

# Club Corporation of America active in Asian market

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Pacific Rim during the 1980s working with Asian partner Club Corp. of Asia. The Asian firm was primarily interested in city clubs while American-based CCA wanted to get more involved with golf, Dickenson said.

The two dissolved their 10-year relationship in 1991. Club Corp. of Asia was renamed Private Clubs International to avoid any confusion.

CCA signed on with a new firm, White Saison Group, operators of

Inter-Continental Hotels. The partners opened a Tokyo office in January 1992 and a Singapore branch last June.

The partners have inked several contracts in the past year, Dickenson said, including:

- A management agreement for a Tokyo city club called the Uraku Club along with a consulting agreement with the Uraku Golf Club at Gotemba, a private, 18-hole facility on the slopes of Mt. Fuji.

A consulting pact involves es-

tablishing practices and procedures for receiving international guests and entitles members to the reciprocal arrangements offered through other Club Corp. facilities.

- A management agreement for the 36-hole Burapha Golf Club outside Bangkok, Thailand. The first 18 David Graham-designed holes are scheduled to open by this fall.

- A management contract with the Zhaoping Golf & Country Club, a 54-hole complex under

construction at the Star Lake Resort north of Canton. The first 18 holes should open in about two years.

"We'll move slowly in Asia. But we see the demand continuing for professional management companies," Dickenson said.

The experiences of businessmen and tourists while visiting foreign courses operated by management companies is fueling that demand.

While Asian companies may own and operate several courses,

management companies that run facilities for the owners are almost unheard of in Asia, Dickenson said.

"Getting them to understand the management company role is our biggest challenge," the CCA executive explained.

"When they travel to someplace like Pinehurst, they realize they aren't getting the same quality back home. They have paid for extremely expensive facilities that aren't being maintained well."

## LAACO adds golf course mgt. subsidiary

LOS ANGELES — LAACO, Ltd., one of the club industry's oldest companies, has announced the formation of Club and Resort Management, a new unit that will provide management services to country clubs, golf courses and resorts, yacht clubs, city clubs and athletic clubs.

LAACO has more than 90 years of club management experience, having been formed at the turn of the century to acquire and operate The Los Angeles Athletic Club (whose initials gave the company its name). Today LAACO owns and operates the Los Angeles Athletic Club, the California Yacht Club and a number of real estate holdings. It owned and operated the Riviera Country Club (home of The Los Angeles Open) and the Riviera Tennis Club until 1988, when the two clubs were sold for \$108 million. LAACO jointly operated the clubs with the new owners for an additional year.

W. Gary Collins has been named vice president of LAACO and will oversee Club and Resort Management.

One of the senior LAACO executives who will be working closely with Club and Resort Management is Steven K. Hathaway, senior vice president of operations at LAACO.

## Dues deduction

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lost.

Also impacted will be suppliers and vendors who serve the club community, such as food and beverage vendors, tabletop equipment and specialized equipment manufacturers supporting the golf industry.

Hurley noted, "Many small businesses choose to invest in business-development entertaining as a more effective means of generating business than other options, such as high-cost advertising.

"Expense and dues deductions are merely a reflection of that investment incurred in an effort to conduct business and generate taxable net income."



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