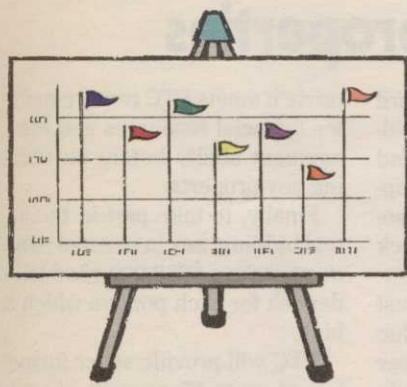


BRIEFS



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.

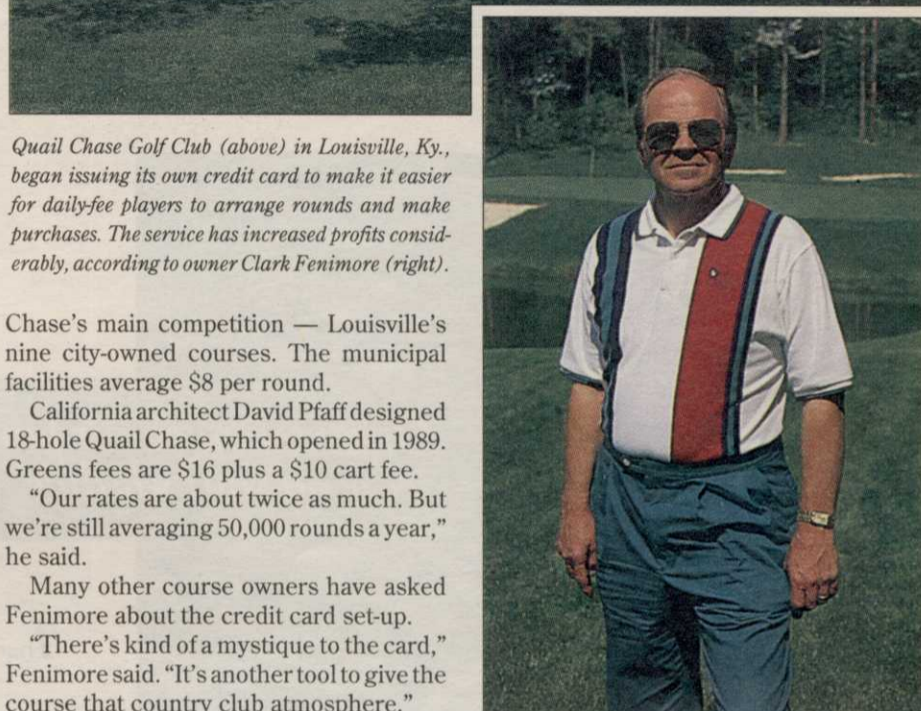
Quail Chase began using the card and computerized tee times four years ago. Cards are produced by the bank and are absorbed in the \$125 annual fee.

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 Clarke 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

Continued on page 33

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.

New CMAA department provides innovative services

ALEXANDRIA, Va. - The Club Managers Association of America (CMAA) will add a new department, Club Services, in June.

The department's mission is to provide innovative programs, products and services for the successful operation of clubs, to the club's board of directors, via the club's manager.

"The department has been created to meet the constantly evolving needs of our membership," stated CMAA Executive Vice President James B. Singerling. "There was a need for services to enhance the manager/director relationship. Supplying services through the managers enables clubs to remain on the cutting-edge in the hospitality industry."

The Association has identified several program areas in which services will be offered:

- Executive Career Services - Programs and publications are being developed to educate club boards on proper hiring procedures enabling clubs to make better matches when hiring managers. Additionally, manager/staff evaluations and operational analyses are being developed.

- Research and Publications - More detailed research will be conducted on club operational profiles and staff salaries by region and state. A topical reference series on club specific issues such as "Your Responsibility as a Board Member" and "Club

Committee Descriptions" are also being produced to enhance the board member/manager relationship.

- Communications - A newsletter, targeted specifically to club boards of directors (offered via the manager) is being developed to provide legislative, regulatory, economic and club industry news of interest to volunteer leaders.

- Legislative and Regulatory Resources - Legislative reports and summaries will be supplied to the board of directors, as well

as consulting services on wage and hour, taxation and other issues.

- Education - Packaged training programs and Manager/Director Conferences are envisioned for 1994 and beyond. Additionally, programs are being developed as pre-conference workshops for the CMAA Annual Conference in San Antonio, Texas.

James Rizzo will be the manager of the new Club Services Department. He was previously manager of CMAA'S Legislative/Regulatory Resources Department.

Bennison rejoins ClubCorp

DALLAS - Club Corporation of America (CCA) recently named Thomas G. Bennison vice president, new business, to pursue development opportunities in the Northeast.

Bennison, who previously served with CCA from 1974 to 1982, most recently was a partner in Dallas-based Club Development Interests (CDI).

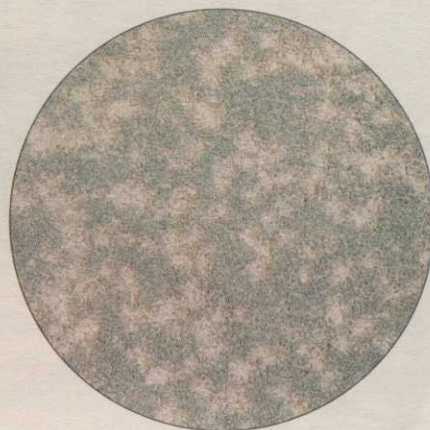
"We welcome the expertise and seasoning that Tom brings to our Dallas team," said Randy Williams, CCA's executive vice

president, new business.

Bennison joined CCA in 1976 as assistant golf pro at Brookhaven Country Club in Dallas. He served as Brookhaven's director of membership development, as well as regional marketing director and club development officer.

Bennison left CCA in 1982 to become vice president of marketing and investor relations at Clark Resources Inc., in Tulsa, Okla., then joined CDI in 1984 as vice president of marketing.

Let it on your course, and you may have to answer to a mob of angry people carrying clubs.



Dollar spot

Your golfers want to play on healthy greens, tees and fairways. So if they run across Dollar spot, they'll probably end up running you down.

That's why you need the superior protection of Daconil 2787® fungicide. It controls summer diseases like Dollar spot on all Northern area grasses — including Bentgrass tees, greens and fairways.

Daconil 2787 also provides effective broad-spectrum control of 17 other disease-causing organisms. That includes those that cause Brown patch, Leaf spot and Anthracnose. Plus, it's now registered for effective control of algal scum. And you can count on Daconil 2787 to protect labeled ornamental plantings and plant beds from disease.

So make Daconil 2787 the most important component in your turf management program. Remember, it's an excellent contact fungicide for disease resistance management. Use Daconil 2787. It helps keep the people carrying clubs happy with you.

ISK Biotech Corporation, Turf & Specialty Products Division, 5966 Heisley Road, P.O. Box 8000, Mentor, Ohio 44061-8000.



Nothing performs like Daconil 2787. Nothing.

Always follow label directions carefully when using turf and ornamentals plant protection products.

®Registered trademark of ISK Biotech Corporation.

Club Foundation

Continued from page 31

club industry.

The Club Foundation announced its 1993 Board of Governors at its recent Board meeting in Nashville, Tenn. Newly elected to the Board of Governors is B. Franklin Dolan, Jr., Vice President of International Sales for the E-Z-GO division of Textron, Inc., and Joe Perdue, associated with the Cecil B. Day School of Hospitality Administration at Georgia State University and Director of Business Management Institute Programs for the Club Managers Association of America (CMAA).

Remaining on the board are Chairman G. Mead Grady of the Commerce Club in Atlanta; Secretary William Schulz of Houston Country Club; Treasurer Kenneth W. Brown, president of Brown Management, Inc. in Indianapolis; and CMAA Executive Vice President James B. Singerling.

Governors include Robert Don, chairman of the board and chief executive officer of Edward Don & Company in North Riverside, Ill.; George Gasser, chief executive officer of the Gasser Chair Company in Youngstown, Ohio; Laurice T. "Bud" Hall, director and general manager of Pinehurst Country Club in Denver; James Heggie III, director of the Private Client Group for Merrill Lynch & Company in New York.