

Speakers announced for GCN conference: Public Golf '93

YARMOUTH, Maine — *Golf Course News* has named its speakers for "Public Golf '93," a conference emphasizing profit-minded management at daily-fee golf operations.

The program will be held Nov. 14-16, at Wild Dunes Resort in Charleston, S.C.

"We are pleased to have such a prestigious group of speakers from inside and outside the golf world," said Hal Phillips, editor, and program chair.

The national two-day confer-

ence is designed for managers, owners, operators, and developers of public golf facilities—including daily fee, resort and municipal courses.

Several speakers from last year are returning to discuss new topics including: **Vince Alfonso Jr.**, president of The Rail Golf Course, Springfield, Ill.; **Ken James**, senior vice president for Golf Operations, American Golf Corp.; and **Steve Lesnick**, CEO, Kemper Sports Management

Additional speakers include:

Terry Buchen, head superintendent at Double Eagle Golf Club in Galena, Ohio; **John Crow**, director of consulting at the international accounting firm, Pannell Kerr Forster; **Ron Dodson**, president of the N.Y. Audubon and chair of Audubon Cooperative Sanctuary Program for Golf Courses; **John Engh**, director of the Hook-a-Kid on Golf program; **George Hilliard**, director of the Grand Strand Executive Golf Association; and **Larry Hirsh**, president of Golf Property Analysts and

president of the National Association of Golf Course Appraisers.

Also included on the roster are architect **Rees Jones**, president of Rees Jones, Inc.; **Rhonda Montgomery**, assistant professor, College of Hospitality, University of South Carolina; **Jimmy Murray**, manager of Charleston Municipal Golf Course; **Reid Nelson**, owner of the golf marketing firm, Reid Nelson Promotions; **Terry Sedalisk**, deputy executive director of the National Golf Course Owners Association;

Mike Tinkey, CEO, Royal Golf and Tennis, Hilton Head, S.C.; **Dennis Tull**, president, Smiley's Golf Center; **Zack Veasey**, PGA Professional, Hill and Dale Golf Course; and **Beverly Williams**, of the Women's Executive Golf Program.

Topics include: Trends in Public Golf, Management Strategies, Saving Money on Maintenance, Positioning the Golf Course for Added Value, Public Relations Strategies, and Marketing, Advertising, and Promotion on a Shoestring.

Several sessions will offer practical tips on improving the profitability of golf course profit centers including: Improving margins on food and beverage, pro shop operations, cart rental, practice facilities, instruction, greens fees, and tournaments.

For more information, call the *Golf Course News* Conference Group at 207-846-0600.

Casper secures Ivy Hill contract

FOREST, Va. — Billy Casper Golf Management, Inc. (BCGM) has been retained to provide complete management services at Ivy Hill Golf Club here.

For Ivy Hill, BCGM will perform services of daily club operations, financial management, marketing and public relations, personnel training and turf management. A major role for BCGM will be in the area of capital improvements. Ivy Hill boasts a 6,635-yard course, nestled among the rolling foothills of the Blue Ridge mountain range.

Landmark sales

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to finalize the \$140 million sale of PGA West.

After an unsuccessful trip to District Court on Aug. 4, the parties returned on Aug. 11 and 13, when the PGA of America, the PGA Tour and Hawkins gave their respective blessings.

Meanwhile, the separate sale of the Ocean Course at Kiawah Island is still pending. The coveted Pete Dye design was pulled from the Dallas auction to allow environmental groups the chance to bid on it separately — as stipulated by the Coastal Barrier Improvement Act.

Four groups have shown interest: The Trust for Public Land, operating from Santa Fe, N.M.; The New York Audubon Society; The North American Land Trust of Chadds Ford, Pa.; and The Low Country Open Land Trust based here.

The Coastal Barrier Improvement Act allows these organizations 90 days to raise funds for the purchase of environmentally sensitive land. The fund-raising deadline is Sept. 29, after which a similar RTC auction will place the Ocean Course on the block.



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