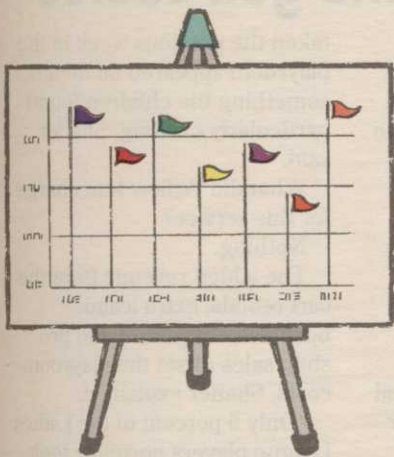


BRIEFS



**NAPLES NGC SECURES LOAN**

NAPLES, Fla. — NationsBank of Florida and Naples National Golf Club, Inc. have announced the signing of a \$7.5 million loan agreement to complete the acquisition of the club's 320-acre property and the completion of its 18-hole golf course. This is the second accord between the two firms, following a \$1.75 million land acquisition loan completed in September of last year.

**WORLD RESORTS RANKED**

*Nikkei Trendy*, the Japanese magazine, has boosted Australia's golfing stocks by ranking Japanese-owned Sanctuary Cove Pines as the No. 2 resort in North and South America, Asia and Japan. The courses were ranked in terms of a challenging layout, price of golf and the standard of hotels, restaurant and clubhouse. Hawaii's Lagoon Golf and Racket Club was voted tops on a list which included Pebble Beach, La Costa Golf Course and Spa, South Korea's First Country Club, and Malaysia's Saujana Golf Course and Country Club.

**LEE JOINS TERRA CEIA BAY GTC**

PALMETTO, Fla. — Fru-Con Ocean Park Ltd. recently appointed Kimball E. Lee director of golf for Terra Ceia Bay Golf & Tennis Club. Lee is responsible for all golf course operations (including turf programs and maintenance) for Terra Ceia Bay's challenging 4,015 yard, Par 62 course. He is a member of the Professional Golfers Association and will also serve as the club's teaching professional and pro shop manager. Before joining Terra, Lee was Regional operations manager for five Florida golf courses for Golf Properties of Central Florida and Pinnacle Properties Manager, Inc.



Kimball Lee

**NCA RELEASES REPORT**

WASHINGTON, D.C. — The average dues paid to golf and country clubs for a family membership in the Northeast is \$3,776, compared to \$2,930 in the West, according to the recent Club Operations Survey, the National Club Association has announced. The Club Operations Survey covers key revenue and expense items, including dues, payroll and information on club restaurant and golf operations. Respondents who agreed to serve as part of an ongoing Information Group form a stratified sampling of NCA's membership nationwide. Participating clubs are reported by region.

# Landmark auction set for July

By HAL PHILLIPS

NEW ORLEANS — An open cry auction is scheduled here in mid-July for the purpose of selling off the golf course properties formerly owned by the now-defunct Landmark Land Co.

The open cry format — the common, nod-and-wink style used in the art world — is one of the few details to be hammered out by the Resolution Trust Corp. and its advisor, Kidder, Peabody & Co. Whether the properties will be bid upon individually or in groups has yet to be determined.

However, the open cry format should

survive scrutiny, according to RTC spokesperson Anne Freeman.

"I don't see how this format would be offensive to anyone," she said. "With a sealed-bid format, nobody really knows what others have bid. This way, everyone knows where they stand."

The RTC's original proposal has already passed muster with Judge Falcon B. Hawkins' Federal Bankruptcy Court. Any proposal by the RTC, which has operated the six golf and resort properties since Landmark entered receivership in September 1992, must also be

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Marketing Idea of the Month

# Ladies' league grows with help of club daycare

By PETER BLAIS

PEWAUKEE, Wis. — Willow Run Golf Club took a lesson from the bowling industry to increase rounds, sales and profits.

Several players in the club's Wednesday morning Ladies' League wondered aloud one day why the club didn't offer a nursery area for young children, like the local bowling center.

Not only would a similar set-up at Willow Run make life simpler for them, they believed, it would probably attract more players who would love to join a golf league, but couldn't find daycare.

General Manager Kay Shaffer decided to do some research. She soon discovered how expensive it was to license and obtain insurance for a full-blown daycare facility.

Bowling centers were able to avoid those expenses by calling their area a *playroom* rather than *daycare*, Shaffer said. But a name change alone wasn't enough for the insurance company to forego added liability insurance requirements.

Bowling centers are able to avoid the added premiums since parents are on the premises. If a child gets hurt, the sitter goes to the front desk, finds out what lane the parent is using, and child and parent are quickly reunited. Easy.

But a golf course is far different. Instead of 30 lanes, a sitter would have to search 150 acres or more to find a parent. The *on premises* criteria is much tougher to meet.

After several months of research, the insurance company came back with a proposal. Require parents to use a golf car. Record the golf car number and what hole the parent starts on. If an accident occurs, the parent's whereabouts should be relatively easy to figure out and the cart would allow her to return quickly to the playroom.

Do that, the insurance company said, and Willow Run would meet the *on premises* requirement. No additional insurance would be needed.

Shaffer decided to give it a try. She hired a half-dozen employees, many of them existing staffers, to work in the playroom for 2-1/2 hours Wednesday

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Photo courtesy of WeatherVector

**Commentary**

## When lightning strikes... Are you liable?

By JAMES C. KOZLOWSKI

In recent months, I have heard some media reports and received some anecdotal information of liability associated with a golf course operator's failure to have a system in place to warn of approaching lightning storms.

As illustrated by the *Hames* decision described herein, such weather conditions would ordinarily be considered an open and obvious natural hazard. As a general rule, there is no legal duty to warn of such conditions which should be apparent

*Dr. Kozlowski, JD, PhD, is counsel to the National Recreation and Park Association's Public Policy Division. This opinion originally appeared in Parks and Recreation magazine, and has been reprinted with permission of the author.*

through the reasonable use of one's own senses, including approaching lightning storms.

Within this context, the law would require adequate warnings under limited circumstances wherein the landowner should be aware of a hidden or latent risk which recreational users would not be expected to know and appreciate. Accordingly, an adequate warning simply takes a hidden hazard and makes it open and obvious. Conversely, there is usually no legal duty to warn of natural conditions which are already open and obvious.

As noted by the court in this decision, customs, practices and usages in a field are indicative of the applicable legal standard of care. In this particular instance, the court

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## Club managers elect new board

NASHVILLE, Tenn. — The Club Managers Association of America (CMAA) has elected a new board of directors. The election was held at the association's 66th Annual Conference held here in late February.

Richard Kolasa, general manager of Skyline Country Club in Tucson, Ariz. will serve as president for 1993. Kolasa has been on the board of directors since 1987. A member of the association since 1978, he graduated from Michigan State University. William Schulz, general manager of Houston (Texas) Country Club of Houston, is vice president. Schulz has been on the board since 1988. A member of the association since 1974, he is a graduate of La Salle University and has attended several hospitality schools.

Secretary-Treasurer is Norman Spitzig, general manager of Fort Wayne (Ind.) Country Club. A member of the association since 1976, Spitzig has served on the board since 1989. He

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A record 3,200 managers, spouses, students and exhibitors participated in the Club Managers Association of America's 66th Annual Conference and 16th Annual Exposition held Feb. 21-25, at the Opryland Hotel in Nashville, Tenn.



## Former Kindred executives team up to form The Spectrum Organization

HOUSTON, Texas — Several former executives of Kindred & Co. have formed a new company, The Spectrum Organization, Inc., to provide planning, development, marketing and management services to the club industry.

Chairman Earl Felske, along with Spectrum's other principles, George Ebdon and Buzz Elton will office in Houston and Galveston, Texas.

"Together, we've been involved in the development of over 30 private and public access clubs since 1972, when we opened Marshwood Country Club for The Branigar Organization in Savannah, Georgia," Felske said. "Since then, we have helped to develop and provide start up operations for such clubs as Barton Creek

CC., in Austin; Ventana Canyon Golf Club in Tucson; Hallbrook C.C., in Kansas City; and Tampa Palms Country Club in Florida."

Spectrum currently manages a large resort project in Galveston and is in the process of negotiating contracts for clubs in Texas and Michigan. It recently appointed Cliff Cook as marketing manager for Florida and Georgia. Cook managed Lone Tree Country Club in Englewood, Colo. for Kindred & Co. until 1991.

## Landmark auction

Continued from page 43

approved by its five-member executive council.

However, the open cry arrangement already constitutes a change from the original plan proposed by the Resolution Trust Corporation in February. The first plan called for a two-part auction calling for sealed bids one day and a comparative, out cry auction the next. But members at the six embattled clubs objected, asserting their own efforts to buy their respective properties would be thwarted under such a format.

Members at PGA West in La Quinta, Calif., raised the loudest hue and cry. According to James Gilstrap, who chairs the 1,230-member PGA West association, 98 percent of the membership has expressed interest in purchasing the four golf courses, two designed by Jack Nicklaus and the others by Pete Dye and Arnold Palmer. PGA West also includes more than 1,500 homes and land already zoned for a 1,000-room hotel.

Other properties up for sale come mid-June are 18 holes at Carmel Valley Ranch, Carmel, Calif.; 72 holes at Kiawah Island, S.C., including Pete Dye's Ocean Course; 54 holes, condos and estate lots at La Quinta Hotel Golf & Tennis Resort in La Quinta, Calif.; 54 holes at Mission Hills resort in Rancho Mirage, Calif.; and 45 holes at Palm Beach Polo and Country Club in Wellington, Fla.

The PGA West sale is complicated by the acronymical nature of its name. Both the PGA Tour and PGA of America have contracts with the club, giving each organization the right of first refusal concerning purchase of the property (The PGA of America's contract involves use of the PGA name, while the Tour's contract is valid because PGA West is licensed as a Tournament Players Club).

Even if the members at PGA West win control of the club, a battle for management rights to the club could ensue.

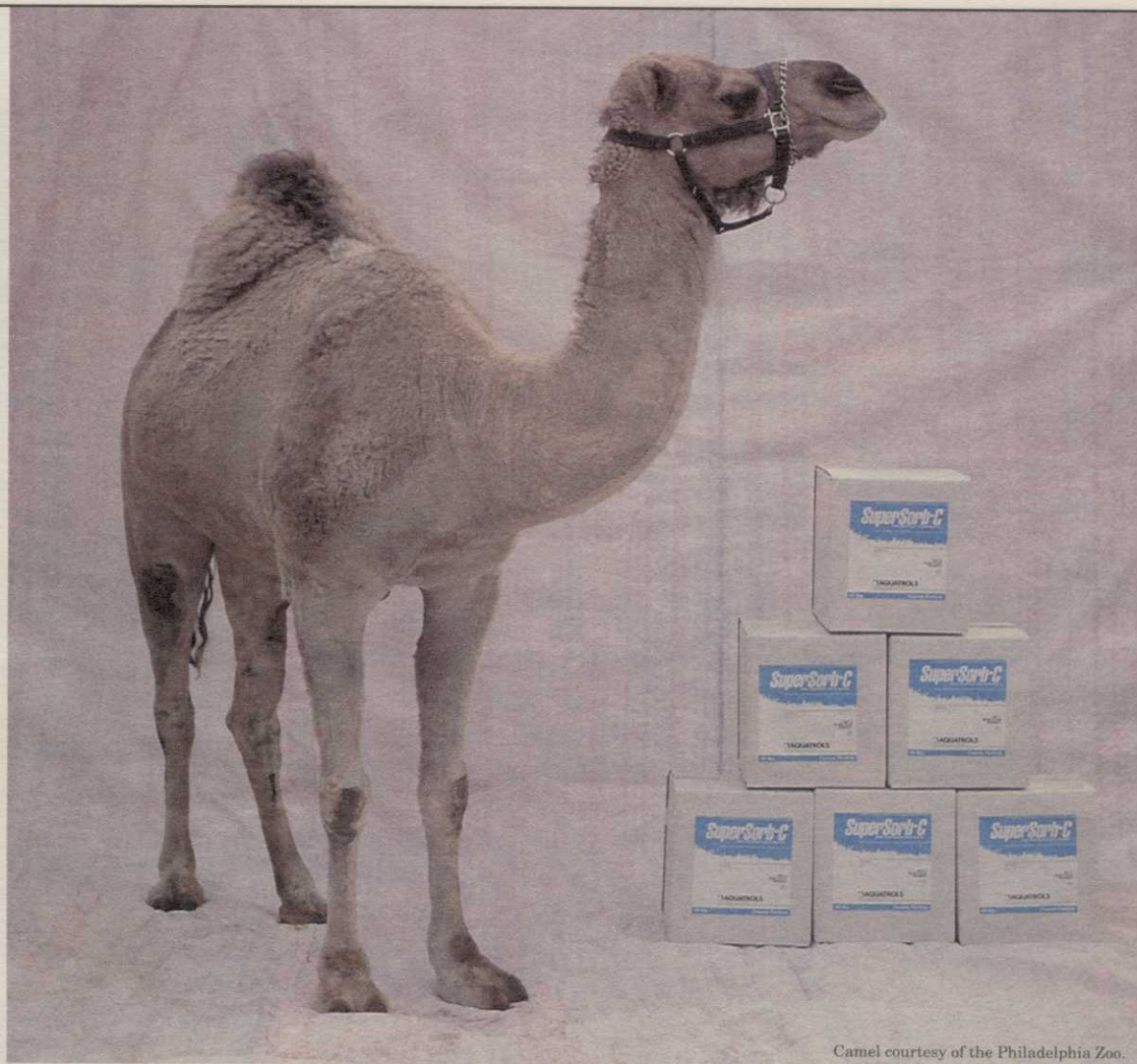
## Report: Only 16% of golf resort sales reps do 'adequate' job

In a research study soon to be released by the Golf and Travel Industry Association, most sales representatives of golf resorts received ratings that were "less than adequate" or "adequate" from the responding travel agencies. Only 8% of the travel agents rate the reps as "excellent" and 16% rated them as "adequate".

"One would expect that golf resorts would employ people knowledgeable about golf," stated Gary Schmidt, executive director of the Golf and Travel Industry Association and initiator of the study. However, the forthcoming report indicates many sales people representing golf resorts come from other areas of the hospitality

industry and undoubtedly focus on the more traditional sales techniques and information.

Also, according to Schmidt, it may be an indication that general managers of golf resorts underestimate the importance of golf as a property feature in the marketing of golf at the travel agency level. The study which covers nearly a dozen other issues relating to marketing golf travel through travel agencies is in final preparation stages and will be available to members and non-members of the Golf and Travel Industry Association. Copies may be purchased by contacting GTIA care of the above address. The price is \$95 for members and \$145 to non-members.



Camel courtesy of the Philadelphia Zoo.

## What Do These Two Things Have In Common?

**Answer:** They both make available water last a long time, and they can carry you through the dry periods.

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