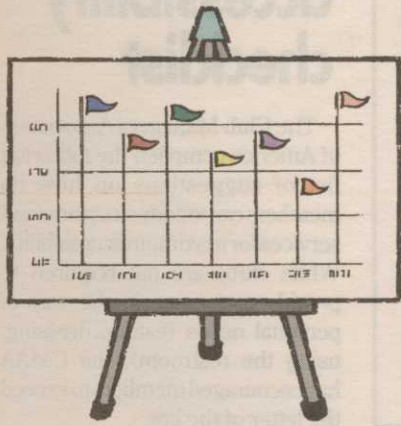


## Briefs



### BRODY PROMOTED AT CASPER

VIENNA, Va. — Billy Casper Golf Management, Inc. recently announced that April Brody has been promoted to director of operations. In her new post, Brody will be responsible for monitoring golf club activities such as sales, new memberships and golf rounds on a daily basis.



April Brody

In addition, Brody will compile demographic and market research needed to design club membership programs. She will also develop collateral materials for the clubs' golf and tennis outings, player development programs and membership solicitation campaigns.

### MUNDLE, ASHER JOIN MIDDLEFIELD

Kris Woodard, owner and developer of Middlefield Village Golf Course in Cottage Grove, Ore., recently announced that Al Mundle will assume the role of director of marketing and instruction.

Woodard also announced that Jerry Asher has been appointed Middlefield's director of golf. To contact Mundle and Asher or to get additional information on Middlefield, call 1-503-942-8730.

### GOLFCO SECURES BIDWELL LEASE

CHICO, Calif. — The Chico City Council has authorized a 20-year lease to the Bidwell Park Golf Club, allowing for expansion of the Bidwell course, which is managed and operated by Golfco.

The decision allowed the controversial removal of a blue oak tree which has been identified as a granary tree for a clutch of local woodpeckers.

The lease, which doesn't require payment for the first five years, requires that all areas not in use as greens, tees or fairways be revegetated using native ground cover, trees and shrubs.

### KUDOS FOR MOUNTAIN MEADOWS

POMONA, Calif. — Mountain Meadows Golf Course, a Pomona track operated by American Golf Corporation, was recently named "Golf Course of the Year for 1991," by the Los Angeles County Parks and Recreation Department. The new award went to Mountain Meadows for scoring higher than other county-owned facilities over 12 monthly inspections. Each course was judged in 17 operational and maintenance categories.

AGC has operated Mountain Meadows since July 1989 and Greg Davis has been the course general manager since October 1990.

## Golf course appraisers organize

A group of real estate appraisers and consultants have formed the Society of Golf Appraisers.

SGA consists of real estate appraisers and consultants holding the MAI (Member of the Appraisal Institute) designation who have demonstrated a commitment to and competency in the valuation and analysis of golf facilities and related properties.

SGA members have begun programs to initiate golf real estate databases, educational programs for members, identification of members to the golf industry, and standardization of data formats utilized by the golf real estate industry.

More information may be obtained by contacting any of the charter members listed below:

Lawrence Hirsh, Golf Property Analysts, Harrisburg, Pa.; Sam Hines, CB Commer-

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## 'One-Minute Manager' author in court battle

SAN DIEGO — The next legal chapter involving the original "faculty" of Golf University, Inc., takes place July 1 in North San Diego Superior Court.

This case status conference will seek to clarify stances taken by Golf University school owner Ken Blanchard — co-author of the "One-Minute Manager" — and former partners Kip Puterbaugh and Doug McIntosh, who with Blanchard founded Golf University in 1987.

Blanchard, who bought out McIntosh and Puterbaugh in April 1991, paying \$25,000 of an agreed \$100,000, is suing his former associates for \$500,000, alleging fraud, breach of contract and unfair competition.

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## HJM, Golf Digest join forces

HJM Corp., a private investment banking company specializing in golf course finance, and *Golf Digest* magazine have entered into an exclusive agreement under which HJM will produce and market demographic financial feasibility studies for golf facilities using *Golf Digest's* Data Base of Golf in America.

These proprietary studies provide accurate, first-stage analysis of the demand for golf facilities in every market in the United States and a comprehensive

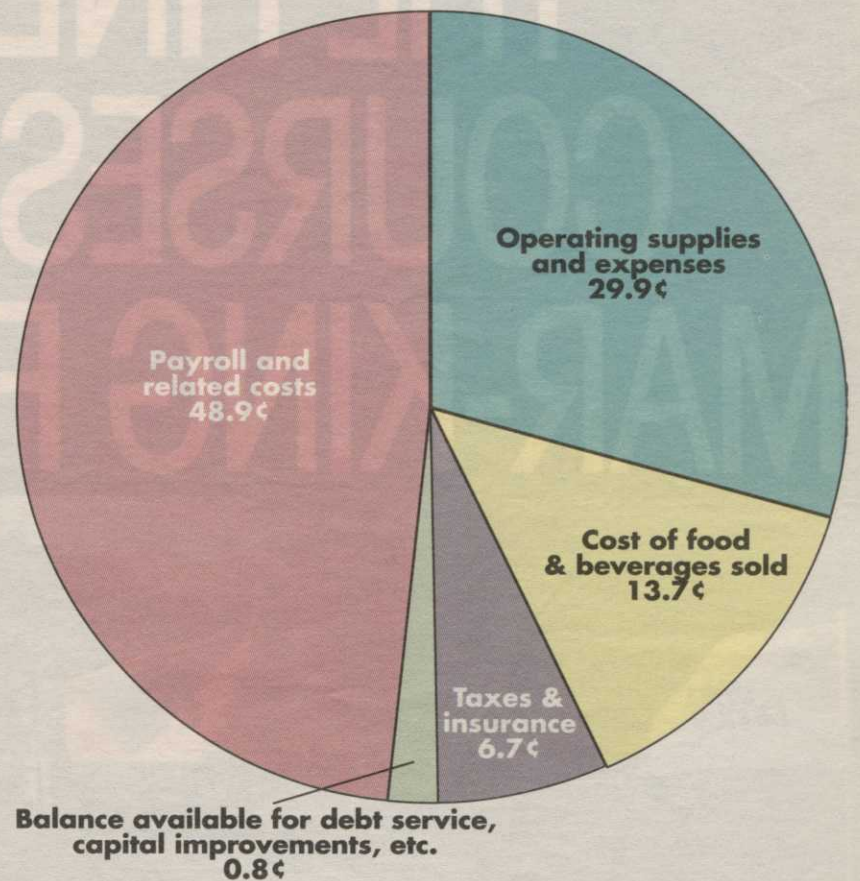
financial analysis of golf facilities based on the specific demographics.

This service will be offered to lenders, municipalities, private owners and developers of golf facilities to measure the demand for golf. For the first time, underwriters of proposed debt issues can accurately test the financial feasibility of the issue prior to the underwriting.

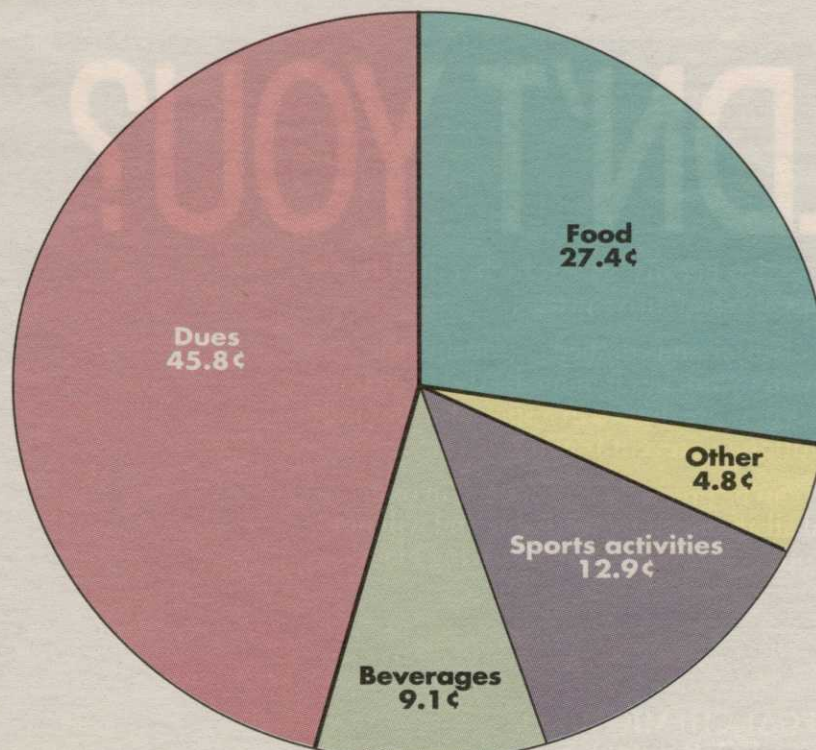
Up to this time, decisions regarding investment in golf facilities have

Continued on page 32

### Country club expenses



### Country club income



Source: Pannell Kerr Forster, New York, N.Y.

## National Golf Properties, Inc. opens its doors

LA QUINTA, Calif. — National Golf Properties, Inc. has formed a new golf management company with key personnel from what was formerly Landmark Management Company.

The announcement was made by National Golf Properties President Buzz Gill. "We already have several contracts in the works and look forward to an exciting future," Gill said. "Our team is focused on the golf industry and has the kind of expertise that makes golf operations successful."

Joining National Golf Properties, Inc. are Joe Hough, operations; Don Hoos, agronomy; Tony Campanaro, merchandising/retail; Bob Turzian, personnel and administration; Christina Dores, executive secretary. The entire team has worked previously for nationally recognized golf operations.

Offices for National Golf Properties are located in La Quinta, Calif. For more information, call Gill at 619-564-8107.