
you played? And did you meet up with that crowd in the right-side
woods off the 1st tee — you know, where all the slicers were having a Miller Lite party?

I listened to PGA, the MSGA [Maine State Golf Association] and other groups, and they talk
about the integrity of the game. I wish these organizations would take a stand on alcohol in the
golf courses," said Golden, owner of Springbrook Golf Club
— no minor golf course, having
hosted Maine Opens in the past.

This summer Golden fought successfully the state Legisla
ture to defeat a law that would have
made alcohol sales on golf courses legal in Maine. Most states have these laws, and
Golden is not popular right now with many of
his colleagues who were pushing for this one.

Those owners saw dollar signs. Golden said, in bold let-
ters: "Loss of integrity and image.

"Here we are, as a group of
owners, promoting junior golf and getting young people out
on the course. And — what's this
— having a beverage cart
going from group to group selling beer?" Golden
said. "The association is that golf and beer go
through all the foursomes through the entire

"We want to be a place where people 'get a drink,' but we don't want to be a place where they 'drink,'" Frank added. "I believe in the right of
people to drink, but just don't want to have it abused.

The difference, Frank said, is a "fine line. You
want to take care of people, not be their guardian angel. But over the years we feel it has been in our
and our customers' best interest to serve drinks and
serve them in moderation."

Budweiser's television ad promoting 18-packs, he said, is "real dumb."

"Vince Alfonso Jr., owner of Kimberling Golf
Course in Kimberling City, Mo., and former co-
owner of The Rail in Springfield, Ill., said if he
could wave a wand and make beer drinking go
away on golf courses, he would. And he does sell
beer just one can at a time.

But "many see golf as strictly bottom line-
driven," Alfonso said. "And bottom line-driven
clubs will sell alcohol on their courses because they have apparently proven beverage carts make
money."

More likely, perhaps, is that alcohol sales on
the course are competition-driven. That is, the
together — and others confirmed this — the only
person who came out ahead was the beverage cart
driver," Jemsek said.

The Jemseks have been operating a half-dozen
courses for decades and "don't believe in beverage
carts," Frank said. Outings at Cog Hill can have
soda and water carts. At St. Andrews, more of an
"outing" course, alcohol is made available at one
or two tees on the course.

"We want to be a place where people 'get a drink,' but we don't want to be a place where they 'drink,'" Frank added. "I believe in the right of
people to drink, but just don't want to have it abused.

The difference, Frank said, is a "fine line. You
want to take care of people, not be their guardian angel. But over the years we feel it has been in our
and our customers' best interest to serve drinks and
serve them in moderation."

Budweiser’s television ad promoting 18-packs, he said, is "real dumb."

"Vince Alfonso Jr., owner of Kimberling Golf
Course in Kimberling City, Mo., and former co-
owner of The Rail in Springfield, Ill., said if he
could wave a wand and make beer drinking go
away on golf courses, he would. And he does sell
beer just one can at a time.

But "many see golf as strictly bottom line-
driven," Alfonso said. "And bottom line-driven
clubs will sell alcohol on their courses because they have apparently proven beverage carts make
money."

More likely, perhaps, is that alcohol sales on
the course are competition-driven. That is, the

Mark Leslie

Golf work more than a
job — an indulgence

To The Editor:

I must thank you for placing my name in such
lofty circles with some very dear and old friends in
your "Witteveen retired" article. One likes to see
good press and this was, indeed, so kind. In this
World of Golf one has an opportunity to meet the
finest cross-section of people. Those who know
Gordon are richer for it. For those of us that have
grown up on a golf course it is more than a job, it
is a life's indulgence.

My warmest regards to you and the continued
success of GCN, a publication which is perused
times prior to receiving the next issue.

Melvin B. Lucas Jr.
So. Dartmouth, Mass.

October 1999

Peter Blais

Managing editor

Making the best of a bad situation

David Oatis is a “When Life
Hands You a Lemon, Make Lemon-
ade” kind of guy.

As director of the United States
Golf Association Green Section’s
Northeast Region, Oatis has
witnessed the strug-
"Innovative"
gles of East Coast super-
intendents as this sum-
mer’s pro-
longed drought has wreaked havoc on
the region’s courses (see page 1).

The threat of gray leaf spot, which could devastate
many courses, looms if things don’t
soon improve. And courses are
fighting to survive under water-
Riverview restrictions that many states have imposed.

One such state is the North-
East Region’s New Jersey, which has ordered that golf course
greens and tees may be watered with sprinklers or other me-
chanical means from 9 p.m. to
midnight and 3 a.m. to 6 a.m.
only. Sprying is permitted for no more than 10 minutes for each green between noon and 3 p.m.

Superintendents — concerned about their courses, under pres-
sure from owners/members/
customers to keep conditions
lofty circles with some very dear and old friends in
your “Witteveen retired” article. One likes to see
good press and this was, indeed, so kind. In this
World of Golf one has an opportunity to meet the
finest cross-section of people. Those who know
Gordon are richer for it. For those of us that have
grown up on a golf course it is more than a job, it
is a life’s indulgence.

My warmest regards to you and the continued
success of GCN, a publication which is perused
times prior to receiving the next issue.

Melvin B. Lucas Jr.
So. Dartmouth, Mass.

Making the best of a bad situation

David Oatis is a “When Life
Hands You a Lemon, Make Lemon-
ade” kind of guy.

As director of the United States
Golf Association Green Section’s
Northeast Region, Oatis has
witnessed the strug-
"Innovative"
gles of East Coast super-
intendents as this sum-
mer’s pro-
longed drought has wreaked havoc on
the region’s courses (see page 1).

The threat of gray leaf spot, which could devastate
many courses, looms if things don’t
soon improve. And courses are
fighting to survive under water-
Riverview restrictions that many states have imposed.

One such state is the North-
East Region’s New Jersey, which has ordered that golf course
greens and tees may be watered with sprinklers or other me-
chanical means from 9 p.m. to
midnight and 3 a.m. to 6 a.m.
only. Sprying is permitted for no more than 10 minutes for each green between noon and 3 p.m.

Superintendents — concerned about their courses, under pres-
sure from owners/members/
customers to keep conditions
lofty circles with some very dear and old friends in
your “Witteveen retired” article. One likes to see
good press and this was, indeed, so kind. In this
World of Golf one has an opportunity to meet the
finest cross-section of people. Those who know
Gordon are richer for it. For those of us that have
grown up on a golf course it is more than a job, it
is a life’s indulgence.

My warmest regards to you and the continued
success of GCN, a publication which is perused
times prior to receiving the next issue.

Melvin B. Lucas Jr.
So. Dartmouth, Mass.
Continued from previous page

surrounding courses sell it, forcing the issue onto operators who would rather not.

Having faced only rare cases of "angry drunks," Alfonso keeps alcohol low-profile.

"I think putting it in the cart at the clubhouse is a better way to do it," he said. "I contend that that method would be equally financially successful, and it was at The Rail."

But, again, do course operators really need to sell—or even allow—booze out on the course? What about the message to those youths everyone describes as golf's new harvest of players?

The course is, in fact, where young people are getting their initial impressions of the game of golf.

"Yes, the idea is increased revenue," said Golden, where his state does not yet allow sales on the course. "But in the long term, what would that do to the image of golf as it relates to young people and the family atmosphere, and what might it do through lost revenue from slow play?"

Imagine, if you will, a public restaurant you walk into. It's bright, it's sunny—even beautiful. Your children are with you and you have promised to show them a good time, provide training in etiquette in a "restaurant experience"—and, indeed, the restaurant advertises itself as "a family affair." Seated beside you, four men are slamming down beers. They're spending so much time with the waitress that it's slowing down your own service. That might have even been offensive language you just heard.

Two questions: Will you bring your kids back to this restaurant, and will they want to come along?

A friend of mine who travels widely to courses across the country, providing all the data you need.

At the National Golf Foundation has the facts with 21 separate revenue and expense line items.

• • •

CALL THE NATIONAL GOLF FOUNDATION FOR DETAILED INFORMATION AND PRICING.

OPERATING & FINANCIAL PERFORMANCE PROFILES FOR GOLF FACILITIES

The National Golf Foundation has the facts with reports on private, municipal and daily fee 18- and 9-hole golf facilities. Reports are also available by nine climate regions. They blanket the country, providing all the data you need.

• 21 separate revenue and expense line items
• golf car fleet size
• net operating incomes
• staff size and payroll
• green and cart fees
• irrigation water sources
• average operating margins, and more.

CALL THE NATIONAL GOLF FOUNDATION FOR DETAILED INFORMATION AND PRICING.

Golf Course News

Stock Report

<table>
<thead>
<tr>
<th>Name</th>
<th>Symbol</th>
<th>Stock Price</th>
<th>%Change</th>
<th>%Change</th>
<th>P/E</th>
<th>52-week</th>
<th>Projected 5-yr. Earnings Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Astrazeneca</td>
<td>AZN</td>
<td>36.94</td>
<td>-1.76</td>
<td>1.55</td>
<td>29.13</td>
<td>31.48</td>
<td>8.50%</td>
</tr>
<tr>
<td>Deere &amp; Co.</td>
<td>DE</td>
<td>42.13</td>
<td>26.93</td>
<td>18.87</td>
<td>14.74</td>
<td>28.38</td>
<td>9.50%</td>
</tr>
<tr>
<td>Dow Chemical Co.</td>
<td>DOW</td>
<td>128.56</td>
<td>41.37</td>
<td>2.75</td>
<td>23.81</td>
<td>74.69</td>
<td>8.00%</td>
</tr>
<tr>
<td>Family Golf Centers</td>
<td>FGCIG</td>
<td>1.19</td>
<td>-93.99</td>
<td>-85.16</td>
<td>20.23</td>
<td>0.72</td>
<td>2.45%</td>
</tr>
<tr>
<td>Golf Trust of America</td>
<td>GTA</td>
<td>22.00</td>
<td>-20.72</td>
<td>-5.88</td>
<td>16.73</td>
<td>20.53</td>
<td>11.70%</td>
</tr>
<tr>
<td>Ingersoll-Rand</td>
<td>IR</td>
<td>63.06</td>
<td>33.47</td>
<td>3.38</td>
<td>18.3</td>
<td>34.73</td>
<td>11.50%</td>
</tr>
<tr>
<td>Lesco Inc.</td>
<td>LSCO</td>
<td>16.63</td>
<td>29.13</td>
<td>-13.07</td>
<td>19.33</td>
<td>9.19</td>
<td>15.00%</td>
</tr>
<tr>
<td>Nat'l Golf Properties</td>
<td>TEE</td>
<td>22.94</td>
<td>-20.73</td>
<td>-5.41</td>
<td>20.68</td>
<td>21.19</td>
<td>9.80%</td>
</tr>
<tr>
<td>Toro Co.</td>
<td>TTC</td>
<td>38.00</td>
<td>33.33</td>
<td>-0.17</td>
<td>49.83</td>
<td>16.53</td>
<td>13.00%</td>
</tr>
<tr>
<td>Textron Inc.</td>
<td>TXT</td>
<td>82.75</td>
<td>8.97</td>
<td>-6.36</td>
<td>5.71</td>
<td>52.06</td>
<td>14.30%</td>
</tr>
</tbody>
</table>

* — Data provided by the Value Trend Links

EL CAJON, Calif. — This issue begins a monthly tracking of key golf industry businesses in the stock market. The figures will be provided by Jeff Provence at Value Trend Links Fund, headquartered here.

Established last Jan. 1, Value Trend Links Fund is a no-load fund dedicated to companies associated with golf. It tracks 180 companies and owns businesses that are producers of products for the golf industry and major sponsors of golfing events, as well as Real Estate Investment Trusts, which are involved in the golf industry. For more information, Value Trend Links Fund may be reached at 800-590-0898, or on the Web at www.golfmutualfund.com.

We hope that our readers find the stock price, change and earnings ratios, and especially the projected earnings growth rate.

Joe and Frank Jemsek have instituted proactive practices regarding drinking at their Cog Hill and St. Andrews facilities.

They include training sessions for bartenders and offering to provide rides home for customers who have overindulged.

"I have actually taken keys away from people and driven them home," Frank said.

Architect Rees Jones recalls meeting David McClay Kidd, whose first course design, Bandon Dunes in Washington

... Yes, the idea is increased revenue. But in the long term, what would that do to the image of golf as it relates to young people and the family atmosphere...'

— Joe Golden, course owner

State, has received universal acclaim. Rees said he joked with Kidd: "What an awful thing to have happen to you in your career. Your first course is on one of the greatest sites you'll ever see. It's all downhill from here."

Rees' first job when he went on his own in the 1970s was on a farm in Tennessee. "I actually staked the irrigation myself, worked for the farmer to move the dirt and built this low-budget, pretty good golf course," he said.

Ask Michigan State University Prof. John "Trey" Rodgers how his Spanish is and he'll reply, "Mui poco."

But two-year turfgrass students at MSU will have the inside track on communicating with Hispanic course workers now that the class "Spanish for Golf Course Management" is mandatory for graduation. (See story page 13)

Great idea, Trey.