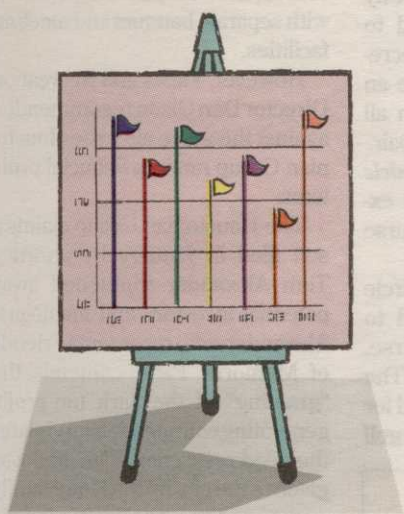


## Briefs



## BURNT STORE BOUGHT

PLANT CITY, Fla. — Sun City Center Corp. and Walden Lake Inc. have purchased Burnt Store Marina Resort from BancFlorida.

The 640-acre Burnt Store Marina Resort — a planned waterfront community on Charlotte Harbor, opposite the Boca Grande pass to the Gulf of Mexico — features 27 holes of golf, the largest marina on Florida's west coast, a restaurant and hotel. Burnt Store Marina will host the 1992 Olympic Soling (a type of sailing) Trials this spring.

About 400 condominiums currently exist at Burnt Store, but plans are underway to begin the development of new single-family homes.

Also announced is a new name, "Florida Design Communities," to become the 'umbrella' identity for the developer's portfolio.

"As we expand and develop new communities, we want a common identity so that our potential customers can tie our operations together," according to Al Hoffman, chairman of Sun City Center and Walden Lake.

## NCA NAMES GOV'T EXPERT

The National Club Association has named Elizabeth Kirby Hart its director of government relations.

Hart recently worked as issues director for a statewide gubernatorial campaign during the last primary and general election.

Prior to that she was executive assistant and chief policy adviser to the chairman and chief executive officer of the Farm Credit Administration, providing examination and regulatory oversight to the \$50-billion cooperative Farm Credit System.

She has also been special assistant to the General Counsel for the U.S. Department of Transportation and as director of governmental affairs for a Los Angeles financial institution.

## IRWIN ADDS ANOTHER COURSE

The newest course to fall under Hale Irwin Golf Services Inc.'s management umbrella is set to open in early May.

Fourche Valley Golf Club, developed by Sunnen Products Co. of St. Louis and leased to the Fourche Valley Public Golf Association, is located near Potosi, Mo., next to the YMCA of the Ozarks Trout Lodge Family & Conference Center on Sunnen Lake.

The course will feature zoysia tees, ryegrass fairways and bentgrass greens.

## Alfonso elected to head NGCOA

Illinois course owner heads slate of new officers for golf course owners association

The National Golf Course Owner's Association has elected Vince Alfonso Jr. as president. Jim Scott of Michigan was elected vice president; Garry N. Black of Texas treasurer; and Charles H. Berrell of Ohio secretary.

Alfonso is partner with Leonard and Lovene Sapp in The Rail Golf Club, Inc., in Springfield, Ill. In addition to serving as the chief operating officer of The Rail Golf Club,

Alfonso is the head professional and general manager. He has been a Class A member of the PGA of America for 12 years.

After serving his apprenticeship working under his father, PGA life member Vince Alfonso Sr., Vince Jr. spent five years as head professional and general manager of Holiday Golf Club in Olive Branch, Miss., prior to arriving at The Rail in 1983.

He has been a member of the NGCOA since 1983 and has served the organization as a member of its board of directors for the past eight years.

Scott has been a golf professional for 20 years, a PGA member for 14 years, a charter member of the NGCOA, and involved in the golf business for 30 years. He is a co-owner and director of golf of Gull Lake

Continued on page 41

## Casper promotes twosome

VIENNA, Va. — Billy Casper Golf Management, Inc. has promoted F. Thomas Martty to senior vice president of operations and Jim R. Watkins as vice president of golf course operations.



Jim Watkins

Martty, who joined BCGM in 1989 as vice president of operations, has more than 25 years experience in the field of golf management, consultation and promotion. He was a partner in Creative Golf Consultants, a firm that specialized in membership solicitation, promotions and golf operations, and served as membership consultant to golf clubs in Kansas, Texas and Louisiana.

Martty has also owned and operated several clubs, including Briarwood Country Club in Baton Rouge, and Oak Knoll Country Club in Hammond, La. He has assisted in the coordination of PGA Business Schools I and II, taught numerous PGA management and leasing seminars, and served on several PGA committees and boards. President of the Louisiana PGA, he also served as secretary and treasurer of the Gulf States PGA.

Founded in 1989 by Robert Morris and Peter Hill, Billy Casper Golf Management is headquartered here and has a regional office in Tokyo, Japan.

Watkins has been project manager and designer for Palm Beach Golf & Sports; director of golf course operations for Frenchman's Creek Golf Club and the Country Club of Florida; director of golf and grounds maintenance for DeLaire Golf Club and Yacht Country Club; and the project coordinator and designer for Clemson University. In addition, he was a member of the Tournament Support Committee for the Masters Golf Tournament in Augusta, Ga.

As vice president of golf course operations, Watkins will be responsible for preparing all budgets, overseeing golf course operations, hiring and training maintenance personnel, serving as liaison with course owners and developers, keeping club memberships informed, and improving courses through redesign and state-of-the-art maintenance and planning. Watkins can also help clubs set up and prepare for tournament conditions.



F. Thomas Martty

## Georgia firm buys Champion Hills

HENDERSONVILLE, N.C. — The Branigar Organization, a real-estate development company based in Savannah, Ga., plans to buy Champion Hills, an exclusive 525-acre mountain community and private golf club here.

Branigar is a subsidiary of Union Camp Corp. Terms of the sale were not disclosed.

"Based on our learning from national market research and an extensive two-year new project search, we feel that Champion Hills will have tremendous appeal," said Cecil Abarr, president of The Branigar Organization.

Champion Hills community will be limited to approximately 400 total estate homesites and villas. Fifty-eight homesites have been purchased by individuals thus far. The centerpiece of the community is a 6,719-yard, par-71 golf course designed by Hendersonville resident Tom Fazio.

"From the initial planning stage, I felt we had the opportunity to create one of the most outstanding courses and communities in this country," said Fazio. "And Branigar, with whom I've worked before at The Landings on Skidaway Island, is the ideal group to develop the community around the course. As Champion Hills will continue to be my home course and club, I'm very excited about the future here."

## Private country club maintenance costs rise 10 percent

Continued from page 1

"The cost of labor is intense," said David Fearis, head superintendent at Blue Hills Country Club in Kansas City, Mo. Fearis was one of the featured speakers at this winter's Club Managers Association of America annual conference, where some of the report's findings were first revealed.

"No one here is making less than \$6 per hour. That isn't much considering they are operating \$40,000 to \$50,000 machines.

"And benefits, like insurance, just kill you. All types have gone up. But you have to offer insurance coverage to employees if you're going to compete for the available labor pool."

Rising personnel costs, which now total 63 cents of every maintenance dollar, pushed the nationwide average maintenance cost per hole to \$30,870, up 9.8 percent from a year earlier. The increase continues a 20-year trend during which maintenance costs have risen 500 percent.

"Members have such high expectations today," Fearis said. "That takes people and specialized machines. Some courses are just maintenance nightmares, the ones where you have to hand mow the fairway mounds, for instance. That costs a lot of money."

Cutbacks last year in repairs to equipment, buildings, water and drainage systems (down 4.1 percent to \$2,695 per hole) and all other expenses (down 5.1 percent to \$2,773 per

Golf course maintenance costs by region					
	Nat'l avg	East	South	Midwest	West
Payroll	\$15,888	14,959	15,291	12,302	18,781
Taxes & benefits	3,610	3,123	2,919	2,544	5,396
Supplies & cont.	5,904	5,761	6,097	5,423	6,043
Repairs	2,695	2,351	2,872	1,742	3,303
All other	2,773	1,797	3,142	1,518	4,422
Total	\$30,870	27,991	30,321	23,529	37,945

Source: Pannell Kerr Forster

hole) helped hold down the overall increase.

"Superintendents are becoming more aware of their budgets and trying to get a better handle on things like repairs," Fearis said. "But machinery is so specialized and so expensive, there are limits to how much you can cut there."

Regionally, total golf course maintenance averaged \$37,945 per hole (up 10.5 percent) west of the Rockies, the most expensive area in the nation. The Far West was followed by the South at \$30,321 (up 10.5 percent), East at \$27,991 (up 11.3 percent) and Midwest at \$23,529 (up 4.3 percent).

On the income side, country club membership increased 1.4 percent with dues up 7.3 percent. Dues provide 45.8 percent of a club's income, followed by food, 27.4 percent;

sports activities, 12.9 percent; beverages, 9.1 percent; and all other, 4.8 percent.

Regular memberships rose 2.9 percent in 1991, while other classes of memberships fell 2.6 percent.

Geographically, the South led the way with a 3.6-percent membership jump. Far West memberships increased 0.8 percent and East 0.7 percent. The Midwest suffered a 4.7 percent loss.

"Membership is down in the Midwest because of the recession," Fearis said. "Heavy industrial cities like Detroit, Chicago and St. Louis seem to have been harder hit than the technological and service areas on the coasts. In Kansas City, we've had a lot of high-volume clubs open recently. It's going to be interesting to see how they do."



## Casper takes over Loch Ledge GC

VIENNA, Va. — Billy Casper Golf Management has agreed to lease and manage Loch Ledge Golf Course in Westchester County, N.Y. The firm began leasing the course from the Addiction Recovery Corp. of Rockville, Md., on April 1.

"We plan to totally upgrade everything from the course to the physical plant," Martty said. "there is a need for more quality courses in this area, and we're confident Loch Ledge can offer the golfing community an enjoyable as well as affordable place to play golf."

Part of the golf course improvement program, which will begin immediately, will be installation of cart paths throughout. Soil tests as well as a complete maintenance program are already being studied

by BCGM.

The 18-hole course was part of a 185-acre parcel, which included a rehabilitation center and was purchased by ARC in 1985.

"At the time, of course, our primary interest was the hospital. The golf course was a nice asset, but it wasn't the purpose of our acquisition," said Daniel J. Morawitz, senior vice president, finance and administration. "We are excited about the plans BCGM has outlined for improving not only the operation but the aesthetics and playability of the course as well."

## Golf course owners elect new officers

Continued from page 39

View, Stone Hedge and Bedford Valley golf clubs.

A 1972 graduate of Western Michigan University, Scott is a member of the PGA Employment Relations Committee in Michigan and vice president of the Michigan Chapter of the NCGOA.

Black is the founder, owner and manager of Eagle Golf, Inc., a golf management company founded in 1986. Chase Oaks Golf Club, a course under his management, was designated as the number one public golf course in Texas in 1990.

He also owns and manages Lost Creek Golf Club in Fort Worth.

He has served as a board member of the NCGOA from 1988-1992, president of the Lakewood Country

Club from 1991-92, president of the Swiss Avenue Historic District in 1985, and board member and treasurer of Clean Dallas, Inc. from 1985-87.

Bennell is general manager of Tam O'Shanter Golf Course, a 36-hole daily fee facility in Canton, Ohio.

Bennell in 1984 entered the golf course business at Tam O'Shanter, a privately-owned public course owned by the same two families since 1928.

Bennell is president of the Ohio Association of Public Golf Courses. He recently became a member of the Public Golf Committee of the United States Golf Association, and serves on the Steering Committee of the Canton/Stark County Convention and Visitors Bureau.

## Myrtle Beach firm to manage Olde Beau GC

ROARING GAP, N.C. — Developer Billy Satterfield recently selected Hall Development of Myrtle Beach, S.C., to manage development, marketing and sales for the next phase of Olde Beau Golf Club, situated an hour from Winston-Salem in the mountains of northwestern North Carolina.

Hall Development will work with Satterfield to develop, introduce and market new products — homes and homesites — within the 850-acre Olde Beau community.

Satterfield, who built Bermuda Run G.C. in Winston-Salem and The Country Club of South Carolina in Florence, worked for nearly three years to sculpt Olde Beau G.C. into the mountains near Roaring Gap and build its 20,000-square-foot clubhouse. The community opened in 1991.

Hall's current projects include Prestwick Country Club, a 446-acre Dye golf course community in Myrtle Beach, S.C.; Southbridge, a 5800-acre community whose first phase surrounds a Rees Jones course near Savannah; and Myrtle Trace, an adult retirement community in Myrtle Beach.

## Western Golf will manage Seralago

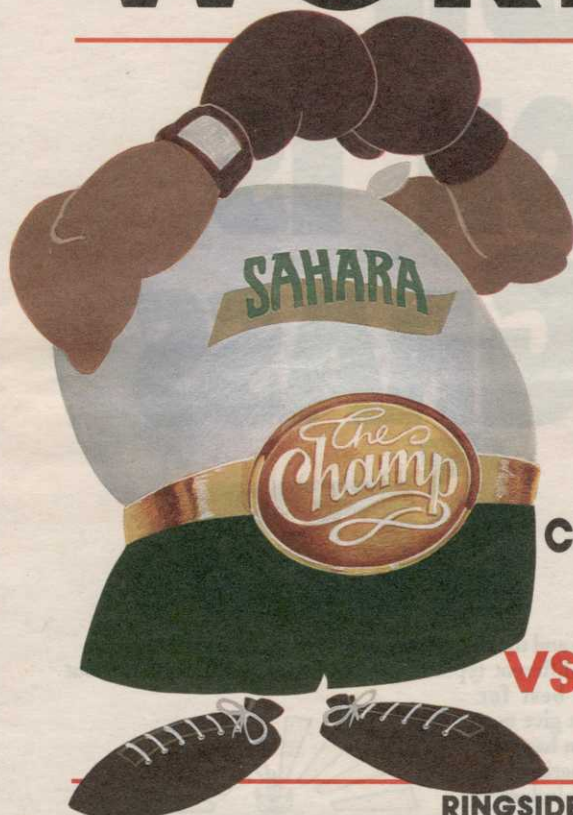
KISSIMMEE, Fla. — Floribra, U.S.A., Inc. has announced the appointment of Western Golf Properties, Inc. as consulting and management firm for The Golf Club at Seralago, an 18-hole Rees Jones design under construction here.

Seralago, a 584-acre master-planned resort development, is situated two miles east of Walt Disney World in the heart of Orlando's tourist corridor.

Among Scottsdale, Ariz.-based Western Golf Properties operations are The Golf Club at Desert Mountain in Scottsdale, Wild Wing Plantation in Myrtle Beach, and Pelican Hill Golf Club in Newport Beach, Calif.

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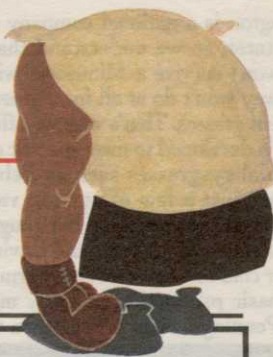
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