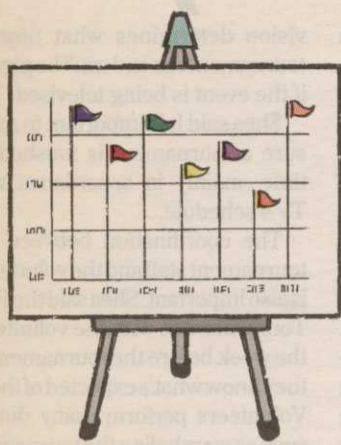


Briefs



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-

Continued on page 46

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.

Management companies make it easy for

Continued from page 45

motion, client entertainment, and national promotion," Jonke said. "They don't just want the television exposure. They want more."

"It's not only the planning of the event, but there's possible sales promotion opportunities for our client," said Dawn Pentesco, an account executive for MacLaren: Lintas Inc., a Toronto, Canada, advertising agency that runs the Cadillac Golf Classic, Canada's version of The Skins Game. "One of the most important points is the extension of the event. It's what you build around the event from the client's perspective."

Jonke said some of the on-site amenities involve putting together the hospitality village, arranging transportation and housing for the sponsors, organizing parties for the sponsors, and ensuring there are enough bathrooms and telephones for the sponsor's use.

"You do a lot of your selling and marketing the week of the tournament because the people are already there," Cook said.

MARKETING AND SELLING

A lot of marketing and selling is also done shortly before and after the event. Pentesco said Cadillac dealers will hold sales around the time of the Golf Classic, or may offer customers golf clothing or equipment with the Cadillac logo on it.

There may also be a dealer incentive program, where Cadillac will give dealers a trip to the event, or even a spot in the pro-am, if they meet sales objectives.

While sponsors get plenty of visibility during a major tournament, they may derive even more benefits by having a private outing after the tournament.

"They can get their top clients there and spend some one-on-one time with them," Jonke said. "In certain cases, a company will get more benefits out of that than a regular tournament, if their main objective is customer entertainment."

Not only do sponsors have to be dealt with. So do members of the host country club. In order to ease the inconvenience of, in essence, having their club taken away from them for a week, Jonke said some tournaments give the members such things as clubhouse passes and preferred parking.

He said the country club also deals with such matters as where to put bleachers and concession stands, where to set up the ropes and stakes that separate spectators from the players, and where to station leader boards, scoreboards and communication systems for scoring.

PREPARING THE COURSE

The golf course must also be readied for the tournament. Shea said an agronomist from the PGA Tour will meet the course superin-

tendent six to eight weeks before the event to get it in condition.

He said the rough will be cut from 1-3/4 inches to 3-1/2 to four inches high, depending on the type of grass. Fairways are cut to one-half inch high, greens to one-eighth inch, and teeing areas to three-eighths inches.

A PGA Tour official will revisit the course one week before the tournament to review conditions and see that guidelines are being met.

"By the time the tournament

leaves town, the course is probably in the best condition it'll be in all year," said Shea. "The course has gotten rest. Normally, there are 300 rounds a day being played. During tournament week, there's only 150 rounds a day."

James Felton, a golf consultant in design, engineering and construction who has helped prepare courses for The Masters, U.S. Open and PGA Championship, said course preparation for a regular tour stop is pretty much clockwork. Preparation for a major champion-

ship may begin a year or more in advance of the event.

"They need to toughen up a course once every five to six years when they have a major (tournament) in mind," Felton said. "The equipment has gotten better. The players have gotten better."

TELEVISION AND VOLUNTEERS

Television must also be dealt with, especially with so many tournaments now on cable and the major networks. Broadcast towers have to be set up. Jonke noted that tele-

vision determines what times a tournament can and can't be played, if the event is being televised.

Shea said it is important to make sure a tournament is finished on time, mainly in accordance with TV's schedule.

The coordination between the tournament staff and the volunteers is also important. Shea said the PGA Tour will work with the volunteers the week before the tournament so they know what's expected of them. Volunteers perform many duties, such as marshaling the tournament

A BAYLETON AND DYRENE ALSO TURN YOUR



Treat your fairways with BAYLETON and DYRENE.

It keeps your customers from tracking disease up on your tees and greens. More importantly, it raises the overall quality of your course.



For summer patch, nobody beats Mobay. BAYLETON provides superb control. And, Mobay can give you the information and practices to help keep this disease from coming back.



SUMMER PATCH



DOLLAR SPOT



LEAF SPOT

BAYLETON has an unequalled reputation for stopping dollar spot. And, it controls anthracnose and other major turf diseases.

Nothing works better on leaf spot than DYRENE.

Of course it also controls a broad spectrum of diseases including brown patch.

BAYLETON gives you broad-spectrum control on a wide variety of ornamental plants.

BAYLETON is a Reg. TM of Bayer AG, Germany. DYRENE is a Reg. TM of Mobay Corporation.

courses hosting tournaments of all types

and running the parking lot.

Shea said the sponsor is responsible for finding and training the volunteers. Jonke said a lot of volunteers come from the host club and the charities that benefit from the tournament because they help sell tickets.

There are last-minute preparations, even as the pros are playing their practice rounds. Shea said tee and hole locations for the tournament are determined on Tuesday. On Wednesday, PGA Tour officials make sure professionals are at the

pro-am.

REVIEW AND LOOKING AHEAD

Once the tournament starts, the primary concentration is on the action on the course. But Cook said there's also plenty of action off the course as tournaments begin looking to the future.

"We're trying to review things and see where things can be better for the following year," Cook said.

Committees on various levels meet during tournament week. Staff assignments are planned for the

following year. Committees are organized to set up such things as the press room, sanitation, hospitality, and traffic flow.

The tournament is critiqued to see what improvements can be made.

CORPORATE OUTINGS

While major tournaments require plenty of preparation and hard work, corporate outings and such special events as the Cadillac Golf Classic also need lots of forethought and diligence.

One important thing is booking the course as far in advance as possible.

"That's very crucial," Pentesco said. "Let's say we want to go to a private club. But if they have so many events on line, it may be hard to get it."

"Some courses will make themselves available. Some won't," said Stephen Pennington, proprietor of Great Golf Outings, of Roswell, Ga., which runs corporate golf affairs.

"Some may become available if a member is in the outing."

Corporate outings often feature leading professional players. Jonke said companies must determine how many pros they can afford. He added that top pros will command one-day appearance fees up to \$75,000.

Jonke said Lee Trevino and Curtis Strange are reportedly in that range. According to industry sources, the Cadillac Golf Classic, which will be played Aug. 3-4, is paying large appearance fees to each member of this year's tentatively scheduled foursome.

Greg Norman reportedly will get \$75,000 per day for two days, Arnold Palmer \$50,000 per day, Fuzzy Zoeller \$20,000 per day, and Canadian pro Dave Barr \$15,000 per day. (All figures are U.S. dollars except that of Barr, who reportedly is being paid in Canadian dollars.)

Pentesco said the pros are booked eight to 12 months in advance, to assure both their appearance and their release from the PGA Tour to play in the event, which is the same weekend as the Buick Open.

While the leading PGA Tour pros command huge appearance fees, Senior Tour and LPGA Tour players are also good for outings.

"The lady pros are the best to work with," Pennington said. "They're more accessible and less demanding and easier to work with."

There are many other ingredients to be added, especially to a corporate outing. What kind of format should be used? If you're using one professional, should the pro only be on one hole so all the amateurs can play with him or her?

If it's a special event like the Cadillac Golf Classic, do you want to have a grouping of only serious players, or do you want to include a golfer with a comedic personality like Zoeller's to add levity and entertainment?

Do you want the pros to be after-dinner speakers, especially if there's a party at the end of the outing?

Other factors must also be considered. How hard should the golf course be? Is it too demanding for the players?

What gifts and prizes should be given?

What services does the country club provide?

Does the sponsor feel more services are needed?

Should there be special contests for the longest drive and closest to the pin? Is hole-in-one insurance necessary?

Clearly, running any type of golf tournament requires lots of effort. But once the tournament, especially Tour stop, is over, the course is returned to its normal state.

"Once the tournament is over," Cook said, "you tear down a facility that took a year to build."

And then you start rebuilding it for the following year.

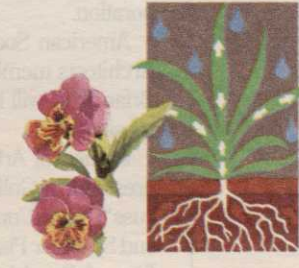
Bob Seligman is a freelance writer based in Pomona, N.Y.

FUNGICIDE PROGRAM WILL COLLEAGUES GREEN.



JUNE '91						
S	M	T	W	T	F	S
						1
	3	4	5	6	7	8
14	11	12	13	14	15	
21	22	18	19	20	21	22
28	29	30	26	27	28	29

BAYLETON is a powerful systemic. DYRENE is the only contact fungicide with its type of chemistry. Apply both as a program during the summer months.



Envy. You can see it in their eyes as they look at your tees, greens, and fairways. They may even start comparing. But deep down, you know they can't touch your course.

This kind of satisfaction starts with BAYLETON® 25 Turf and Ornamental Fungicide and DYRENE® 4 Turf Fungicide. Both have a long history of unparalleled performance.

Team them up for your premium fungicide program. They'll keep your course and colleagues turning green.

For more information contact your Mobay representative or Mobay Corporation, Specialty Products Group, Box 4913, Kansas City, MO 64120. (800) 842-8020.



9114611