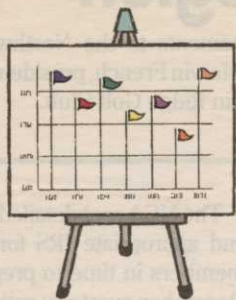


Briefs



FIRM TO FOCUS ON CAROLINAS

Gary Schaal, PGA national secretary, has formed Palmetto Golf.

The Spartanburg, S.C., firm of which Schaal is vice president will specialize in acquisition, management, consulting and development of golf properties. The group of five partners will focus on properties in North and South Carolina.

Other partners are Skip Corn, Jay Hammond and Ben Hines, all of Spartanburg, and Will Mann, Chapel Hill, N.C.

Palmetto Golf now is involved in six golf courses in the two Carolinas, acting as managers, course owners or consultants.

PGO HIRES MARKETER

The Pennsylvania Golf Course Owners has hired William C. Bowen to visit prospective member courses and meet with current members.

Bowen, who retired in 1987 after a career with Westinghouse, has done consulting assignments for Westinghouse and managed the tennis facilities at Youghioghenny Country Club in White Oak, Pa. He is a graduate of the University of Pittsburgh with a degree in business.

KRAUSE A MASTER PRO

Scott F. Krause, owner/manager and head PGA professional at Muskego Lakes Country Club, in Muskego, Wis. became the 77th PGA master professional, and first from Wisconsin, among some 13,000 PGA members and apprentices.

Krause chose the fields of The Rules of Golf, Teaching, and Buying/Leasing of Golf Courses as his areas of study for his master's thesis. His thesis was a complete golf course valuation analysis and operational plan for an existing facility within a residential community.

Krause is a board member, co-founder and past president of the national Golf Course Association. He is also a co-founder of the Wisconsin Golf Course Association and a speaker at various golf industry conventions and seminars.

RMA HIRES ADAMS

PHOENIX, Ariz. — Becky Adams is the new director of retail at Resort Management of America (RMA), a company specializing in the operation and management of golf courses and resorts.

She will manage golf shops for Stonecreek, The Golf Club, and the Karsten Golf Course at Arizona State University. She also will coordinate retail responsibilities at other RMA projects.

Henry DeLozier, RMA president, believes hiring a director of retail to oversee more than one facility is a trend of the future. "The economic base for retail merchandising in the golf shop industry is tremendous. Adams has been a leader," he said.

Women's issues a major concern

Experts warn golf industry of shortcomings in attracting ladies

By Mark Leslie

Shifts in the workforce will "dramatically" increase the spending power of women, but the golf industry must address some major shortcomings in order to attract this huge number of potential clients, according to various experts.

Ladies Professional Golf Association President Judy Dickinson, LPGA Teaching Division Director of Education Betsy Clark, professional Shirley Englehorn, Market Facts Inc. Chairman and Chief Executive Officer Verne Churchill and others agreed at Golf Summit 90 that the industry has failed to effectively draw women into the sport.

Women could bring tens of millions of dollars into golf courses' pockets if some crucial needs are met, the experts told the 600 attendees at the Palm Springs, Calif., event.

Speaking on a panel on women's golf, Dickinson said: "The U.S. is about to undergo a dramatic shift in the composition and quality of its workforce... The prediction is that two-thirds of the workforce will be women starting or returning to work. It is also projected that only 9.3 percent of all new workers will be male, white, non-Hispanic and U.S.-born men from whom traditionally nearly all our top corporate man-

agers have sprung."

She said more women will be moving up the corporate ladder. "Consequently, we believe women will not only have a larger portion of the economic pie and increased spending power, but will also have a greater political influence."

Churchill, whose firm surveyed 1,300 women golfers for the LPGA, found that though women play only 18 percent of the total rounds in the country, frequent women golfers play more, travel more and spend more than frequent male golfers.

The shortfall, he said, is that while women constitute about 40 percent of all new golfers each year, three of four new female starters have failed to stay in the sport. Whereas 4 million women have taken up golf in the last five years, he said, the net growth has been only 1.4 million because so many have dropped it.

"For the good of the game and the industry, it's important to find out why and what we can do," Churchill said.

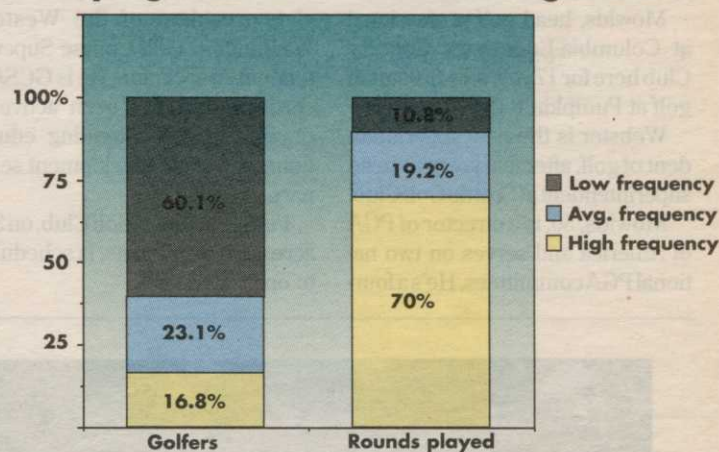
He and other panel members had their own suggestions on how to attack the problem.

Churchill recommended:

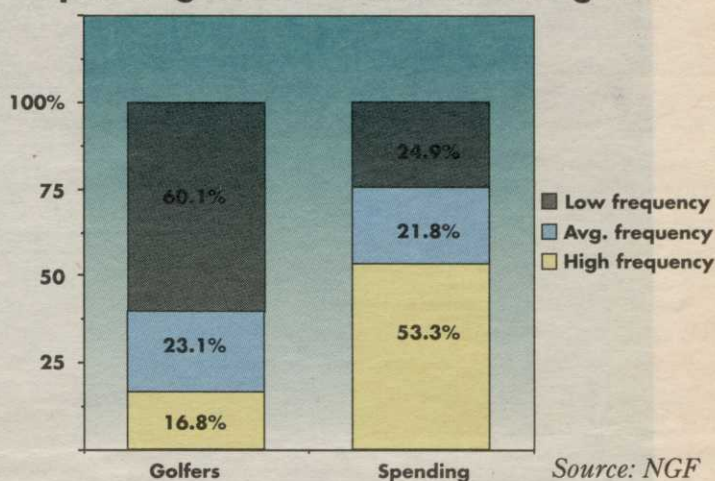
- Helping women improve their performance. "Three of five are dissatisfied with their game

Continued on page 34

Playing habits of female U.S. golfers



Spending habits of female U.S. golfers



Source: NGF

Public course officials nationwide cited for promotional programs

JUPITER, Fla. — Public golf courses have "risen to the challenge" of promoting golf, and the National Golf Foundation has recognized 50 facilities and municipalities for those efforts.

Each facility will receive the NGF's Public Golf Achievement Award for 1990, created last year to underscore the importance of public golf to the growth and enjoyment of the game in America. Upwards of 70 percent of all rounds played are at public facilities.

NGF President and Chief Executive Officer Joseph F. Beditz said the "impetus for the new awards program has been the reports which

the foundation receives each year on how public courses are developing new and imaginative ways to promote play."

The NGF launched its awards program last June by asking member facilities to share their best promotional and operational programs.

"The submittals show that public courses have indeed risen to the challenge," Beditz said. "The reflect pride in their accomplishments and the NGF is proud to recognize them."

Arizona — The Public Golf Achievement

Continued on page 35

Most golf played at public links

Upwards of 70 percent of all golf rounds are at public facilities, according to National Golf Foundation figures.

Conscious of this swing to municipal control, the NGF has cited 50 facilities and municipalities across the United States for excellence in promoting public golf in their communities.

California, with seven, and Florida, with six, led the new Achievement Awards program.

Joseph F. Beditz, NGF president and chief executive officer, said the NGF receives reports each year on new and

Continued on page 35

U.S. Golf Properties buys Shalimar Pointe, will remodel

SHALIMAR, Fla. — U.S. Golf Properties of Nokesville, Va., has bought Shalimar Pointe Golf and Country Club. The purchase adds to the growing list of private, semi-private, and public golf courses operated by U.S. Golf Properties in Virginia, Maryland, Pennsylvania and Florida.

U.S. Golf Properties plans major renovations to the clubhouse area, including enlarging the golf professional shop, remodeling the club's food and beverage operation, new restrooms, adding lockers, and adding a parking lot and golf car storage building.

Shalimar Pointe Golf and Country Club was designed by Fingers, Dye & Shirley, of Houston. Located on Choctawhatchee Bay,

the 18-hole championship course winds through white sand dunes and tall pines.

Heading up the management team at Shalimar Pointe will be club manager Robert Intrieri, a PGA master professional with more than 20 years experience in the golf course industry. Intrieri is coming to Shalimar Pointe from Penn State Golf Club, a 36-holes facility at Pennsylvania State University in University Park, where he was director of opera-



ACQUISITIONS

tions for six years.

While at Penn State, he initiated the idea of a golf management degree between the PGA of America and Penn State, which will begin with the fall 1991 program.

Shannon Shelton, a golf professional in the Apprentice Program of the Middle Atlantic PGA, is the golf professional at Shalimar. Shelton has six years experience, the last 2 1/2 as the pro at one of U.S. Golf Properties' public courses playing over 51,000 rounds per year.

John Kennedy is greens superintendent. He has 11 years experience, the last six at Mangrove Bay Golf Course in St. Petersburg, Fla.

Summit experts suggest how to draw women

Continued from page 33

and 33 percent would play more if they improved," he said. Instruction and education are vital, he added.

- Welcoming beginners. Half the women surveyed said they would play more if beginners were made more welcome. Three of five said they would play more if tee times for beginners were established, he said.

- Providing special tee times for women in general.

- Being sensitive to cost. "Special incentives should be considered," Churchill said, adding that 70 percent of those surveyed said they would play more if given free lessons.

Women, he added, should be "viewed and treated with greater dignity."

That feeling was echoed by Clark, a former Ithaca (N.Y.) College professor who runs a golf school for women executives at Graysburg Hills Golf Course in Chuckey, Tenn. Clark said: "Golf esteem and self-esteem must be basic tenets of any solution to sustaining involvement of women in golf."

"We need to create a comfort zone for them so they can feel good about golf, the environment and themselves."

Clark said teaching should focus on skill fundamentals, which help in the transition from practice to play. "We are weakest here," she said.

She said teachers need to improve education about the importance of equipment, and the industry should make it "affordable and appropriate."

Rules and etiquette should also be stressed, she said.

Englehorn, golf director at Redhawk Resort in Temecula, Calif., said golf courses have been too long for women. "Fortunately, more women are getting involved in design," she said.

Englehorn suggested women be taught "from the green backwards to the tee." Juniors, women and beginners should first be taught to chip and putt. The middle-distance and driving games should follow, she said.

Sandra LaBauve, director of LPGA Pilot

A question of self-esteem and golf esteem



'We need to create a comfort zone for them so they can feel good about golf, the environment and themselves.'

— Betsy Clark



'Special incentives should be considered. Women should be viewed and treated with greater dignity.'

— Verne Churchill



'Get classified ads. Tell them, "We're out for fun." We need to say, "I have ladies" and beginners' tees, free instruction... it's simple and fun.'

— Jim Bailey

Programs and a teaching pro at Stonecreek in Paradise Valley, Ariz., recommended that courses start programs to teach females at "a very early age."

LaBauve, who coordinates the LPGA/Girl Scout Golf Program and Junior Girls' Golf Program of Arizona, said girls are generally not motivated by competition, so that kind of pressure should not be put on them.

She told manufacturers they should rework equipment for youths.

"First impressions are everything," she said. The experience "has to be fun."

Transportation to and from courses, social activities, and funding for children who can't afford to play, are all critical to developing the next generation of women golfers, LaBauve said.

Jim Bailey, an investment and golf consultant in Colorado who has operated public golf courses in Denver for 35 years, said: "There's always dead time on a golf course. Go after these ladies who are recreational golfers, who don't want to be tournament golfers."

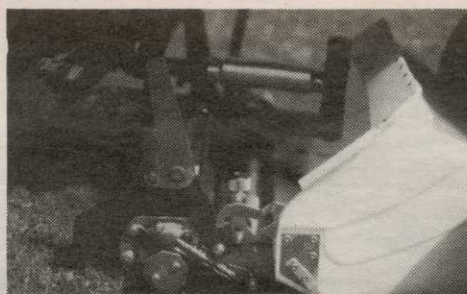
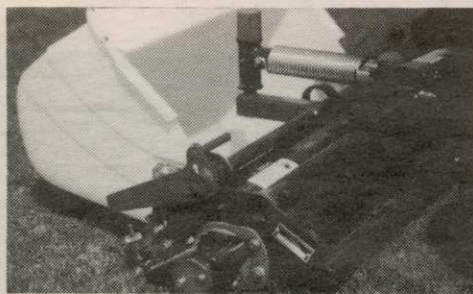
"Get classified ads. Tell them, 'We're out for fun.' We need to say, 'I have ladies' and beginners' tees, free instruction... it's simple and fun.'"

Churchill said when he asked LPGA Teaching Division President Kerry Graham what she wanted to come out of the panel on women's golf "one of her principal goals was for women golfers to be viewed and treated with greater dignity."

"I thought that was a very eloquent expression. It represents not only a noble, but I think an achievable objective for us all. The female golfing population is a terribly important segment whose needs must be better indulged and whose response can produce rewards to every component of the industry."

Churchill said filling those needs will require "thoughtful attention, careful considerations of the options available to equipment manufacturers, facility operators, golf professional organizations and every other important constituent of the industry."

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N.H. developer files for bankruptcy

WINDHAM, N. H., developer Ronald Ruggiero has filed for bankruptcy in connection with a 154-acre, 18-hole golf course he had been building off Londonderry Road in Windham.

Selectman Betty Dunn said the golf course is far from complete, adding that extensive excavation had taken place.

Ruggiero in 1988 said he had invested \$1.2 million in the golf course, and sought tax abatements.

Cows mow course

CEDAR RAPIDS, Iowa — Cows aren't confined to giving milk

Farmer Mack McPhillips uses them to help groom the greens on the 720-acre pasture he's turned into a nine hole layout he calls Cow Party Golf Course.

Last summer, McPhillips dug holes, planted flags, built a bridge, cleared parts of the pasture and induced Bossy to graze lightly on the putting surfaces. McPhillips had plywood signs painted with smiling, winking cows to mark each green.

Timber Creek, which runs through the pasture, provides a natural water hazard. Ravines, tree limbs and holes where trees were uprooted by a tornado serve as sand traps.