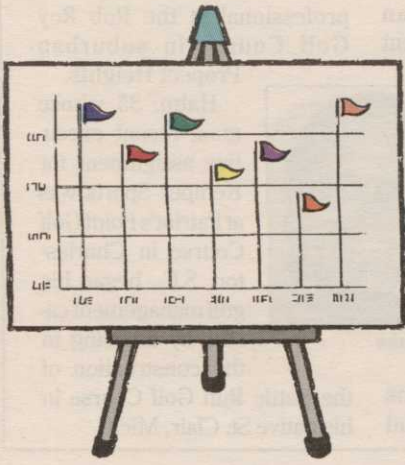


BRIEFS



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

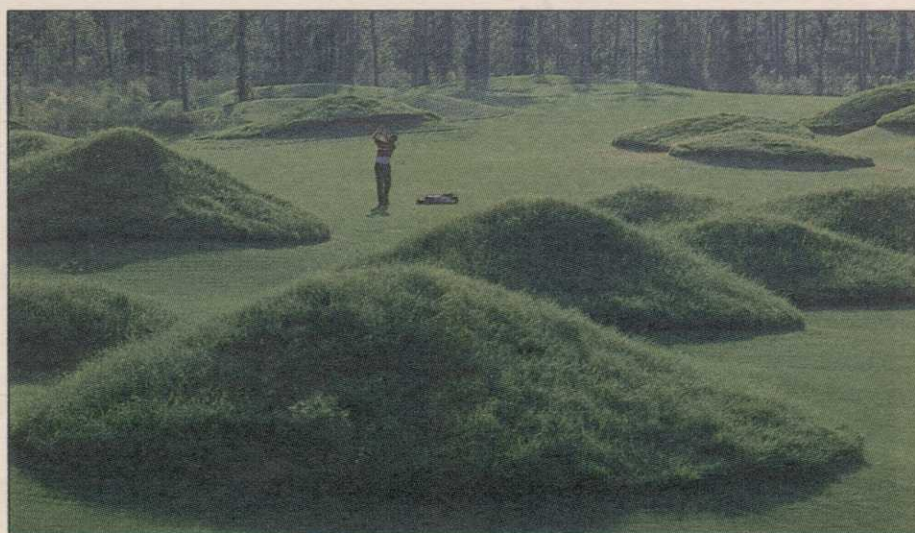
ORLANDO, Fla. — Arnold Palmer Golf Management Co. recently made several key appointments. These include Daryl Jones, accountant/management systems coordinator for corporate staff; Sheila Posser, general manager of Dakota Dunes Country Club in South Dakota; Charles Dyke, general manager at Deering Bay 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>MISSION HILLS COUNTRY CLUB</p> <p>PRICE: ????</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>KIAWAH ISLAND RESORT</p> <p>PRICE: ????</p>
<p>LAQUINTA HOTEL GOLF & TENNIS CLUB</p> <p>PRICE: ????</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

Wild Dunes

Continued from page 33

with the exception of the Links, from Wild Dunes Associates in 1992 and is beginning its fourth year as operator of the rental management business within the resort.

"We have worked for 3 1/2 years to acquire all of Wild Dunes Resort. The Links acquisition is the final piece," Hewlette said.

Under the management team put in place by Destination Hotels and Resorts at the time of the original purchase, Wild Dunes Resort has taken strides toward returning to the position of prominence within the hospitality industry that it enjoyed prior to the storm. "When we took over operation of the resort in 1990, we thought it would

take five years to get back to pre-storm levels of business, which meant we were looking at the end of 1995," Hewlette said.

"But now, we're on track to be back to pre-storm levels before 1994. For all intents and purposes, we're there now."

Wild Dunes Links, a par-72 Tom Fazio creation stretching 6,722 yards from its back tees, opened on Labor Day, 1980. It has been a fixture in the "Top 100" polls of both GOLF Magazine and Golf Digest.

The Links course is part of Wild Dunes' 36-hole golf operation, which includes the Wild Dunes Harbor Course. Like the Links, the Harbor Course was designed by Fazio. The par-70 layout featured several holes directly along the Intracoastal Waterway and three finishing holes bordered by miles of windswept saltwater marshes.

Coupon book

Continued from page 33

The chapter made some early mistakes. Formed in the fall of 1991, the group rushed to the printer with a coupon book that would be available in time for the Christmas buying season.

"That initial effort wasn't very successful because of all the restrictions," Sedalik recalled. "Golfers could only play during certain months. Tee times were restricted to specific times of the day or week. Some of the courses were never available weekends."

Golfers passed. Sedalik wasn't surprised. In his second role as NGCOA's deputy director, he has helped other chapters market coupon books. Books with many restrictions inevitably failed.

"If you want to make money with something like this, you have to keep it simple," the chapter executive said.

To their credit, Charleston owners learned their lesson. They returned in the fall of 1992 with a second book. This one could be used any day, week or month of the year. The only restriction was that tee times be reserved no more than 48 hours in advance.

Marketing costs were nil. A reporter was convinced to write a story about the book in the local newspaper. The chapter also gave several books to a local radio station, which touted the product on the air while giving them away to listeners.

"Marketing didn't cost a thing and printing costs were minimal," Sedalik said.

Within 2-1/2 weeks, pros at the 12 courses sold all 1,000 books. Most went to local golfers, although Sedalik said he received inquiries from throughout the country.

"One day the chapter had \$400 in the treasury. Two-and-a-half weeks later it had \$65,000. We're using the money to apply for a matching grant from the state that can be used to promote golf with tourists planning to visit the area," Sedalik said.

Each of the 12 courses offered at least one round. Wild Dunes, perhaps the best known, contributed two rounds. Dunes West Golf Club provided four and The Links at Stono Ferry five.

The other facilities included Kings Grant Country Club, Crowfield Golf & Country Club, Patriots Point Links, Pine Forest Country Club, Shadowmoss Plantation Golf Club, Oak Point Golf Club and Charleston National Country Club.

Sedalik estimated the total value of all 28 rounds at \$840.

The Charleston chapter is gearing up for another coupon book this fall. The price is expected to go up. So too is the number of courses providing rounds.

Kiawah Island Resort is interested in getting involved in the next book, Sedalik said. The chapter has been working with Kiawah's marketing director and expects the four-course complex to make a commitment after this month's auction of Landmark Land Co. properties.

The only drawback course operators have noted, Sedalik said, is the occasional golfer who abuses the 48-hour advance reservation requirement.

An occasional golfer has made his reservation a week or more in advance. The course owner, by rights, could deny the coupon holder that tee time.

"But then you are stuck with an open slot," Sedalik said. "Few golfers have abused the policy."

The extra cart rentals, pro shop and food and beverage sales the book generates have helped offset the free rounds, he added.



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