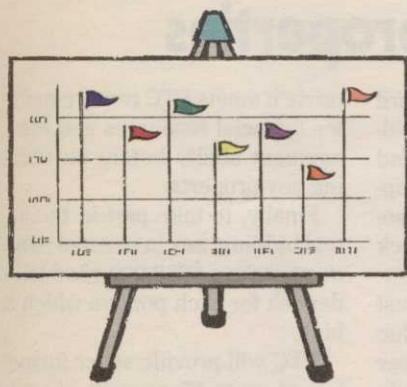


BRIEFS



CLUBCORP AIDS AUDUBON

DALLAS - Club Corporation International was recently named Founding Sponsor of the Supporting Membership Program for the New York Audubon Society, which has challenged the club company to "set the standard" and encourage additional corporate, individual and association sponsors to team with Audubon. The majority of ClubCorp's 130 golf courses are members of the Audubon Cooperative Sanctuary Program, a nationwide effort co-sponsored by the United States Golf Association, designed to enhance existing environmental benefits of courses.

NEVILLEWOOD TAPS ROCAP

NEVILLEWOOD, Pa. - Harry Rocap, III, has been named general manager of the Club at Nevillewood, managed by Club Operations and Property Management. Nevillewood, located in Collier Township, is an upscale, residential community being developed around an 18-hole championship golf course, designed by Jack Nicklaus.



Harry Rocap

SUGARLOAF PROMOTES WEBBER

KINGFIELD, Maine. - Peter Webber has been named assistant to the president at Sugarloaf/USA. In his new position, Webber's first project is to make the Sugarloaf Golf Club more player-friendly by implementing a "keep-pace" program to speed up play on the 18-hole championship course designed by Robert Trent Jones, Jr.



Peter Webber

PALMER SIGNS ON BALLYMEADE

ORLANDO, Fla. - Arnold Palmer Golf Management Company has signed an agreement for the management of Ballymeade Country Club on Cape Cod, Massachusetts with Ballymeade Development Corporation (BDC). Ballymeade/Falmouth Woods is a golf course/residential community in North Falmouth. BDC purchased the property this spring.

CIMARRON HILLS HIRES RENIZON

DENVER, Colo. — Renizon Golf Management Company has been awarded the management contract for Cimarron Hills GC in Colorado Springs. Renizon is affiliated with The Renizon Corp., a golf course development and consulting company. Cimarron Hills is a 9-hole layout with clubhouse, driving range and par-3 course.

Marketing Idea of the Month

Credit card helps Ky. track reap profits

By PETER BLAIS

Giving daily-fee players the feeling of belonging to a private club, plus raising additional revenue, are the goals of Quail Chase Golf Club's own credit card.

Issued with the assistance of a local bank, the card is given to qualified applicants paying \$125 annually to sign up for the club's computerized tee time program.

Joining the program allows golfers to reserve starting times up to two weeks in advance. Others can schedule tee times no earlier than 2 p.m. the day before they play.

Greens fees, carts, food, drinks, lessons, pro shop purchases and other items can be charged to the card.

"It's just another way of making the daily-fee golfer feel like he's a member of a private club," said Quail Chase partner Clarke Fenimore of the credit card.

Quail Chase began using the card and computerized tee times four years ago. Cards are produced by the bank and are absorbed in the \$125 annual fee.

Fenimore preferred not to discuss the total number of registrants except to say they amounted to between 500 and 1,000.

Has the card helped business?

"Definitely," Fenimore said.

As evidence, Fenimore points to Quail



Quail Chase Golf Club (above) in Louisville, Ky., began issuing its own credit card to make it easier for daily-fee players to arrange rounds and make purchases. The service has increased profits considerably, according to owner Clark Fenimore (right).



Chase's main competition — Louisville's nine city-owned courses. The municipal facilities average \$8 per round.

California architect David Pfaff designed 18-hole Quail Chase, which opened in 1989. Greens fees are \$16 plus a \$10 cart fee.

"Our rates are about twice as much. But we're still averaging 50,000 rounds a year," he said.

Many other course owners have asked Fenimore about the credit card set-up.

"There's kind of a mystique to the card," Fenimore said. "It's another tool to give the course that country club atmosphere."

Nork appointed vice president of The Club Foundation

ALEXANDRIA, Va. — Mariana Nork has been appointed vice president of The Club Foundation (formerly the Club Management Institute Foundation). She will be a liaison for the Foundation's Board of Governors and direct the Foundation's national "Campaign For Excellence."

Previous to this post, Nork was the manager of The Club Foundation. She was also the Director of Development at the National Museum of Women in the Arts in Washington, D.C. where she directed corporate and major donor solicitations; initiated long-range planning; and designed and implemented a

planned giving program.

Nork is a graduate of Connecticut College in New London, Conn. Her professional affiliations include membership in The Association Foundation Group, American Society of Association Executives and the National Society of Fund Raising Executives.

The Foundation was created in 1988 by the Club Managers Association of America. The Foundation is a separate tax-exempt, non-profit organization formed for educational and research purposes.

The Foundation will sponsor programs which:

- Provide funds to create and expand continuing education and professional development programs;
- Establish courses of study in colleges and universities specifically geared to the club industry;
- Provide grants for underwriting research and surveys on topics of mutual interest to clubs, hotels, restaurants and sectors of both the golf and hospitality industries; and
- Award scholarships and educational grants to practicing professionals seeking to enhance their abilities and to students pursuing careers in the

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Senate still mulling military courses act

WASHINGTON, D.C. — A piece of advice for those golf industry members pondering the fate of a U.S. Senate bill that seeks to privatize the nation's 249 military golf courses: Don't hold your breath.

Bill S.234 is still floundering in the Senate's Governmental Affairs Committee after being introduced Jan. 27, by Sen. Dennis DeConcini (D-Ariz.). Chairman John Glenn (D-Ohio) has not moved on the matter, as legislators on armed services committees grapple with two more pressing affairs: Base closings and the military role of homosexuals.

A source in Sen. DeConcini's office warned that action on S.234 won't be taken "anytime soon."

GolfCorp takes control at Eagle Crest

ESCONDIDO, Calif. — Eagle Crest Golf Club was scheduled to hold its grand opening May 1 with GolfCorp at the controls.

Signal Landmark is the owner and The Koll Co. development manager of the 18-hole public facility.

As part of the long-term operations contract, GolfCorp will fund street improvements, purchase maintenance equipment and golf carts, build a temporary clubhouse and handle daily management of the course.

David Rainville designed the 6,650-yard, par-72 layout that will eventually be the centerpiece of an 872-acre planned community containing 580 single-family homes, clubhouse, tennis and swim facilities.

The slowdown in the residential real estate market prompted Koll to look for a course operator that could get the course in play long before the homes were completed.

Environmental restrictions also slowed Eagle Crest's opening.

Developers sought and received wetland permits from the U.S. Army Corps of Engineers and California Department of Fish and Game.

The course boasts a three-fold increase in riparian habitat as well as a newly created wildlife corridor.

The Koll Co. is a developer of international properties, including two Jack Nicklaus-designed golf courses in Mexico — the Palmilla and Cabo del Sol resorts in Cabo San Lucas.