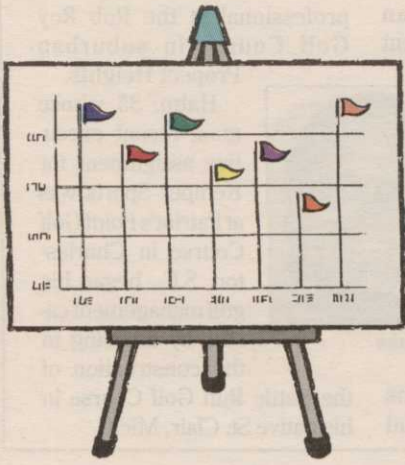


BRIEFS



DEBOARD NAMED PEACHTREE VP

PEACHTREE CITY, Ga. - Peachtree City Development Corp. (PCDC), the primary developer of Peachtree City, has named David G. DeBoard vice president of sales and marketing. In his 20-year career, DeBoard has been involved with the development of planned communities in Florida and Georgia, including PGA National, home of the Professional Golfers' Association of America, in Palm Beach Gardens, Fla., and Polo Golf and Country Club and Brookfield West Country Club in metropolitan Atlanta. He has sold more than \$500 million in residential real estate. DeBoard attended the University of Southern Mississippi and Eckerd College. He is a licensed real estate broker in Florida and Georgia. For 14 years, PCDC has been the primary developer of Peachtree City under a contract with The Equitable Life Assurance Society of the United States.

NEW MEMBERSHIP PROGRAM IN ARIZ.

PHOENIX — Ahwautkee Country Club has added two new programs to increase membership. New and current members are eligible for a grand prize drawing of an all-expense paid trip to the 1994 U.S. Open at Oakmont (Pa.) Country Club. Other prizes are also available. The second program allows potential full members to test drive the club for \$175 per month (\$125 per month at sister club The Lakes at Ahwautkee). That fee entitles participants to unlimited golf, member cart rates and other benefits.

PALMER MAKES APPOINTMENTS

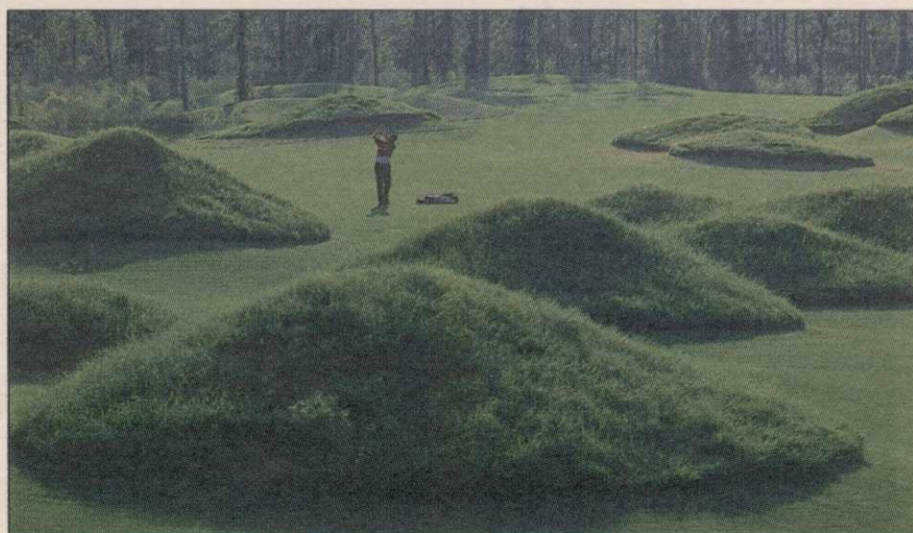
ORLANDO, Fla. — Arnold Palmer Golf Management Co. recently made several key appointments. These include Daryl Jones, accountant/management systems coordinator for corporate staff; Sheila Posser, general manager of Dakota Dunes Country Club in South Dakota; Charles Dyke, general manager at Deering Bay Yacht and Country Club in Miami; Jody Shaw, general manager of Ballymeade Country Club on Cape Cod, Mass.; Bill Whitmore, clubhouse manager, and Pamela Rush, controller at Bay Hill Club in Orlando.

CCA SIGNS ON AT IPSWICH CC

Club Corp of America has signed on to manage Ipswich Country Club. Boston-based financier Spencer Alpert headed an investment group that bought the Robert Trent Jones-designed course in 1992. Since then, the new owners have spent \$500,000 on course and clubhouse renovations.

# All eyes on Dallas for Landmark auction

<p>HAPPY BASTILLE DAY!</p> <p>JUST RESTRUCTURING</p>	<p>PRICE: TOO HIGH</p> <p>BARTON RAILED</p>	<p>PRICE: \$\$\$</p> <p>PALM BEACH GOLF AND POLO CLUB</p>	<p>AT SOUTHFORK</p> <p>FREE PARKING</p>
<p>PRICE: \$\$\$</p> <p>MISSION HILLS COUNTRY CLUB</p>	<p>By PETER BLAIS</p> <p>And the game is on. Round 1, as the Resolution Trust Corp. refers to the first six former Landmark Land Co. properties about to hit the auction block, gets underway July 14 in Dallas.</p> <p>Approximately 200 bidders are expected to cram into Fairmont Hotel and let loose their bids for PGA West (La Quinta, Calif.); La Quinta (Calif.) Hotel Golf and Tennis Resort; Mission Hills Country Club (Rancho Mirage, Calif.); Carmel (Calif.) Valley Ranch; Kiawah Island (Charleston, S.C.); and Palm Beach Polo and Country Club (Wellington, Fla.).</p> <p>"The first round of properties was designed to appeal to a national audience. They are potentially the most lucrative properties and should attract the most bidders," said RTC spokesperson Diane Zyats.</p> <p>It should take 30 to 90 days for the Round 1 paperwork to be settled and the financing finalized. Then, and only then, will the RTC move on to Round 2.</p> <p>Auctions for a second group of five properties will take place in late summer or early fall. Interest in this</p> <p>Continued on page 34</p>		<p>PRICE: \$\$\$</p> <p>KIAWAH ISLAND RESORT</p>
<p>PRICE: \$\$\$</p> <p>LAQUINTA HOTEL GOLF &amp; TENNIS CLUB</p>	<h2>UN-MONOPOLY</h2>		<p>WATER WORKS</p> <p>PRICE: TAPPED OUT</p>
<p>COLLECT bid credentials as you pass</p>	<p>CARMEL VALLEY RANCH</p> <p>PRICE: ????</p>	<p>PGA WEST</p> <p>PRICE: ????</p>	<p>GO TO CHAPTER 11</p>



Crowfield Golf Club outside Charleston is one of the courses participating in the coupon promotion.

## Destination Wild Dunes acquires Signature Links Course

CHARLESTON, S.C. - Destination Wild Dunes has bought the world-ranked Wild Dunes Links golf course, reuniting all recreational amenities at the Isle of Palms resort under one ownership for the first time in four years.

Announcement of the acquisition came from Earl D. Hewlette, managing partner of Destination Wild Dunes, an affiliate of Destination Hotels and Resorts,

Inc. The Links course, the recreational keystone for the 1,600-acre resort, was purchased from Charleston real-estate executive Joseph Griffith.

According to Hewlette, Destination Financing for the transaction was provided through Textron Finance Corp.

Destination Wild Dunes bought all recreational amenities at Wild Dunes,

Continued on page 35

## Marketing Idea of the Month

# Coupon book funds start-up of owner group

By PETER BLAIS

CHARLESTON, S.C. — Course operators in the Charleston area thought forming a regional chapter of the National Golf Course Owners Association was a great idea.

But how to fund it? That was the question.

Charleston Tee Times, a golf coupon book, was the answer.

The coupon book, which offers a total of 28 rounds of golf at 12 member courses for \$65, raised \$65,000 in just 2-1/2 weeks. That's what the fledgling association, the state's fifth regional chapter, needed to become more than a pipe dream.

"Course owners felt there were many reasons to get together," said Terry Sedalik, director of the NCGOA's Charleston chapter. "They had a lot of ideas on how to promote the area, but little money. Without money, something like this gets put on the back burner."

Continued on page 35