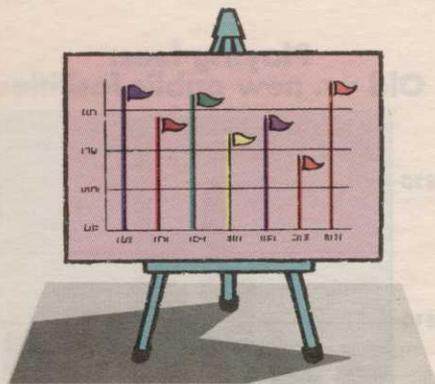


Briefs



CMAA ADDS 5,000TH MEMBER...

ALEXANDRIA, Va. — Membership in the Club Managers Association of America reached an all-time high, with the induction of its 5,000th member, William J. McMillan, assistant general manager of the John's Island Club in Vero Beach, Fla.

"Although clubs are implementing cost-cutting measures," said James B. Singerling, executive vice president of CMAA, "many feel the education of their staff cannot be sacrificed. Clubs rely on quality service to retain their membership and for that reason need to continuously adjust with the times in order to survive. That is why so many associations whose emphasis on education are able to ride out economic hardship."

Previous to John's Island Club, McMillan served in a management training program at Riviera Country Club in Coral Gables, Fla. He graduated with a bachelor's degree in psychology from Williams College and a master's degree in hotel and food service sciences from Florida International University.

...AND CERTIFIES 900TH

ALEXANDRIA, Va. — Beverly Schlegel, manager of Shenandoah Club in Roanoke, is the 900th member to be accredited a Certified Club Manager by the Club Managers Association of America.

Schlegel was approved by the Certification Committee of CMAA for passing the extensive examination.

Schlegel qualified for the CCM certification by fulfilling specific requirements over a period of years in management, experience, education and association activity.

The CCM exam contains 13 subject areas, such as private club administration, managerial accounting, food and beverage operations and principles of management. The exam is prepared and administered under the direction of the Certification Committee at various college and university sites across the country.

DEEP CLIFF SELECTS COURSECO

CUPERTINO, Calif. — CourseCo, Inc. has been selected to manage operations at Deep Cliff Golf Course, an 18-hole executive layout built in the 1961 by Clark Glasson.

Purchased last May from the Glasson family by Deep Cliff Associates, L.P., the facilities are slated for major renovation to be completed this spring.

John C. Telischak, general partner, announced the selection of CourseCo as management company saying, "We selected CourseCo because of its award-winning commitment to high quality public golf and for its experience in renovation."

Based in Petaluma, CourseCo's Riverside Golf Course in Fresno received the 1991 National Golf Foundation's Public Golf Achievement Award for maintenance and operations.

Landmark named top resort developer

By Peter Blais

While financially it may be in shambles, Landmark Land Co.'s reputation as a premier golf resort developer remains very much intact.

The La Quinta, Calif.-based firm received better than a quarter of the votes for best resort developer in the Golf Course News third annual survey of course architects.

Landmark's vote total was more than twice that of any of its three nearest

competitors — Marriott Corp., Woodbine Development Inc. and Arvida Corp.

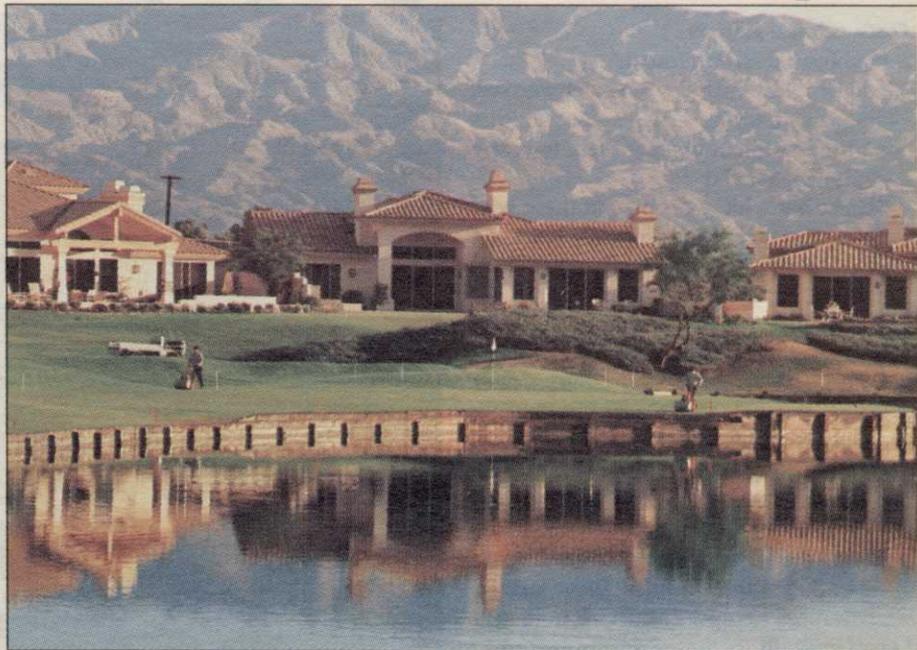
Best conditioned resort course on pro tour: Story on page 17

Best architect, builder: Story on page 27

"A resort golf course should have a sense of integrity," said architect William Newcomb, who did much of the design work at Boyne Highlands and Boyne Mountain near his Ann Arbor, Mich., home.

"You want to see the golf course, not homes and hotel rooms. I get the sense that Landmark strives for that sense of golf course integrity. I'm looking at it as an architect. The company's financial condition has nothing to do with that."

Landmark's holdings include some of



PGA West is one reason architects named Landmark the top resort developer in the country.

the most prestigious courses in the country — Kiawah Island near Charleston, S.C.; Palm Beach Polo & Country Club in West Palm Beach, Fla.; Belle Terre Country Club between Baton Rouge and New Orleans, La.; and Oak Tree Golf Club and Oak Tree

Country Club in Edmond, Okla.

Its California properties are Carmel Valley Ranch near Carmel and the Palm Springs area resorts La Quinta Hotel Golf & Tennis Resort, PGA West and Mission

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Upscale public courses gain popularity

By Peter Blais

Used to be that if you wanted the valet bag drop-off, preferred tee time, meticulously maintained course and employees who knew you by name, you had to shell out thousands of dollars to join a private country club.

Not anymore. Upscale daily-fee courses with all the amenities of a private club are becoming the

rage as developers scurry to fill a market niche many feel has long been under-served.

"It does seem to be a trend," said Earl Collings, publications editor for the National Golf Foundation. "People are willing to pay extra for a round at high-quality courses with that private country club look."

From 1987 to 1990, the number of private U.S. courses fell 1 percent (from 5,289 to

5,232) while daily-fee courses jumped 8 percent (from 6,025 to 6,497), according to NGF figures.

"The cost of private clubs has become almost penal," Collings said. "The rich will always be able to afford them. But for marginal people, like me, paying \$4,000 a year in dues and playing a handful of times can work out to

Continued on page 46

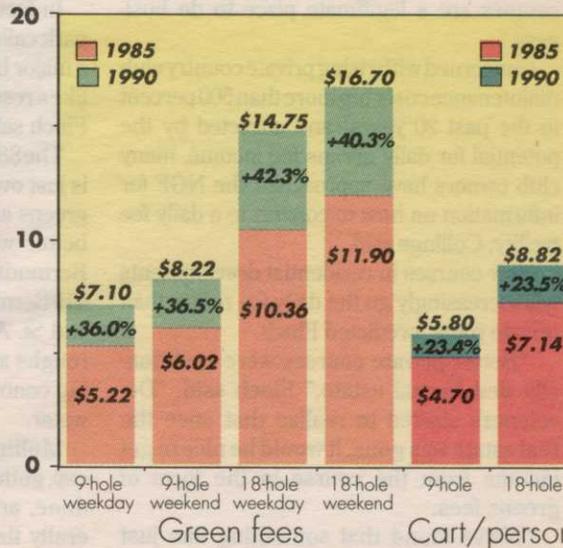
NGF report tells the score

Fee increases reported at all private facilities/ 1985-90

Fee Type	1985	1990	Increase
Playing fees			
Initiation	\$4,734	\$7,985	68.6%
Annual dues	\$1,036	\$1,411	36.2%
Guest fees	\$20.09	\$30.08	49.7%
Cart fees (per person)			
9-hole	\$5.64	\$7.02	24.5%
18-hole	\$7.84	\$9.53	21.6%
Consumer Price Index	109.2	134.6	23.3

Source: NGF

Playing fee increases at all public facilities/ 1985-90



Source: National Golf Foundation

The Consumer Price Index in the Entertainment category during the period from 1985-90 rose from 109.2 to 134.6, a 23.3-percent increase. Entertainment is the most appropriate PI category for comparison to golf cost increases.

Importance of core golfers noted

JUPITER, Fla. — Underscoring the importance of America's 12 million core golfers, a special report by the National Golf Foundation noted that, although they make up only 40 percent of the total U.S. golf population, they account for nearly 90 percent of all rounds played.

A core golfer is defined as one at least 18 years old and playing eight or more rounds per year. An occasional golfer is considered at least 18 and playing less than eight rounds per year.

A new NGF report indicates the total annual expenditure by core golfers is three times greater than occasional golfers. Core golfers spend \$3,246 on golf equipment and facilities fees, compared to \$1,087 by occasional golfers.

Nearly half of all core golfers purchase at least one golf club a year, compared to 17.2 percent for occasional golfers.

Among all player segments, the average annual expenditure on golf clubs is \$199.85.

Among other findings:

- While the nation experienced a 23.3-percent growth in Consumer Price Index from 1985 to 1990, the average cost of an 18-hole round of golf at a public facility on a week day rose 42.3 percent over the same period — from \$10.36 to \$14.75.
- 18-hole green fees at today's newer public courses (opened for play since 1985) on average are running 40-45 percent higher than their older counterparts.