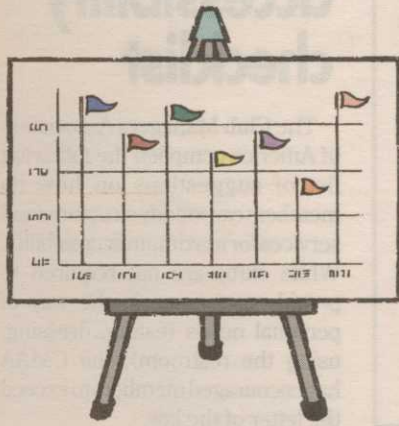


Briefs



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-

Continued on page 32

'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.

Continued on page 32

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

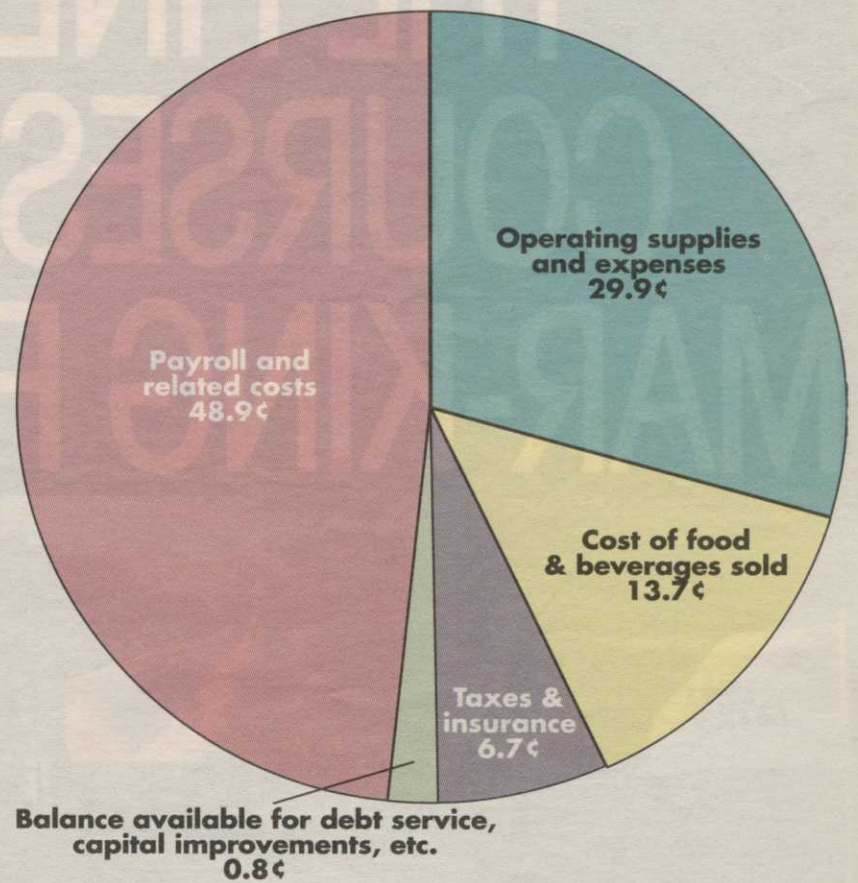
financial analysis of golf facilities based on the specific demographics.

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.

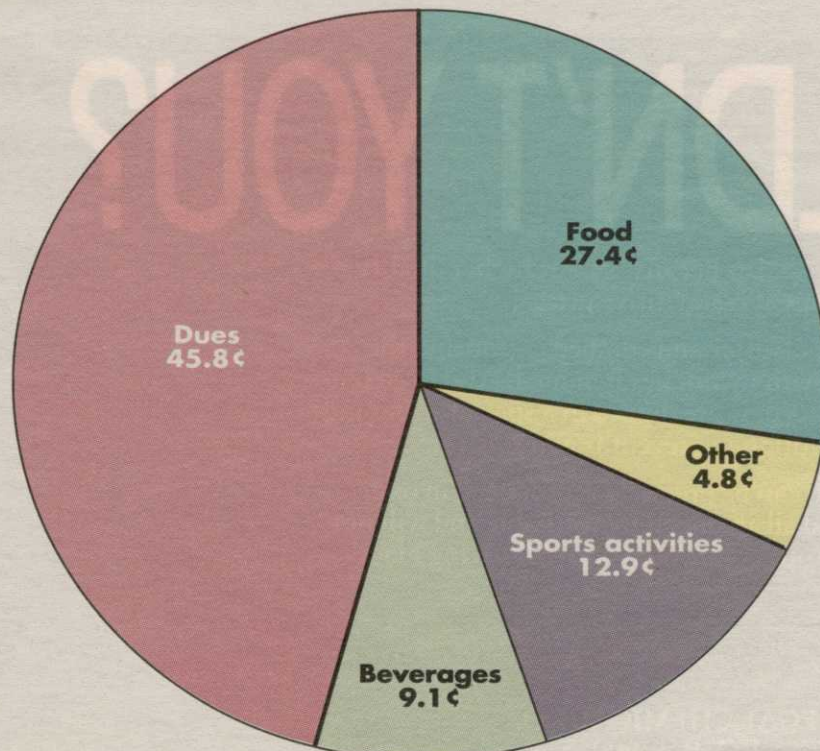
Up to this time, decisions regarding investment in golf facilities have

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.

One-Minute

Continued from page 31

Blanchard claims they violated the sales agreement by copying and using client lists. He also claims his ex-partners are tapping into Golf University business for their own Golf Academy clientele at Carlsbad's Aviara Resort.

Blanchard is best known as co-author of "The One-Minute Manager," a motivational treatise selling 3 million copies in the U.S. For his golf students, Blanchard advocates techniques similar to those detailed in his book: goal setting, praising and reprimanding.

Appraisers

Continued from page 31

cial, Orlando, Fla.; Carl Schultz, Schultz, Carr Bissette, Atlanta, Ga.; Alan Pursley, Professional Appraisal Service, Fort Worth, Texas; Arthur Gimmy, Arthur Gimmy International, San Francisco, Calif.; Ronnie L. Galloway, Galloway Appraisal Company, Louisville, Ken.; Andrew A. Hinds, Hotel and Club Associates, Greensboro, N.C.; Marty Benson, Arthur Gimmy International; Joseph A. Robb, Joseph A. Robb & Associates, Wilmington, N.C.; and David J. Yerke, David J. Yerke Incorporated, San Diego, Calif.

HJM and Golf Digest join forces

Continued from page 31

been limited to supply-side feasibility studies that use state and metropolitan statistical areas as models—models that are frequently inaccurate for evaluating demand in the specific market served by a golf project, according to the companies.

The *Golf Digest*/HJM venture is designed to eliminate use of national or state participation assumptions and reduce them to local areas. The HJM/

Golf Digest studies use a database based on the actual retail consumption of golf in every zip code in the United States.

The golf financial feasibility studies are prepared exclusively at HJM Corporation's headquarters in New York. Cost of studies varies depending on the size of the market served and the depth of analysis required.

Contact HJM Senior Management Director Robert Finn at 1-212-953-1300.

A manager's accessibility checklist

The Club Managers Association of America compiled the following list of suggestions on how its members can modify structures and services for maximum accessibility. While clubs are not required to provide assistance in the way of personal needs (eating, dressing, using the restroom), the CMAA has encouraged members to exceed the letter of the law.

Outdoor Facilities

- **Parking** — Provide a drop-off zone in front of the entrance and designate "handicapped parking only" spaces near every exit.
- **Paths** — Provide smooth paths for wheelchairs and staff to push members in wheelchairs.
- **Ramps** — Provide ramps cut into curbs and steps.
- **Golf** — As a special service, clubs could provide golf cars and wheelchairs specially designed for disabled players (contact Retec USA Inc. for more information: 716-662-6815).
- **Events** — Provide seating with easy access for disabled persons.

Indoor Facilities

- **Doorways** — Make sure doorways are at least 32 inches wide in order to allow wheelchairs to pass, and check to see that doors open easily.
- **Stairways** — Install ramps and elevators where possible.
- **Carpeting** — Install smooth, short-cut carpeting instead of plush for better wheelchair mobility.
- **Equipment** — Make sure public telephones are low enough to be used by a person in a wheelchair; consider installing phones usable by the speech or hearing impaired.
- **Counters** — Reception desks should be low enough for a wheelchair-bound person.
- **Safety** — Provide flashing fire alarms.

Dining

- **Seating** — Make sure the space between tables is at least 36 inches.
- **Menus** — The wait staff should be prepared to read a menu to the blind, and provide pad and pen for the speech- or hearing-impaired.
- **Eating** — Kitchen staff should be prepared to cut food into smaller pieces for patrons with motor difficulties; if requested, servers should be prepared to remove straw covers, open sugar packages and provide other incidental assistance.

Restrooms

- **Doorways** — Make sure doorways are at least 32 inches wide.
- **Stalls** — Provide five feet in circular spaces and three feet in T-shaped space for proper wheelchair movement.
- **Grab bars** — Provide grab bars on both sides of the toilet.
- **Sink** — Provide 30 inches of open space for wheelchair access.
- **Towels** — Provide towel dispensers that are no more than 48 inches from the floor.
- **Mirrors** — Install full-length mirrors.

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