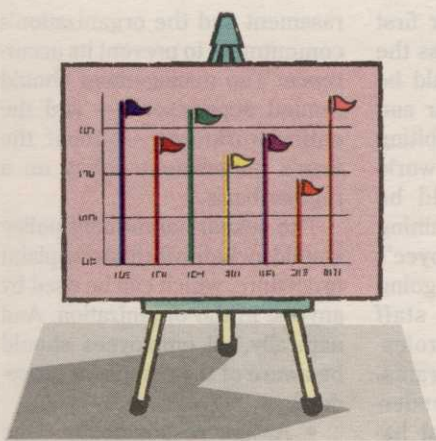


Briefs



AGC TAKES OVER MORRO BAY

SANTA MONICA, Calif. — Morro Bay Golf Course is now under the management of American Golf Corporation, through an agreement with the County of San Luis Obispo. The 18-hole public facility is located in the Morro Bay State Park on California's central coast. The par-71 track plays 6,113 yards.

AGC took over the popular seaside course in mid-December 1991, and immediately began to upgrade the facility. In addition to a fleet of 72 new golf cars, AGC will also upgrade the practice range, build a golf car storage facility, remodel the snack bar and lounge area, and add a new outside deck to the clubhouse, according to Dan Ross, AGC regional vice president.

OCHSENHIRT JOINS CASPER

VIENNA, Va. — Billy Casper Golf Management, Inc. has hired William A. Ochsenhirt III as vice president of operations.

A certified public accountant, Ochsenhirt has been involved in the financial services industry since 1985. Prior to joining BCGM, he was executive vice president/controller for Mason International, Inc. where he managed large real estate portfolios, prepared budgets, renegotiated existing loans, and improved property operations.

According to Tommy Martty, BCGM senior vice president of operations, "Not only will we be helping club owners and managers meet their financial goals, now we can also help troubled facilities restructure their financing, negotiate with lenders, and handle work outs."

GLOBAL CHRISTENS NEW DIVISION

SAN FRANCISCO — Global Vision Club Consulting, a consulting, development and management company that specializes in the golf and private country club industry, has formed a new division of human resource services. Called Global Vision Executive Search & Placement, the division will concentrate on serving clients in the Western United States and in Pacific Rim and Southeast Asian countries.

According to President Nick Carter, "Demand drove the formation of this division in our company, particularly from off-shore clients in need of specialized golf industry personnel."

The division will focus on search and placement services for golf course developers, owners, management companies, resort owners and member-owned clubs, but will also provide the additional services of outplacement consulting, human resource planning and evaluation, and management, leadership and sales training.

AGC adds two Ariz. courses and a VP

Pillsbury appointed senior VP of field services for mgt. company

SCOTTSDALE, Ariz. — American Golf Corp. has acquired two area courses: the new Ancala Country Club located on the north-east edge of the city, and Arrowhead Country Club, a six-year-old private club located in Glendale.

Ancala Country club became an AGC property in August and opened in October. Arrowhead Country Club became an AGC property in December.

"Ancala and Arrowhead will enhance the overall prestige of the AGC-managed courses and, at the same time, will provide yet another opportunity to demonstrate our commitment to quality and service," said Ron Johnson, president and chief executive officer of AGC.

The purchase of Ancala and Arrowhead Country Clubs brings the total of AGC-operated golf facilities in Arizona to seven.

Ancala Country Club is located at the end of Via Linda Drive on land once owned by renowned architect Frank Lloyd Wright, and is a short distance from Wright's Taliesin West. The 18-hole golf course, designed by

Perry Dye, gained a reputation as one of the best, new private courses in the Southwest. It plays to 6,961 yards from the championship tees. The par-72 track is well bunkered, and features large, undulating greens.

Tom Grant, former manager of Mission Hills Country Club in Chicago, is the general manager of Ancala; Dan Wickman is director of golf.

Arrowhead Country Club is part of a large development that turned old Arrowhead Citrus Ranch into a residential community and country club.

It's an expansive, private facility that includes a 7,001-yard Arnold Palmer-designed golf course, sport club (fitness and health center), tennis courts, swimming pool, and large clubhouse with extensive food and beverage facilities.

Arrowhead Country Club is under the direction of veteran AGC Vice President and General Manager Don Carpenter. Jeff Quinn is the director of golf.

PILLSBURY APPOINTED SENIOR VP

David Pillsbury has been appointed senior vice president in charge of field services for American Golf Corp.

"I was attracted to American Golf Corp. because it is an operations company committed to serving the golfer and the community. AGC is on the front line in golf, and that's where I want to be," said Pillsbury after the announcement of his promotion by AGC President Ron Johnson.

The Field Services Division of AGC is the staff behind the staff.

The Field Services Division is "the support people behind the scenes. We provide services to the operations people, including marketing, public relations, merchandising, agronomy, food and beverage and clubhouse design," said Pillsbury.

In addition to a degree from the University of California at Berkeley, Pillsbury earned an MBA from the University of Southern California. He was a driving force in the \$40-million Hot Wheels division at Mattel Toys. But he left to work as a management trainee and worked in all phases of golf operations in the Long Beach and Los Angeles areas. His first management appointment was general manager of the Westchester Golf Course; his second appointment was director of practice centers.

GolfCorp. launches new wholesale venture

DALLAS — GolfCorp, a large operator of public-fee golf, has converted one of its pro shops into a regional discount center for golf merchandise, equipment and other accessories.

Moving into the wholesale arena, GolfCorp has remodeled and enlarged the pro shop at Chuck Corica Golf Complex — formerly named Alameda Municipal Complex — in Alameda Calif., to make it a discount outlet. Customers will have access to quality name-brand golf merchandise, such as Titleist, Hogan, Diawa and Power Bilt, offered at low wholesale prices.

GolfCorp executives are positive about the

outcome of restructuring Corica's pro shop, which also will serve as an outlet for five other area GolfCorp pro shops to unload unsold inventory. The company anticipates high sales at Corica, projecting approximately \$750,000 for 1992 and \$1 million for 1993.

"We are launching this concept in an effort to remain at the forefront of catering to today's public golfer," said Bob Husband, GolfCorp's chairman and president. "We also strongly feel that we can recapture some market share and build pro shop revenues by going head-to-head with the wholesale and discount golf merchandisers."

The Corica pro shop will be a test site for the new concept, as future plans call for other discount pro shops to be opened in states where GolfCorp operates more than five facilities, namely Philadelphia, Texas and southern California.

Additionally, Corica is one of GolfCorp's first pro shops to feature the company's system-wide membership program — Buyer's Access/Golf Access — providing members with significant pro shop savings, as well as numerous travel and golf benefits. Buyer's Access/Golf Access was launched in February at eight courses in Philadelphia, five in Texas and eight in California.

CCSI to handle marketing for Mass. golf club

DENVER, Colo. — Country Club Services, Inc. has signed a contract to handle marketing and sale of all memberships at Ipswich (Mass.) Country Club.

Ipswich Country Club is owned by an investor group headed by principals based in New York. It boasts an 18-hole championship course designed by Robert Trent Jones as well as a 52,000-square-foot clubhouse.

The country club is located in a high-end residential subdivision containing 235 lots, with homes in the \$500,000-plus range.

According to Frank Evans, president of CCSI, "From the viewpoint of the physical attributes, including the course, clubhouse and setting, Ipswich Country Club has tremendous potential.

"Importantly, the owners... are keenly aware of how important strong membership marketing and sales are to the success of the overall venture."

CCSI was also recently retained to manage the operations of Terradyne Resort Hotel and Country Club outside of Wichita, Kan., after that property was taken back by the lender.

Tax issues take center stage at NCA Leadership Conference

COLORADO SPRINGS, Colo. — Whether private clubs should be considered tax-paying or tax-exempt organizations will be a key topic addressed at the National Club Association's next Club Leadership

Conference, being held at the Broadmoor Club in Colorado Springs, Colo., May 6-8.

Other topics to be addressed at the three-day conference include how to analyze private status rights and admission processes



'Club officials are finding tax issues to be an increasingly important component of club operations.'
— NCA VP Gerald Hurley

Conference, being held at the Broadmoor Club in Colorado Springs, Colo., May 6-8.

According to NCA Executive Vice President Gerard Hurley, "Club officials are finding tax issues to be an increasingly important component of club operations. NCA has developed guidelines which will greatly assist clubs in evaluating the ad-

vantages and disadvantages of each tax status."

in today's political environment; director and officer roles, responsibilities, and liabilities; and environmental liability and compliance.

For registration information contact Debbie Sherman or Linda Altobell by phone, 202-625-2080 or fax, 202-625-9044.

Space is limited.