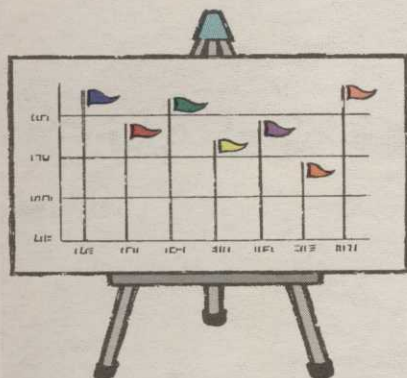


BRIEFS



CASPER CHANGES NAME

VIENNA, Va. — Billy Casper Design and Management Co., has changed its name to Billy Casper Golf Management Co.

"We aren't competing with Casper/Nash & Associates," said Bob Morris, president of Billy Casper Management Co. "That's why we changed the name. We don't want to look like something we're not."

"The name change was necessary so that people wouldn't get confused," said Billy Casper and Greg Nash of Casper/Nash & Associates, a golf course architectural firm. "Billy Casper Golf Management Co. is not in the golf architectural business, and we're not in the club management business."

Nash, a 20-year veteran in golf course design, and Casper have worked together for the last seven years, designing golf projects.

PALMER TO MANAGE CABLE BEACH

ORLANDO, Fla. — Arnold Palmer Golf Management Co. has signed an agreement to provide a full range of management services to Cable Beach Golf Club, which is affiliated with the Radisson Cable Beach Casino and Golf Resort in Nassau, Bahamas.

The Cable Beach Golf Club is part of the 700-room Radisson Cable Beach Casino and Golf Resort. The par-72 course, the oldest in the Bahamas, built in 1929 by Scotsman Jim McCormick, is characterized by a challenging 7,040-yard layout featuring lakes and ponds on eight of its final 10 holes.

MANAGEMENT CO. CHANGES NAME

INDIAN WELLS, Calif. — National Golf Properties, Inc. has changed its name to National Golf Management Co., according to President Buzz Gill.

"The old name was confusing to clients with the word 'properties' involved. Many thought we managed land and/or real estate," he said.

Along with the new name change, NGM has secured its first management contract at Trappers Turn Golf Club in Wisconsin Dells, Wis.

THE BOULDERS NAMES NEW MANAGERS

William J. Nissikas, former general manager and vice president of The Boulders Resort and Club located in Carefree, Ariz., has been named the resort's president.

In other news out of Carefree, Kenneth B. Humes, the club's former resident manager, has been named general manager at the Boulders.

Expert says municipalities should weigh funding options

By PETER BLAIS

With banks and lending institutions still holding tight to their purse strings, private golf course developers are having a difficult time funding projects.

But thanks to their bonding capacity, municipalities have more financing options and are building courses. Unfortunately, many municipalities are unaware of the many legal/financial structures available to them, according to Thomas Boczar, a principal with Capital Links, a relatively new golf investment banking firm.

Capital Links, a subsidiary of Double Eagle Enterprises Inc. of Pleasantville, N.Y., has found a special niche helping local governments wade through the many funding alternatives and selecting the best one. The company markets itself as golf's premier investment banking firm.

A growing number of turnkey developers, with little or no public finance experience,

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New firm helps municipalities

Guiding municipalities through the golf course development maze is the goal of a new Denver-based company.

The Renizon Corp. specializes in helping local governments with everything from selecting the best site to determining the most appropriate operating system.

Renizon does not provide feasibility, design or construction services, but instead offers independent advice covering each phase of the development process.

By utilizing its consultants along

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Sheraton names superintendent manager of year

By PETER BLAIS

TUCSON, Ariz. — Superintendent Marty Wells of Sheraton Tucson El Conquistador Resort & Country Club has become the first golf course operations representative to win the resort chain's 5-year-old President's Award for overall management skills.

"I was very surprised," Wells said. "There were a lot of good people to pick from. It was quite an honor to win it."

ITT Sheraton operates 49 hotels and resorts in North America.

The selection criteria included quality of service/product; training and staff development; marketing contribution; employee relations; control of departmental operating costs; safety; and general contributions to the hotel and community.

"Essentially, we felt that Marty excelled in making the single most outstanding contribution for the year by turning our golf courses into two of the best in Tuc-



The 7th hole at Stonecreek Golf Club

So, what do you think it's worth?

Stonecreek learns from letting golfers decide what to pay for their round

By MARK LESLIE

The scorecard at Stonecreek, The Golf Club read like Olympic judges' cards: 3.98 for golf course condition; 4.22, pace of play; 4.72, reservation experience; 4.66, golf shop service; 4.50, merchandise selection; 4.35, overall experience.

The Paradise Valley, Ariz., course caught its Phoenix area competition — and its own customers — by surprise, offering players to pay "what they felt their round was worth" after they played.

The results, said marketing director Mike Petty, were sometimes surprising and usually enlightening.

The biggest surprise was "the number of golfers who didn't come to play" even though they had booked tee times two weeks in advance, Petty said. "We booked more than 200 tee times and only 138 showed. I can assume one of two things: People consider our normal fee (\$20) very good; or they tend to be like sheep; they would rather you tell them the cost than ask them."

Along with being able to pay what they wanted, golfers were given a questionnaire asking them to rate various areas of service from 1 (poor) to 5 (except-

tional).

The result was positive for Petty and the crew at the facility, which is operated by Resort Management of America. And at the same time, they gave some insight into people.

"We had people rank us all 4s and 5s," Petty said, "and then say the experience was worth only \$10."

One person paid no money, saying that while his experience was worth \$25, it was his 50th birthday and he had come to play only because he knew he could go around for free.

On the other hand, Petty told of one man who paid \$40 and said: "It's worth every penny. The greens are the best in town. The service is the best in town. It's better than if I were a private club member."

The weighted average paid was \$16.12, and the day's golfers, when averaged, said they would charge \$21.50 greens fees if they owned the course.

Petty shrugged off "good-natured teasing" but colleagues at other area courses. But he said he doubted if he would schedule a similar day in the future.

"I don't know if it would have the impact... We were trying to say to the customers: 'We care. What you think is important.' They enjoyed the opportunity to tell us," he said.

Petty credited Director of Golf Gregg

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son, while managing the area efficiently and keeping costs in line. For a period of time, he stepped in and took control of the golf shop operation, also," said El Conquistador General Manager Alan Fuerstman.

Wells said his time in the pro shop gave him a better appreciation of the job done by club professionals and made him a better manager. He recommended that all superintendents learn more about the playing side of their business and that club pros become better acquainted with maintenance issues.

Wells joined the former Canada Hills Country Club in 1987. He was promoted to superintendent in 1988 and put in charge of all golf course maintenance when ITT purchased the country club and annexed the golf courses to the resort in 1989.

One of the major benefits of the Sheraton association has been the extra capital the resort chain has pumped into the golf

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Marty Wells