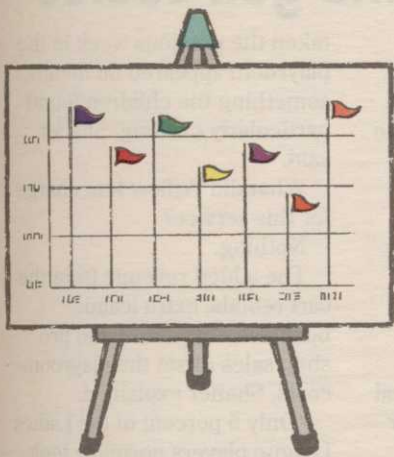


BRIEFS



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.

Golf marketers of the world unite; form WGMA

ORLANDO, Fla. — Formation of the World-wide Golf Marketers Association (WGMA), a professional trade association created specifically to enhance the marketing of golf products and services, has been announced from its new headquarters here.

Professional marketers who are involved in any aspect of marketing, selling, advertising and promoting golf to consumers and the golf industry can now come together in one professional network to study and enhance golf marketing.

Membership is open to all golf marketers, advertisers and advertising managers, sales and promotion executives, public relations profes-

sionals, creative directors, account executives, sales representatives, writers, photographers and any others with the challenge of selling golf to consumers or the industry.

The membership is available to marketers who are owners, developers, architects, retailers, resorts, travel media, clothing, accessories, equipment manufacturers, agents and management companies.

There are three classifications of membership: Associate, Professional and Corporate. Annual membership ranges from \$100 to \$500.

For more information contact Jim Castello, 407-321-6322.

Day care at the golf course

Continued from page 43

mornings. She provided them with first aid and CPR training.

Mothers were told to bring in two toys for each child and leave the toys during the league's 16-week run. The parents volunteered to supply snacks and refreshments on a rotating basis for all the children.

The club provided special lunches on league days. Typical was a hot dog or peanut butter and jelly sandwich. Pictures

taken the previous week in the playroom appeared on menus, something the children found particularly exciting, Shaffer said.

What did Willow Run charge for this service?

Nothing.

The added revenue from the cart rentals, extra league business, restaurant and pro shop sales offset the playroom costs, Shaffer explained.

"Only 5 percent of the Ladies League players normally took carts. Now most of them are doing it," she said.

Shaffer decided to run the club's junior league in conjunction with the Ladies League so that parents with older children could bring them to the club as well. When the junior league ended, participants were chaperoned to the playroom to wait for their parents. The youngest junior league member was 4-1/2.

How did members of the semi-private club respond to the influx of youngsters sharing their facility?

Some had reservations, Shaffer said. But the junior league emphasized course etiquette and rules, which relieved the concerns of many members. In fact, several offered to be instructors.

Juniors were also awarded points for activities like bringing Mom or Dad out for a round of golf or hitting a bucket of balls on the driving range. They could cash in their points at the end of the season for merchandise from the pro shop or food from the snack bar. That helped stimulate additional sales.

The program started in 1991. Twenty parents signed up for the Ladies League that summer. The playroom averaged 40 youngsters and the junior program an equal number.

Last year, 40 parents signed up. Fifty-six children frequented the playroom and 110 joined the junior program.

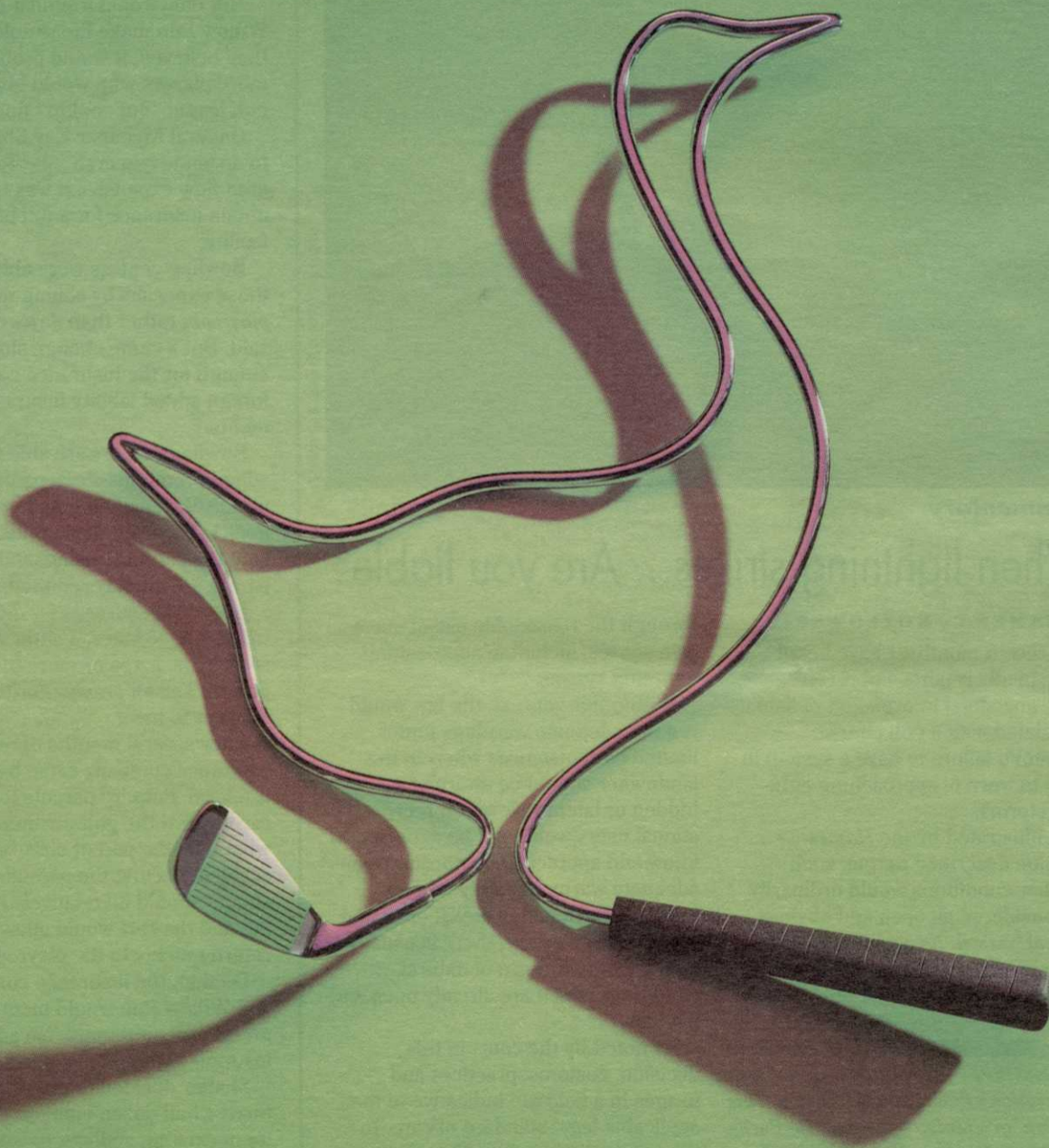
"We're hoping to double those numbers again this year," Shaffer said.

A small meeting room sufficed as a play area that first year, but would have been much too small considering the increased interest last year.

A temporary 60'-by-90' tent erected originally to house a weekend banquet became the permanent playroom. A 20'-by-20' carpet remnant placed at one end provided a play area for the younger children and a place to sit and watch Sesame Street.

"We never had to advertise the program. It was all word-of-mouth. You'd have to say it was pretty successful," Shaffer said.

Participants at last month's National Golf Course Owners Association annual conference agreed, voting it the winner in its Idea(r) Night competition.



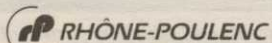
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