

Golf course owners reach nationwide group buying agreement with Yamaha

CHARLESTON, S.C. — The National Golf Course Owners Association has named Yamaha Golf Cars as the primary golf car vendor company for its new national purchasing program, the first such agreement ever entered into by a major golf association.

Yamaha, a charter sponsor of the organization, is the first manufacturer to be involved with the program.

"This is a landmark agreement for the association and we are extremely pleased to have a quality company like Yamaha designated as our first primary supplier," said Michael Hughes, the NGCOA's executive director.

The NGCOA, a non-profit trade group, is made up of 1,200 member courses throughout the United States.

Yamaha was selected on the basis of product quality and value, ability to meet the needs of a national membership, and commitment to the golf industry, according to Hughes.

Under the terms of the agreement, the association's members will enjoy preferred pricing, parts discounts, national and dealer service support and exclusive NGCOA-member factory schools at Yamaha's manufacturing facility in Newnan, Ga.

Clayton Burrous, the NGCOA's director of purchasing, and Mike Muetzel, Yamaha's national accounts manager, will oversee the implementation of this first-of-its-kind national agreement.

For more information call 803-768-6540.

The Big Four

Continued from previous page

by the four architects that are all open to the public.

And the meaningful number for course managers — profits — would have to include greens fees, which are seldom the same.

Dye's Austin CC played 38,000 rounds last year — an amazing number for a private club. The Fazio and Palmer layouts hosted 33,880 and 22,637 rounds, respectively, in 1992, while the Nicklaus course totaled 29,000.

PGA West hosted 40,000 rounds on each of the Nicklaus Resort and Palmer Courses, at \$80 greens fees, while Dye's Stadium Course played 50,000 rounds at an average greens fee of \$110.

Dye flatly said more rounds are played at his courses than at his colleagues'.

Does that mean people enjoy his courses more than the other designers?

"Either that or they're crazy," Dye said.

Yet Dye said many factors affect play at a course. An example is Kiawah Island in Charleston, S.C., with its Turtle Point by Nicklaus, Osprey Point by Fazio and Ocean Course which Dye designed in 1991-92.

"First, Nicklaus built his course when Kiawah was in its infancy. Tom's course was inland. But the whole world landed in my lap. No one's ever given 10 holes on the ocean [like that]."

The result: Last year there were 35,000 rounds at Turtle Point at an average greens fee of \$65 and another 35,000 at Osprey Point at \$63.50, but 37,500 rounds at the Ocean Course even at a whopping \$94.50 per round.

On the other hand, Dye built the first course at Kingsmill in the Williamsburg [Va.] area "and now everyone's better. So I'm charging them one dollar a year and working with them to get it better," he said.

Seay numbered people and play as the "common denominators of success for golf courses."

"The variety and challenge of different designers, a multiple selection of design in any given community is very, very healthy," he said. "The strength of golf is its variety. If we were all Donald Rosses, Ellis Mapleses, or Alister Mackenzies, it would start to get boring."

To that end, the word "emulation" is not even in the vocabulary of these men.

"It's like playing golf," Fazio said. "You play your own game and don't worry about the other guy. When you play golf, you're playing the course and not the other players."

"I don't look at it as like match play but total play. You base it on the budget, conditions, land. Don't worry about what someone else is doing. Do they have a better piece of land, more money? You don't want to make excuses."

"But it is fun to compare afterward."



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