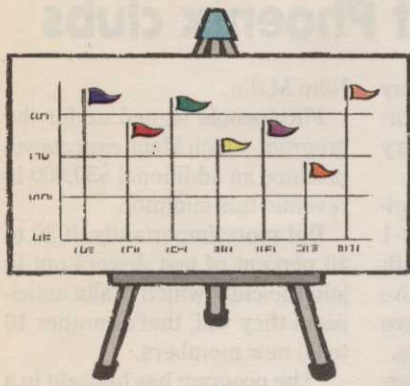


BRIEFS



CCA ADDS FOUR

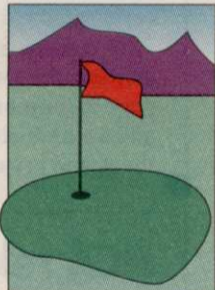
Club Corporation of America recently added four country clubs to its roster of more than 200 national and international clubs. CCA acquired Monarch Country Club in Stuart, Fla., and Falcon Point Country Club in Houston. CCA will manage member-owned Cliffside Country Club in Simsbury, Conn., and Braeburn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

ilities 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

Continued on page 33

## Don Rossi Scholarship awarded

Ferris State University student Michael Neil recently received the National Golf Course Owners Association's Don Rossi Scholarship, designed to aid students in the field of sports administration.

Neil, who is from Eugene, Ore., is a junior in the Big Rapids, Mich. school's Professional Golf Management Program. An honor student, Neil has served an internship at Portland's Waverly Country Club and is

working as an assistant pro this summer at Sunset Ridge Country Club in Northbrook, Ill.

Neil plans to spend an internship at a resort "so that I may determine which type of golf facility will make the best use of my personality and knowledge of the golf business."

Last year's recipient was Bill Anderson, who now serves as assistant executive director of the Florida State Golf Association.

## Privatization backfires in Corpus Christi

By MARK SMART

CORPUS CHRISTI, Texas—A broken contract for private management of the city golf courses here has left the former municipal course workers and the new private employees in limbo.

In the transition stage to privatization, from October to December 1992, 14 of the 16 municipal employees were absorbed into other city departments with a promise that they could return to golf jobs within a year if the privatization contract fell apart.

The new workers recruited by the private management company, Phoenix Group Holdings, Inc., were employed by the city in a contract labor status while the city awaited required performance bonds totaling \$4.1 million. After three extended deadlines, the contract was terminated in February, and the city continued with the new golf course workers, eventually hiring them as temporary employees.

According to Parks and Recreation Director Malcom Mathews,

the temporary workers are expected to become permanent. "We're not short of employees who want to work at the golf courses," he said.

The employment fiasco did not affect the course superintendent, however, as the position had been vacant until recently filled.

Corpus Christi opted to privatize its two courses in order to achieve the privately financed building of a third municipal course. According to Mathews, the city plans to offer private management of only a newly built course in any future negotiations.

## Continental offers clubs wind and hail coverage

NEW YORK—Continental Insurance has expanded its ClubCover program for public and private golf clubs to include wind and hail coverage.

"Wind and hail storms can cause tremendous damage to a golf course facility—both to buildings and storm-sensitive greens," noted Carl Meier, vice president of commercial lines underwriting.

"Our goal in developing this new optional coverage is to protect clubs against potentially devastating losses in terms of rebuilding costs and loss of club income."

ClubCover is a broad-based package of property and liability protection available to public and private golf courses.

## Public Golf '93 at Wild Dunes, Nov. 14-16

Continued from page 31

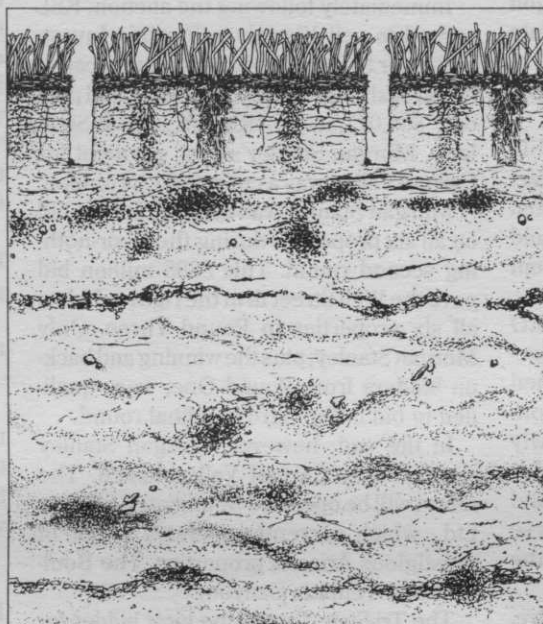
developers of public golf facilities—including daily-fee, resort and municipal courses.

"The program will provide a comprehensive look at the critical issues in management and marketing of public golf courses," Phillips said.

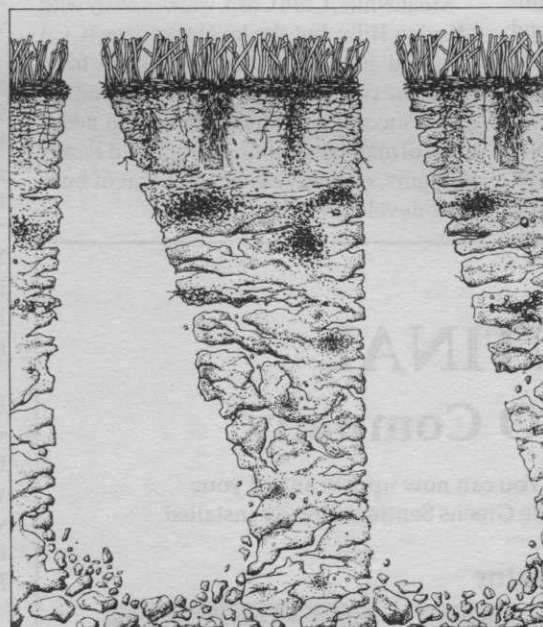
Topics include Trends in Public Golf; Management Strategies; Saving Money on Maintenance; Positioning the Golf Course for Added Value; Public Relations Strategies; and Marketing, Advertising, and Promotion on a Shoestring.

Several sessions will offer practical tips on improving the profitability of golf course profit centers, including improving margins on food and beverage, pro shop operations, cart rental, practice facilities, instruction, greens fees, and tournaments.

For more information on "Public Golf '93," contact the *Golf Course News* conference group at 207-846-0600.



The problem: After repeated shallow aeration over time to a depth of only 3-4 inches, you can build up a hard layer of compaction just below the surface.



The solution: Deep tine well below the surface 10, 12, or 16 inches, cracking the hard layer vertically and horizontally, creating natural pockets to promote better drainage and deeper root growth.

## BELIEVE IT OR NOT

### The wrong aeration can actually harm your turf.

Only Verti-Drain® offers you the versatility and depth so you can aerate all your turf with confidence.

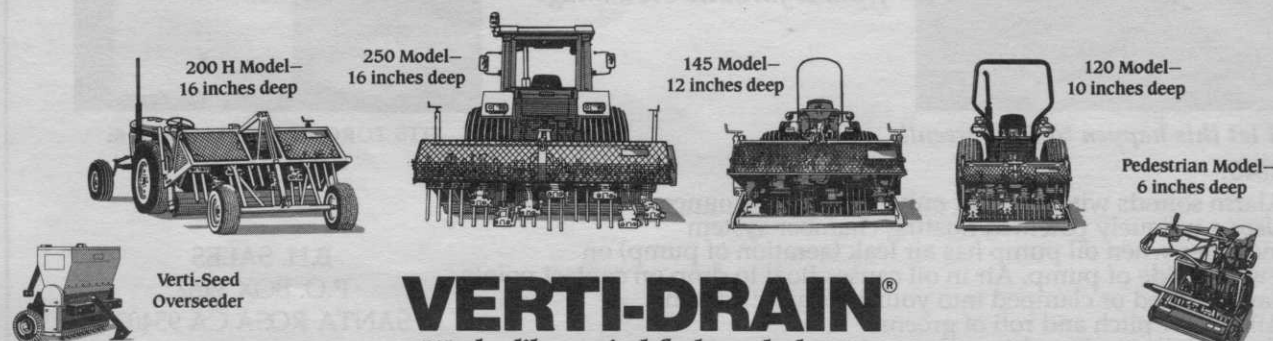
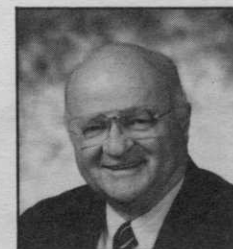
Some people believe the myth that all aeration is beneficial. But they're wrong. You've got to match the aeration technique with the soil profile. For instance, often vertical aerating equipment cuts the roots and undermines results. Other equipment makes holes too small to allow fertilizer and nutrients through or to remain open. Some devices fail to crack the core sidewalls and don't allow water to drain properly. Many turf professionals have found that aerating or punching too close to the surface can create a new subsurface hard pan.

It is sometimes better to pull cores as opposed to solid tining. To be sure, the knowledgeable turf professional recognizes that selecting the appropriate aeration technique is a complex decision involving many factors. Fine textured soils, high sand-based soils, high silt and clay content soils all require special considerations regarding deep cultivation.

Golf and turf associations and experts worldwide recommend Verti-Drain because of its amazing results. It offers the versatility of using solid or coring tines as well as a range of hole diameters and spacing, and finally varying penetration to as deep as 16". Verti-Drain is at home anywhere—tees, greens, fairways, playing fields, etc. By contacting your local Verti-Drain dealer and discussing your specific surface and subsurface soil requirements, you can select the right Verti-Drain for your soil conditions and budget requirements. Why not call today and start aerating all your turf areas with confidence?

**"Deep tining is the best way to improve aeration and drainage for deep root growth."**

Richie Valentine  
Superintendent Emeritus  
Merion Golf Club



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