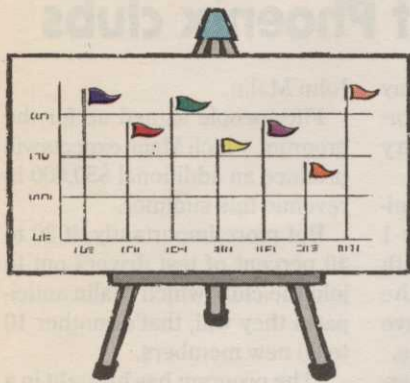


BRIEFS



CCA ADDS FOUR

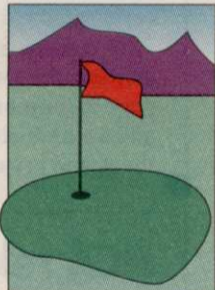
Club Corporation of America recently added four country clubs to its roster of more than 200 national and international clubs. CCA acquired Monarch Country Club in Stuart, Fla., and Falcon Point Country Club in Houston. CCA will manage member-owned Cliffside Country Club in Simsbury, Conn., and Braeburn Country Club in Houston.

RTC SELLS RIVERS EDGE

SUN CITY CENTER, Fla. — Florida Design Communities was scheduled in mid-July to purchase Rivers Edge Yacht & Country Club in Fort Myers from the Resolution Trust Corp. River's edge is a 547-acre gated community with an 18-hole golf course. Improvements are planned to the par-72 layout. This latest acquisition brings the number of golf holes operated by FDC to 171, making it one of the largest golf companies in the Southeast.

IBS TEAMS WITH GOLF ENTERPRISES

Integrated Business Systems of Richmond, Va., has signed a contract with Santa Monica, Calif.-based Golf Enterprises to develop, install and maintain a financial management system for all 25 of its courses and corporate headquarters. All Golf Enterprises facilities should be automated by spring 1994. Jay Livingood has joined IBS as director of marketing. Livingood was previously VP of Forecast Golf Marketing.

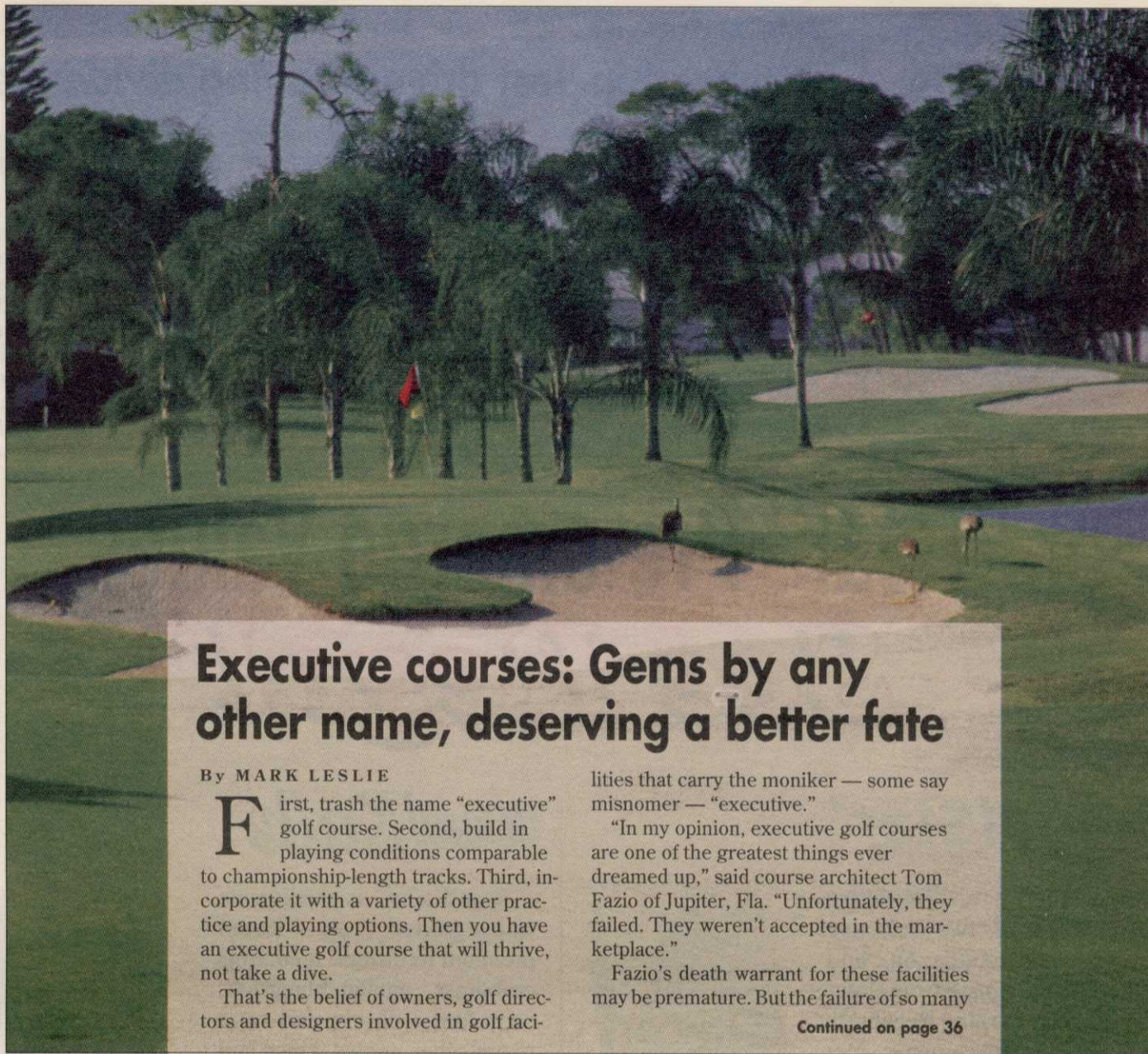


AGC ACCEPTS UNIVERSAL GOLF TICKET

American Golf Corp. recently opted to accept the Universal Golf Ticket at 100 of its facilities, bringing the number of participating courses in the corporate premium program to 500. The Universal Golf Ticket is used as a gift enabling the recipient to exchange it for one round of golf at a participating facility. Corporate Sports Incentives of Merrimack, N.H., operates the program.

CONTINENTAL BUYS BROKEN WOODS

Continental Golf Corp. of Minneapolis has purchased Broken Woods Golf Club in Coral Springs, Fla. Textron Financial Corp. provided funding for the acquisition of the suburban Ft. Lauderdale facility. Continental Golf also operates Wedgewood Golf Club in St. Paul, Minn., and Big Creek Golf Club in Memphis, Tenn.



No. 13 at Tom Fazio's River Bend Golf Club in Tequesta, Fla. /Jan Bejhan photo

Executive courses: Gems by any other name, deserving a better fate

By MARK LESLIE

First, trash the name "executive" golf course. Second, build in playing conditions comparable to championship-length tracks. Third, incorporate it with a variety of other practice and playing options. Then you have an executive golf course that will thrive, not take a dive.

That's the belief of owners, golf directors and designers involved in golf faci-

lities that carry the moniker — some say misnomer — "executive."

"In my opinion, executive golf courses are one of the greatest things ever dreamed up," said course architect Tom Fazio of Jupiter, Fla. "Unfortunately, they failed. They weren't accepted in the marketplace."

Fazio's death warrant for these facilities may be premature. But the failure of so many

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Casper's cure: Don't confuse golf 'the game' with golf 'the business'

By PETER BLAIS

"We run golf facilities like the businesses they truly are."

That simple philosophy, espoused by Marketing Director Rich Katz, is the cornerstone of Billy Casper Golf Management.

Too often golf *the game* is confused with golf *the business*. And the result, according to Katz, is potentially profitable ventures teetering on the brink of financial ruin.

"We take a business-like approach to a club's situation and strike a balance between the bottom line and member services," Katz said.

Founded in 1989, BCGM is a full-service company that can provide complete operation and marketing activities to all types of golf facilities. The Vienna, Va.-based firm specializes in devising and implementing workshops for clubs experiencing financial difficulties.

BCGM has been in the news lately for developing derived investment values of former Landmark Land Co. golf properties the Resolution Trust Corp. auctioned off



Billy Casper

last month in Dallas. Even with the greater-than-expected interest in the auction, the properties sold within 10 percent of Casper's figures.

"It was comforting for us to see that our valuations were consistent with what investors thought the properties were worth," said Vice President of Operations William Ochsenhirt III, who was heavily involved in the property valuations.

Casper has also made news for recent membership solicitations (adding 30 members in 30 days at Swan Point Yacht & Country Club in Issue, Md.) and successful conversions from daily-fee to semi-private courses (selling 45 memberships at former daily-fee Goose Creek Golf Club in Leesburg, Va. in just two

months). "The key [with any daily-fee to semi-private conversion] is striking a nice balance between outing, member and public play. For some clubs, that's a real problem," Katz said.

In addition to Swan Point and Goose Creek, BCGM is involved in Cedar Crest Country Club in Centerville, Va.; Cranbury (N.J.) Golf Club; Holly Hills Country Club in Frederick, Md.; Kiln Creek Golf & Country Club in Newport News, Va.; Stoneleigh Golf Club in Round Hill, Va.; Loch Ledge Golf Club in Yorktown Heights, N.Y.; WestWinds Country Club in Frederick,

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Public Golf '93 set for Nov. 14-16 at Wild Dunes

YARMOUTH, Maine — *Golf Course News* has announced dates and location for "Public Golf '93." Sponsored by *Golf Course News*, the program will be held Nov. 14-16, at the Wild Dunes Resort in Charleston, S.C.

This year's conference will also mark the inaugural Editor's Tourney, a golf tournament to be played Sunday morning on the Links Course at Wild Dunes. The dramatic seaside layout was designed by Tom Fazio and is routinely rated among the top 100 courses in the nation.

"Managers of public golf courses need to continue to learn and apply powerful results-oriented business tools to run their operations" said Hal Phillips, *Golf Course News* editor and program chair.

"Last year's conference received rave reviews — and met a real need in the golf course industry."

The national two-day conference is designed for course managers, owners, operators, and

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