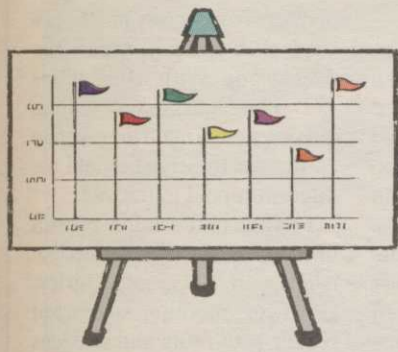


BRIEFS



**BROOKS NEW VP AT CAROLINA GOLF**

Carolina's Golf Services Inc. has named David Brooks vice president of operations and development and J. William Hamilton vice president of golf operations. Brooks will oversee all construction, development and maintenance activities while Hamilton coordinates pro shop, grill room and clubhouse functions. Headquartered in Raleigh, N.C., Carolina's Golf operates four North Carolina clubs and is building a fifth.

**GOLF ENTERPRISES SIGNS 20-YEAR LEASE WITH PARADISE KNOLLS**

Golf Enterprises Inc. of Santa Monica, Calif., has signed a 20-year lease agreement to manage Paradise Knolls Golf Course in Riverside. The facility includes a pro shop, clubhouse and restaurant. New concrete cart paths and an upgraded irrigation system are planned. Golf Enterprises manages 24 public and private facilities.

**OAK TERRACE CC PURCHASED BY REALEN**

PHILADELPHIA — Delaware Valley homebuilder Realen Homes Inc. has purchased Oak Terrace Country Club. The property includes a private, 18-hole course and 178 acres of undeveloped land. Plans are to build nine new holes and rebuild nine of the old 18. The Resolution Trust Corp. had taken over the property and retained Legg Mason Realty Group to sell it.

**MERGER REUNITES EX-LANDMARKERS**

INDIAN WELLS, Calif. — National Golf Management Co. and Golf Pacific Group have merged under the National Golf name. The new company, which reunites former Landmark employees Buzz Gill, Joe Hough and Tony Campanaro, remains in Indian Wells. National Golf recently signed a consulting agreement with The Field Golf Club (formerly Desert Dunes) in Desert Hot Springs. It also operates Trappers Turn Golf Club in Wisconsin Dells, Wis.

**BROWN TO LEAVE INDY CLUB**

Former Club Managers Association of America President Kenneth Brown is leaving his executive vice president post at the Indianapolis Athletic Club March 1, and turning his attention full time to golf. Brown is co-owner of Twin Lakes Golf Club in Carmel and Sunset Hills Country Club in Pekin, Ill. He plans to form investor groups to purchase, lease and manage additional golf courses.



Kenneth Brown

Head to Head

Architects (and rounds played) rise to the challenge of "big name" competition

By MARK LESLIE

Notoriety, variety and fierce competition. They are common elements in the seven U.S. cities that boast golf courses designed by the Big Four: Pete Dye, Tom Fazio, Jack Nicklaus and Arnold Palmer.

While each designer aims for superiority in this good-natured rivalry, management at each course desires to draw the most golfers to its facility. Yet, instead of being hurt by top-notch competition, golf areas like Hilton Head, Myrtle Beach and Palm Springs thrive because of it.

"The great thing about all these architects is that each has his own unique style. From a marketing standpoint, it would be a great advantage to have a little bit of every-

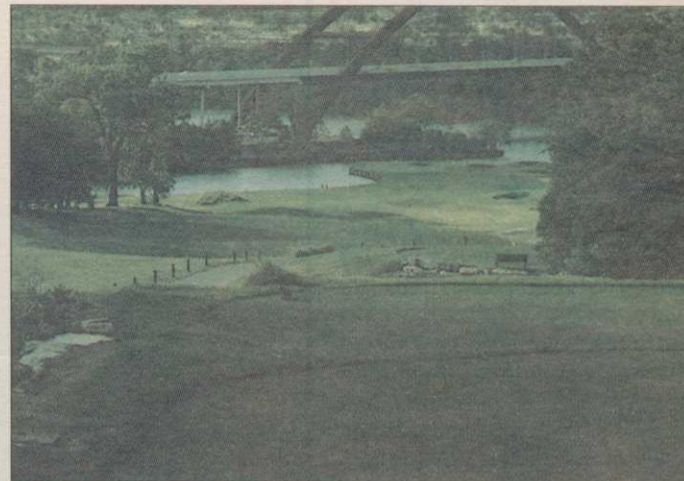
thing. Golfers would enjoy that," said Stever Harker, vice president of marketing for American Golf Corp.

"A client will ask us if we have a problem being five miles from a Fazio course or eight miles from a Nicklaus course," said Palmer design partner Ed Seay. "I say, 'Couldn't you get a piece of property right next door to them?'"

Design a course in a community that sports Dye, Nicklaus and Palmer tracks? "I'd rather do that than anything," agreed Fazio.

"When you come in [a town] behind them, you try to do something new. That's the fun of it," said Dye, adding that he returns to a number of his courses every

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The city of Austin, Texas, can boast an entry from each of golf course architecture's Big Four. They are (clockwise from top left): The Hills of Lakeway designed by Jack Nicklaus; the Austin Country Club by Pete Dye; the Lakeside Course at Barton Creek Resort from Arnold Palmer; and the Barton Creek-Fazio course by Tom Fazio.

Marketing Idea of the Month

Breeding goodwill, new customers; all in the name of a worthy cause

By PETER BLAIS

SPRINGFIELD, Ill. — Imagine generating \$33,000 in late September from a course that, on its best midsummer day, makes around \$7,500. While you're at it, think about attracting a huge pool of new daily-fee players and gaining invaluable goodwill in your community?

That's what owner/manager Vince Alfonso did Sept. 28, at The Rail golf course. In the process he helped provide Christmas dinner for more than 2,000 needy Springfield families and candy-filled Christmas stockings for 1,900 children.

The Rail, in conjunction with Truck Centers Inc. of Springfield, raised \$33,000 (up 50 percent from a year earlier) at its second annual Friend-In-

Deed Appreciation Day held the last Monday in September. That represents almost 20 percent of the \$177,000 collected by *The State Journal Register's* fund-raising campaign for needy Springfield families.

Alfonso's motives were primarily philanthropic, although the marketing benefits attached are undeniable.

"I look at giving something back to the community as a responsibility," Alfonso said. "God gave us a beautiful piece of property. No one benefits if I can't make a profit. But it is also my responsibility as a conscientious steward to do something more with it than just make money."

"It would be difficult to take that Monday out of our June-July-August season. But

Continued on page 39

LinksCorp buys Missouri club

INDEPENDENCE, Mo. — LinksCorp, a golf course acquisition and management company headquartered in Northfield, Ill., has bought the 18-hole Rockwood Golf Club here.

Ben Blake, president and chief executive officer of LinksCorp, announced that Steve Ewry, 45, will be Rockwood's general manager. Ewry, a PGA member, comes to Rockwood from Kanawha Country Club in Charleston, W.Va. He has more than 20 years experience in the golf business.

LinksCorp plans improvements to the 6,000-yard, par-70 course that plays over 90 acres and also to the 12,000-square-foot clubhouse.