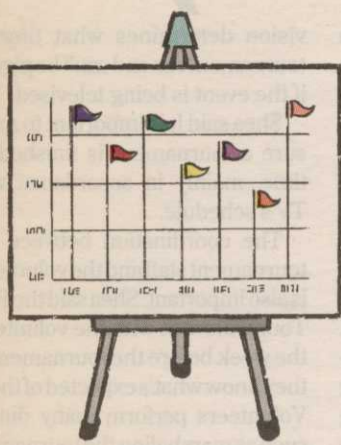


Briefs



AGC TAKES OVER SAN DIEGO COURSE

EL CAJON, Calif. — American Golf Corp. will assume management of the 36-hole Rancho San Diego Golf Course here.

The course is open to the public and features a lighted driving range, two lighted putting greens, a clubhouse with a pro shop, and a snack bar with a bar and grill.

Ron Johnson, president and CEO of American Golf Corp., said, Rancho San Diego "will enhance the overall prestige of the AGC-managed course..."

INSURANCE DEVELOPED FOR PROS

NEW YORK, N. Y. — Seabury & Smith, the insurance program management subsidiary of Marsh and McLennan Companies, Inc., has begun to manage a comprehensive new insurance program for the Professional Golfers Association of America.

The new program, called "PGA PROcare," includes health, life, accident and disability insurance.

The PGA's 75th, or diamond anniversary, is 1991. With 19,000 members and apprentices, the Palm Beach Gardens, Fla.-based organization is believed the largest professional sports association in the world.

PROcare includes medical care coverage, a new life and personal accident plan, and long-term disability insurance.

TOSKI CONSULTING SHERBROOKE

LAKE WORTH, Fla. — PGA touring professional and instructor Bob Toski has been named chief consultant for club operations at Sherbrooke Golf and Country Club.

Among Toski assignments will be public relations consulting, representing Sherbrooke at various events and conducting club clinics.

Founded 15 years ago, Sherbrooke recently completed a multimillion-dollar renovation and improvement program on its clubhouse and course.

Toski, who initiated the Golf Digest instruction schools in 1971, won four PGA Tour tournaments in 1954, including the World Championship and golf's first \$50,000 prize. The Massachusetts native in six seasons on the Senior PGA tour won more than \$230,000.

MCCARTHY JOINS BONITA BAY

BONITA BAY, Fla. — Tom McCarthy has left Metedeconk National Golf Club in Jackson, N.J., to assume duties as head golf professional at Bonita Bay Club.

McCarthy will supervise member activities, the club's teaching program, tournaments on its two championship courses, and a staff of 26.

Many host courses leaving planning to tournament preparation experts

By Bob Seligman

Professional golf tournaments may only take a week to play, but planning can take place year-round.

From the important — marketing strategies — to the minute yet significant things like having enough bathrooms for corporate sponsors, preparation abounds before first-round dew sweepers tee off.

Jim Cook, president of Championship Management Co., Inc., a golf tournament management firm in Palm Springs, Calif., said planning for the 1991 NEC World Series of Golf actually began while last year's event was being held.

"It's running a business," said Cook, whose company manages several events on the PGA,

Seniors, LPGA and Ben Hogan tours. "There's a lot that goes into it. It takes a high degree of expertise to do it efficiently and effectively.

"It's been built into a week-long event, but it's actually a year-long event."

"There's a tremendous amount of manhours," said Mike Shea, tournament director of the PGA Tour. "Lots of planning and legwork is involved beforehand."

Eric Jonke, vice president of golf tournament operations for International Management Group (IMG), a leading multifaceted sports agency based in Cleveland, said there are five areas to deal with in running a tournament — the title sponsor, country club where the tournament is being played, television, charities that benefit from the event, and

volunteers.

MANAGEMENT COMPANIES

Cook said professional management organizations run most tournaments. Some corporate sponsors are involved with running an event, while some tournaments are run by their own people. Other tournaments hire management companies like IMG and Championship Management Co.

Cook said there is no cookie-cutter method of running a tournament. Yet one constant appears to be the need to please the corporate sponsor, which is looking for more visibility than just its name in front of the event.

"They're in it for exposure, on-site pro-

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Golden Bear, Marriott strike a deal

Nicklaus will design and manage daily-fee courses

WASHINGTON, D.C. — Marriott Golf Management Services has signed a 10-year contract to manage public courses to be designed and developed by Jack Nicklaus' Golden Bear International in the United States and abroad.

Initial plans call for potential development of about 15 free-standing daily-fee courses. Sites under study include areas in northern California, Baltimore, Washington, D.C., southern Florida and Atlanta.

Marriott Golf, a division of Marriott Corp., will provide turn-key management services including turf maintenance, merchandising, food and beverage management. It will also direct local and national marketing ef-

forts.

Marriott Golf will also consult with Golden Bear during the construction phase on all aspects of the course and facility design.

Speaking at contract signing ceremonies in North Palm Beach, Marriott Chairman J.W. Marriott Jr., said, "We're delighted to be associated with the premier golf organization in the United States and consider it a privilege to be able to play a significant role in bringing quality golf to hundreds of thousands of golfers in communities throughout this country."

Marriott Golf was created last spring and now operates 12 of its own facilities, has one under construction at Marco Island, Fla., and manages free-standing facilities in the Dallas-Ft. Worth area and Portland, Maine. Recently, Marriott Golf was awarded the contract to man-



Jack Nicklaus and Marriott Chairman J.W. Marriott Jr.

age Toftrees Resort and Golf Club in State College, Pa.

Golden Bear International President Dick Bellinger said: "Pursuing opportunities in the daily fee business is a natural extension" for the company, which recognizes the daily fee

business as "a tremendous growth opportunity considering the surge in daily fee golfers in the United States."

He said his company is "actively involved in identifying potential sites to create superior golf facilities for all golfers."

Kemper opens regional groups to expand services nationwide

NORTHBROOK, Ill. — Kemper Sports Management has established three regional operating groups to provide in-depth services for golf courses nationwide.

Steven H. Lesnik, Kemper president and chief executive officer, said Tom Lenz, Robert L. Wallace and David B. Fleming will supervise development of new business opportunities and acquisitions in the East, Midwest and West, respectively. Lenz and Fleming will also handle golf course operations in their regions, while Bradley W. Stake will handle operations in the Midwest.

Lesnik said Vice President L. Robert Spence will oversee construction and reconstruction of golf courses in all regions.

He has been instrumental in developing and managing the company's operations in the East, including the Golf Club of West Virginia in Parkersburg; Patriot Point Links

in Mt. Pleasant, S.C.; Crowfield Golf and Country Club in Goose Creek, S.C.; and Pine Forest Country Club, under construction in Summerville, S.C.

Wallace handles the states from Ohio to Colorado. He also directs day-to-day accounting operations and financial reporting for the company's golf facilities.

Stake is responsible for management and operations of the company's golf facilities in the Midwest, including Kemper Lakes Golf Club in Hawthorn Woods, Ill., and Royal Melbourne in Long Grove, Ill.

Fleming has been named to direct the company's golf course acquisitions, management services, new course development and construction in the West.

Fleming will continue to supervise Kemper Lakes Golf Club. He will work out of the company's Northbrook headquarters.

NGF Consulting adds project director

JUPITER, Fla. — Michael T. Russell, former director of research for Bradless Department Stores of Braintree, Mass., has joined the National Golf Foundation as senior project director within NGF Consulting.

Russell has been with Howard L. Green & Associates Inc., a Troy, Mich.-based consulting group specializing in land-use analysis, consumer research and site evaluation. He has extensive experience in development and consulting projects throughout North and South America.

He earned a bachelor's degree in economics from the University of Massachusetts-Amherst and a master's degree in geography from Oklahoma State University.

Created in 1988 to specialize in golf course development services, NGF Consulting's staff specializes in research and consulting services for developers, municipalities, and others interested in determining feasibility of new golf facilities or expanding/improving the operation of an existing one.