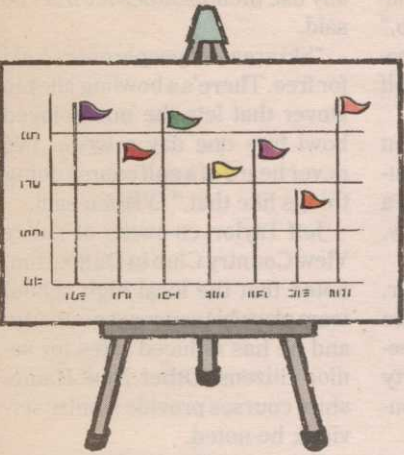


BRIEFS



EARNEST MOVES TO SAN ANTONIO

SAN ANTONIO, Texas — Paul Earnest has been named director of golf at Hyatt Regency Hill Country Resort, General Manager Ken Pilgrim announced. Earnest will be responsible for the resort's golf operation, including the golf course, tournament management, pro shop, driving range and clubhouse. Earnest comes to the Hyatt from Barton Creek in Austin, where he was head golf professional.

SARGENT NAMED TO BAY HILL POST

Arnold Palmer Golf Management Co. has named Elizabeth Sargent membership sales and marketing director for Arnold Palmer's Bay Hill Club. Sargent has more than 10 years of sales and marketing experience, most recently serving as membership director at LaCita Country Club in Titusville, Fla.

AGC CHARITIES RAISE \$1.4M IN '92

SANTA MONICA, Calif. — American Golf Corp. raised \$1.4 million through its Adopt-A-Charity Program at its 145 golf facilities in 1992. Tournaments and events are held annually at AGC courses with green fees, sponsorships and auction item funds going to a local charity. The program has raised \$7.3 million since it began in 1985.



Jessica Hope Gordon, 1993 poster child

The company's 5,000 employees also contributed \$61,000 to aid families of co-workers in the Miami area severely affected by Hurricane Andrew.

CAROLINAS GG ACQUIRES NAGS HEAD

Carolinas Golf Group of Raleigh, N.C., has acquired Nags Head (N.C.) Golf Links from Ammons Dare Corp. Carolinas Golf now owns and/or operates five courses in North Carolina.

GOLF RESOURCES EXPANDS IN TEXAS

MCKINNEY, Texas — Golf Resources Management Inc. will provide management and maintenance consulting services to Stonebridge Country Club and The Ranch Country Club, both located within the 6,230-acre Stonebridge Ranch master-planned community. GRMI's parent company, Golf Resources Inc., consults at courses worldwide. Pro golfer D.A. Weibring is the company chairman. Stonebridge Ranch, a Mobil Land community, is being developed by Stonebridge Ranch Development Corp.

Casper to handle Landmark assessments

VIENNA, Va. — Billy Caper Golf Management, Inc. announced it has been awarded a contract to analyze and determine the market value of 24 golf courses in five states on behalf of the Resolution Trust Corp. The golf facilities are part of a \$1.7 billion real-estate portfolio formerly owned by Landmark Land Companies which filed for reorganization under Chapter 11 in October 1991.

"The size of the portfolio and the caliber of the facilities makes this an especially challenging assignment," said William Ochsenhirt III, vice president of operations for BCGM. "Our goal is to learn everything we can about the past, present and future of these facilities in order to establish their true market value and determine how best to package the assets for sale early this year."



Among the prestigious courses in the portfolio are PGA West, La Quinta Hotel Golf & Tennis Resort, Carmel Valley Ranch, Palm Beach Polo and Country Club, and Kiawah Island's Ocean Course. The facilities are located in California, Florida, Louisiana, Oklahoma and South Carolina.

BCGM is working closely with Kidder Peabody to establish investment rates and insure that the market impact of the surrounding commercial and residential real estate as well as the related resort facilities, is reflected in the final analysis. CRT Asset Management, Inc. of Atlanta was retained to analyze the non-golf related portions of the portfolio.

In establishing fair market value, BCGM is determining the

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Military course legislation reintroduced

By HAL PHILLIPS

WASHINGTON, D.C. — Contrary to rumors floating around the show floor in Anaheim, federal legislation that would begin the privatization process at military golf courses is not dead.

After submitting a similar bill in June of 1992, then withdrawing it, Sen. Dennis DeConcini (D-Ariz.) resubmitted the privatization bill to his colleagues on Jan. 27, 1993. Unlike the 1992 version, which was attached to an appropriations measure, the 1993 bill stands alone.

Don't expect this legislation to languish on the Senate floor, either. The Pentagon is said to harbor vehement opposition to the bill, which if passed would turn operation of the facilities over to private management companies and open them to the public.

Meanwhile, DeConcini has made it clear he believes the military should not be in the business of running golf courses. Management companies, including American Golf Corp., are hoping for the chance to manage some of the nation's 240 military facilities.

Mike Ambrose of the Army's Community and Family Support Center, which

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The third hole at The Country Club at Silver Spring Shores in Sarasota, Fla.

GolfCorp's first foray into Florida market

DALLAS — GolfCorp, the public golf win of ClubCorp, ended 1992 with the acquisition of two golf clubs in Florida, marking the company's first-time foray into one of America's golf capitals. The same-day purchases of Sabal Trace Country Club (Sarasota) and The Country Club at Silver Springs Shores on Dec. 31, establishes GolfCorp's presence in the southeast golf market.

Said Jim Hinckley, president of GolfCorp: "Our company still remains

active with concession contracts, but is concentrating on acquisitions in order to take advantage of the tremendous growth we're seeing in the public golf arena."

Opened in 1969, Silver Springs Shores was designed by architect Desmond Muirhead, and played host to U.S. Open Qualifiers three of the past four years. Sabal Trace, opened in 1971 as Northport CC, is a Charles Ankrum design that features rolling terrain not always common to Florida courses.

Advice for course owners on conforming with ADA

Jones: Accessibility is matter of common sense

By PETER BLAIS

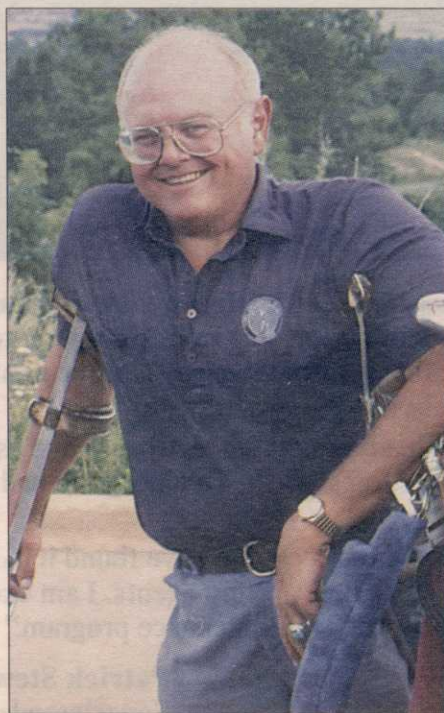
ANAHEIM, Calif. — Common sense should guide design considerations on and around the golf course in complying with the Americans with Disabilities Act (ADA), according to Gregory Jones, executive director of the Association of Disabled American Golfers.

"What accessibility means isn't clear because the law wasn't written with the golf industry in mind," Jones said during the 64th International Conference and Show. "Court cases will decide what is reasonable and unreasonable."

In the meantime, and in order to stay out of court, Jones offered a few suggestions course owners could implement to improve accessibility.

- Reserve one or two handicapped parking spaces near the bag drop rather than bunching them all next to the clubhouse.

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Greg Jones, executive director of the Association of Disabled American Golfers.

Because it's a new law, gray areas still abound

By KIT BRADSHAW

ORLANDO — Golf course owners who make a good faith effort to comply with the provisions of the Americans With Disabilities Act (ADA), which went into effect Jan. 26, 1992, may still find themselves in a labyrinth of conflicting rules.

Leslie King O'Neal, an attorney with McDonough, O'Neal and O'Dell in Orlando, told members of the National Golf Course Owners Association at its 1993 Conference here that the civil rights law was "very broad and in its infancy." In some cases, the accessibility provisions of the law would conflict with local building codes. Other parts of the law are subject to different interpretations. Because the law is so young, there have not been many test cases filed to help clarify the fine points of this statute.

The purpose of the ADA is to protect the

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Burden on employers

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disabled from discrimination in employment and accessibility.

"As an employer," O'Neal said, "the law forbids you from refusing to hire a qualified person — a person who with or without reasonable accommodations would qualify for the position — because they are disabled. And, the law requires that you provide these reasonable accommodations, modifications in the work environment, that would enable the person to do the job."

O'Neal added that employers didn't have to undergo "undue hardship" to provide these accommodations, but the decision as to whether the employer had met with

undue hardship would be decided on a case-by-case basis.

The law defines anyone who has a substantially limiting impairment as being disabled. "This means that the law goes beyond what many consider to be the disabled," she continued. "We think of disabled as those who are blind, deaf, in a wheelchair or mentally retarded."

"But what about the emphysema patient or those with AIDS, or someone who is severely disfigured or a person who has cancer in remission? And, the law extends to those who have a relationship with a disabled person, a mother of a retarded child, for instance. She cannot be refused employment because the employer believes she will take off additional time to care for

this child."

The law does not cover someone with a temporary disability — a broken leg, for instance — but it does include a person now on drugs, and it doesn't eliminate the employer's use of drug testing prior or during employment.

"Once hired," O'Neal said, "the employer needs to provide any reasonable accommodation for the disabled. The easiest way to find out what a reasonable accommodation would be to ask the person who needs it. It may be ramps to get to the office area, or a Braille typewriter, or a grab bar in the bathroom."

Employers need to have detailed job descriptions for all positions, and have them in place prior to advertising for the job,

O'Neal said. "If your job description says this position regularly requires lifting, you have the right to ask a potential employee if he or she can lift the required amount." She added that employers who don't have a specific job description may have difficulty determining the real needs of the job and of evaluating a potential employee's ability to fill the position.

Employment is only one aspect of this multi-faceted law.

"If you have public accommodations, including establishments that serve food or drink or you have a place of exercise or recreation, then the law says these areas must be accessible for the disabled," O'Neal said. "You need to remove barriers for

Continued on pages 52

Tips from Jones

Continued from page 49

Disabled golfers are as likely to bypass the clubhouse and go directly to the course as any golfer. Asking them to cross back over the entire parking lot to their bags is unreasonable.

- Let the disabled take golf carts anywhere, except the green. Even courses restricting carts to the pathways will suffer little if any damage from occasional cart traffic. It is the repeated compaction caused by many carts that results in turf damage.

- Cut out spots on raised curbs so carts can pass through. Build ramps up to tees where possible.

- Provide a spot for handicapped golfers to get in and out of a bunker. Try to keep bunker grades to no more than 1 foot of elevation for every 5 feet of length.

- Install a Telecommunication Device for the Deaf (TDD) in the reservation office so the hearing impaired can make tee time reservations by phone.

"The most important things are to use common sense and let customer service prevail," Jones said. "The most important words employees can say are 'Can I help you?' That allows the golfer with a disability to communicate his needs."

While ADA may seem to present problems for course owners, it also presents many possibilities.

"There's a tremendous marketing opportunity here to reach an emerging population that has had good and bad things happen to them in other recreational activities. They are just waiting to spend money at your courses," Jones said.

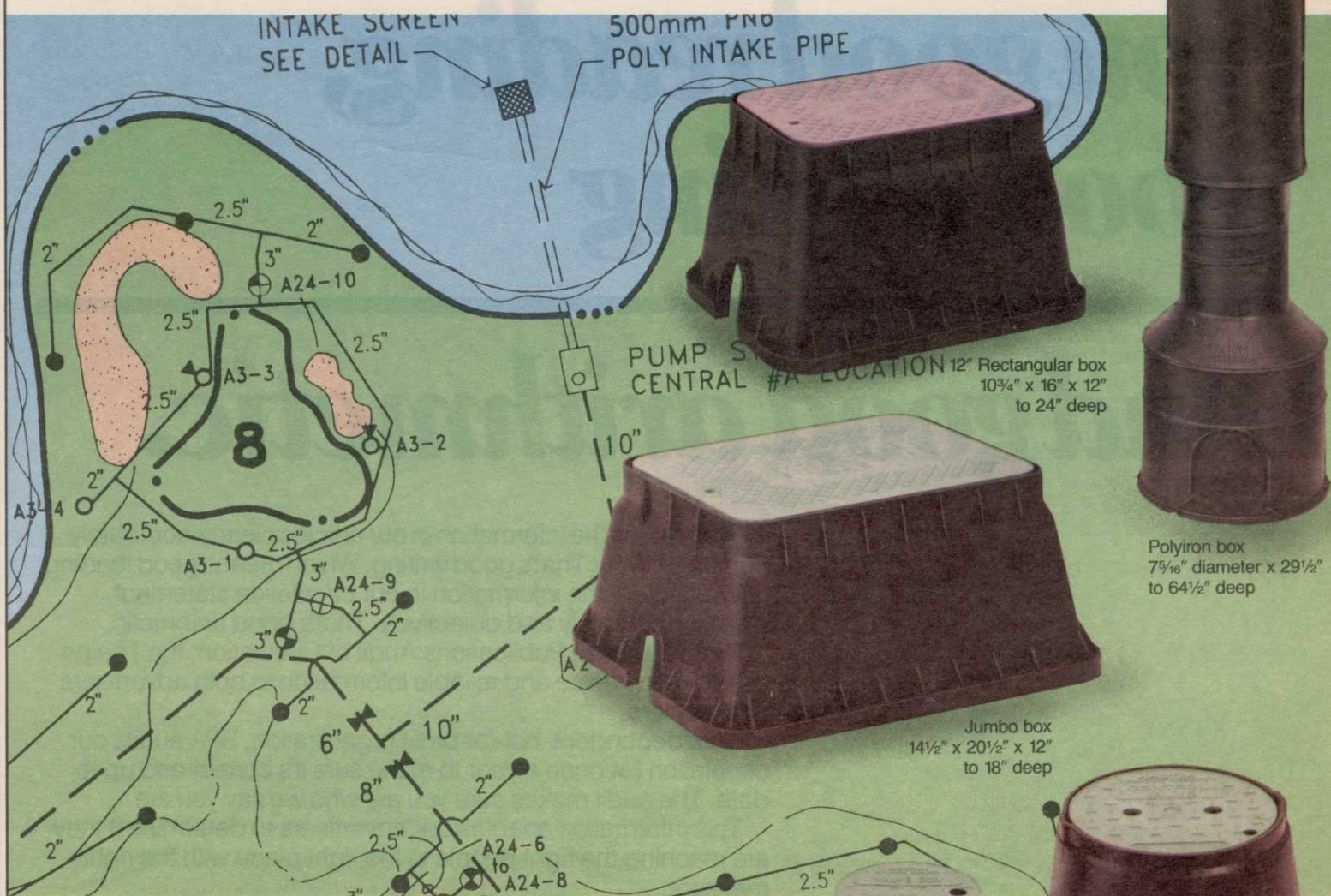
"Replace the word *disabled* with the word *senior* and you can see how many of these changes would help attract more older players who would continue to play at your courses."

There is also a selfish reason to make these changes.

"Anything you do to make your course more accessible now will help *you* in the long run. Twenty years from now, many of the people in this room will have had strokes, cancer or some illness that will leave them with a disability. You'll be glad your course is more accessible then."

GOLF COURSE NEWS

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Club Managers undergo shake-up

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) has undergone organizational changes as a result of a recent strategic planning process.

Those changes will include the separation of CMAA departments into two primary divisions which will both be managed by vice presidents. One division, to be headed by Dr. Bob Hassmiller, will oversee the areas of membership and chapter services, education and certification.

Vice President Kathi Pernel Driggs will oversee the other — a

new club services department, legislative and regulatory resources, executive career services, communications and marketing functions as well as allied association relations.

Hassmiller will return to CMAA after a brief leave of absence from his director of education position. He managed the development and introduction of the association's Business Management Institute program.

Driggs has served as CMAA's director of public affairs for the past six years.

CMAA taps Sweeney

ALEXANDRIA, Va. — Les Sweeney has been appointed director of membership/chapter services of the Club Managers Association of America (CMAA). He replaces Steve Swafford. As Director, Sweeney will administer CMAA's membership and chapter programs, as well as student development. Sweeney had been CMAA's manager of professional development.

Medical liabilities for course owners

Continued from page 1

themselves clinical ecologists — and who have become spokespeople for this syndrome — are regular physicians who have created this specialty, a specialty which is not recognized by any medical regulatory program.

"I see that the biggest problem for golf course owners isn't going to be from the general public, but from their employees," said Tallahassee toxicologist Dr. Bob Budinsky. "The employees who handle pesticides and herbicides could claim chemical exposure because of poor work-

place practices. And even if this employee doesn't become a patient of a clinical ecologist or even claim that they have the syndrome, they may claim that chemical exposure caused their illness under Workmen's Compensation.

"Golf course owners, who use pesticides and herbicides to maintain the course are susceptible to litigation. This is a real serious problem."

Budinsky said in an interview that, "This is an evolving area of medicine right now. Is the syndrome real? Is it not real? We don't know. As far as the clinical ecologists are concerned, we know they are physicians, usually immunologists or allergists, but their type of medicine and their treatment program is highly questionable."

He noted the treatment could include "neutralization" techniques, whereby the patient is given a small dosage of the allergen. When a patient has been exposed to a chemical, there are guidelines to determine whether or not the problem is chemically induced. However, he added, "clinical ecologists don't have these guidelines."

"Right now," Budinsky continued, "We don't see any lawsuits involving golf courses. It is more likely that the people who claim to have the syndrome would be targeting a building, claiming the 'sick building' syndrome is causing their problem."

"To the extent possible," he said, "the owner should encourage the employee who is complaining about a possible chemical exposure problem to go to an independent doctor who treats thousands of patients, rather than going to one of these clinical ecologists."

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Employers — ADA

Continued from page 51

people who are trying to get into your facility. It also means that the disabled cannot be placed in one area and those who are not disabled in another," she continued. "Your dining facility, for instance, must be accessible to everyone."

"Some of the areas that may be covered would be ramping for wheelchairs, Braille markings on elevators, widening doorways, having lower shelves for merchandise and providing grab bars in the restrooms."

The law not only covers modifications to existing buildings, but remodelings and the construction of new buildings.

There is help for golf course owners who need more information, O'Neal said. West Virginia University has a "Job Accommodation Network" at 1-800-526-7234. The Building Owners and Management Association in Washington, D.C. has an ADA checklist and the Department of Justice also has ADA information. In Atlanta, there is the Southeast Disability and Business Technical Assistance Center, which has several helpful booklets. They can be obtained by called 1-800-949-4ADA.