

## Facing pressure from architects, Allen's IAGCA changes name

WEST PERTH, Australia — After objections from American, European and Australian architect associations, Stephen Allen, executive director of Golf World Group, rebadged his latest venture, the International Association of Golf Course Architects (IAGCA).

In order to reflect the com-

mercial nature of the organization, the group is now known as the Golf World Course Designers and Contractors Group (GWCDCG).

"We felt the name insinuated that it [IAGCA] was a professional society of golf course architects," said



Stephen Allen

Paul Fullmer, executive secretary of the American Society of Golf Course Architects. "The operation is really a marketing and commercial venture to identify prospects who are interested in developing golf courses. We felt that the name

was entirely misleading, as did

*'We felt the name was entirely misleading'*

**-Paul Fullmer, ASGCA**

our counterparts in Europe and Australia and quite a few of our

members."

The aim of the GWCDCG, which is a for-profit commercial business, is to facilitate business introductions to designers around the world to prospective clients. Membership costs \$2,500 and a five-percent brokerage fee is charged for work explicitly delivered by the organization.

### MAILBAG

#### LINKSCORP WAS NEVER FOR SALE

Gentlemen,

Let me first say I think you have a great publication and I look forward to reading it on a monthly basis. It is both objective and accurate, something you cannot say about other golf publications.

It is for this reason I am writing you. In your February issue there is an article called "Courses on the Selling Block are Finding Buyers Scarce, Prices Sliding," where you say, "LinksCorp, out of Chicago, faced the same situation when its 24 courses went on the block" when talking about golf companies for sale.

I have no idea where you got this information, but it is completely false. The company has never been put up for sale; in fact, our current investors recently increased their equity investment in the company by funding an additional \$12 million, earmarked for new acquisitions. We are actively out in the marketplace looking for deals and have a business plan to buy \$50 million of properties in 2001. I would appreciate a clarification in your next issue if possible. Thank you.

*Ben Blake, president and CEO*

#### ADDING VALUE TO YOUR COURSE

To the editor:

I read with interest your commentary in the February issue ("If you build that new course, will they come?") Good article, and unfortunately very accurate.

Something that may interest you: At our recent National Golf Course Owners Association conference in Orlando, we did a session on "Re-engineering your Golf Course Operation," something that many owner/operators need to do with the oversupply. Two associates of our firm, Morgan Burkett and Cortland Dusseau of Hawthorn Suites Golf Resort hotels, presented on the potential and means for adding a hotel and/or conference center element to existing golf facilities. It's the quintessential "value added" scenario. They were a big hit and the response has been very good.

*Arthur Jeffords  
Lighthouse Golf Group*



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