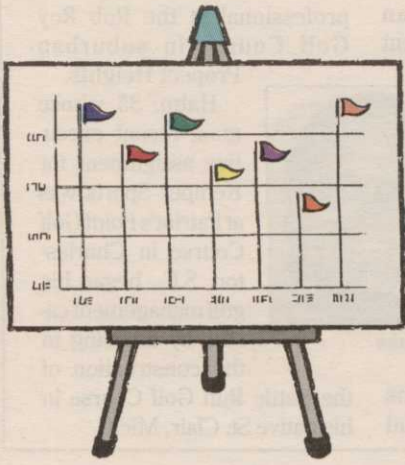


BRIEFS



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

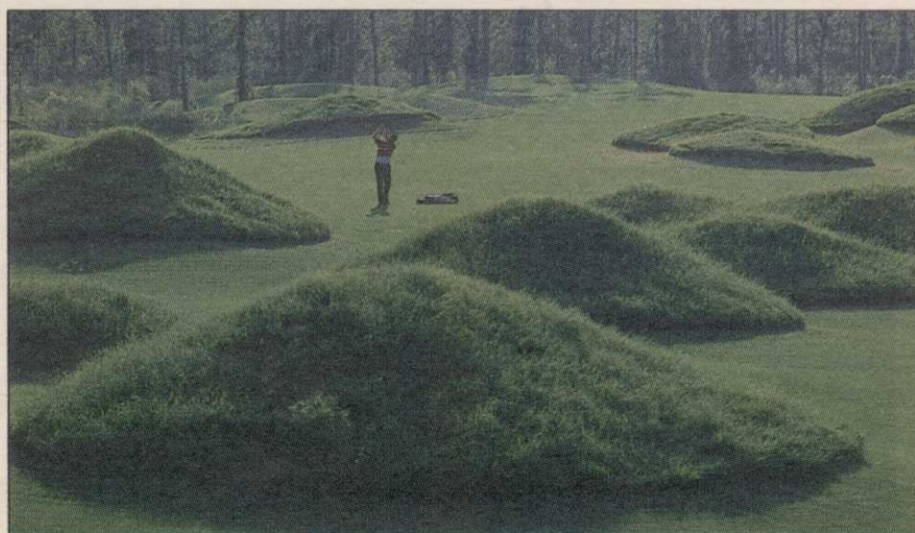
ORLANDO, Fla. — Arnold Palmer Golf Management Co. recently made several key appointments. These include Daryl Jones, accountant/management systems coordinator for corporate staff; Sheila Posser, general manager of Dakota Dunes Country Club in South Dakota; Charles Dyke, general manager at Deering Bay 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>Frozen Assets</p>	<p>PRICE: TOO HIGH</p> <p>BARTON RAILROADED</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 & TENNIS CLUB</p>	<p>UN-MONOPOLY</p>		<p>WATER WORKS</p> <p>PRICE: TAPPED OUT</p>
<p>COLLECT bid credentials as you pass</p> <p>GO</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 NGCOA'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

ClubCorp's Maser elected new NCA president

WASHINGTON, D.C. — Club Corp of America Vice Chairman James Maser was elected president of the National Club Association at its recent annual meeting.

Maser has a masters in business administration from Harvard University and a Juris Doctor degree from the University of Chicago.

He joined Club Corp in 1965 as assistant to the president, became executive vice president in 1968 and president in 1976. He has served as vice chairman of the holding company, Club Corp, since 1989.

Maser is past president of the Texas Club Association and sits on the Associate Board of Southern Methodist University.

Serving NCA since 1981, Maser's positions have included secretary, treasurer and vice president. He succeeds Victor Mauck Jr., president of St. David's Golf Club in Philadelphia.

"The challenges facing the private club industry are as great as any time in our history. NCA will

play a leading role in helping clubs meet these challenges and developing the opportunities for constructive change," Maser said.

Other officers elected at the annual meeting include Ronald Patterson, vice president; Hugh Jones Jr., treasurer; and Richard McKay, secretary.

Patterson is the former president of the E-Z-GO division of Textron. He is a member, past president and director of Westlake Country Club in Augusta, Ga. and a member of Augusta Country Club.

Jones was partner-in-charge of the audit department in the Orlando, Fla., office of KPMG Peat Marwick. He is currently a consultant to Peat Marwick in specialized industry practices.

From 1960 to 1985, McKay was owner of Thornber Group Inc., which specializes in election systems and training programs for election officials. He is currently president of Governmental Business Systems, Inc., providing election management and ballot tabulation services for public, private club and union elections.

Hahn takes over Chicago munis

CHICAGO, — Veteran Kemper Sports Management executive Jim Hahn has transferred back to Chicago to serve as golf director for the recently privatized District facilities.

In 1984, Hahn came to Chicago on behalf of Kemper Sports to assume the responsibilities of operations manager, supervisor and head

professional at the Rob Roy Golf Course in suburban Propect Heights.

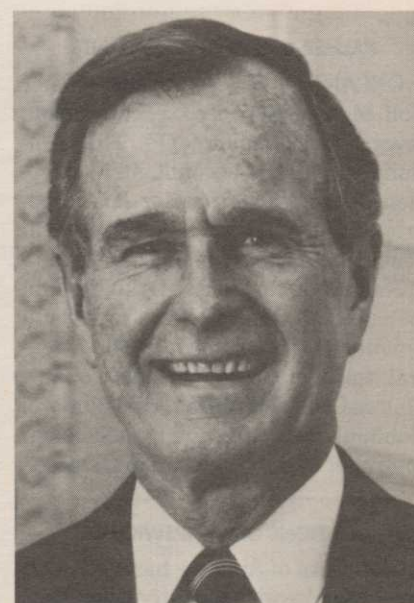
Hahn, 35 whose most recent executive assignment for Kemper Sports was at Patriot's Point Golf Course in Charleston, S.C., began his golf management career by assisting in the construction of the Rattle Run Golf Course in his native St. Clair, Mich.



Jim Hahn



Many leaders have come and gone since 1964.



Landmark

Continued from page 33

group is expected to be more regional.

While the specific properties to be included in Round 2 have yet to be determined, 18-hole Oak Tree Golf Club (site of the 1988 PGA Championship) and 36-hole Oak Tree Country Club in Edmond, Okla., are sure to be there, Zyats said.

"I'm sure [all the] Oak Tree [properties] will have a lot of appeal," she added.

David Hardin, one of the developers of nearby Silverhorn Golf Club, said whether his group makes a bid on any Oak Tree property "is contingent on a number of things."

One is whether the two courses and about 300 acres of undeveloped land are auctioned together or separately. That hasn't been determined, he said.

The price is also likely to go much higher than originally expected, Hardin predicted, with potential bidders like Toyota and an investment group headed by Ross Perot Jr. rumored to be interested.

"I think the RTC made a good move auctioning off the most prestigious properties first," Hardin said. "That's likely to build up interest and the eventual prices of the other Landmark properties."

Oak Tree's situation is a little unusual in that the 1,000-odd members have the right to match the highest offer. The membership is considered one of the property's major assets, meaning the facility will more than likely remain private.

"They [members] have three days to match the top bid," Hardin said. "They are ready and very well organized. But those three days could be a real gut check time for them."