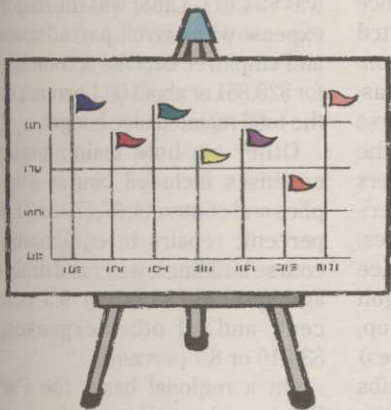


## BRIEFS

**MARTTY GOLF ADDS TWO TO FOLD**

**FAIRHOPE, Ala.** — Martty Golf Management has inked agreements with two golf facilities. Martty will manage Jennings Mill Country Club, an 18-hole Bob Cupp-designed course in Athens, Ga. The Alabama firm has also signed a consulting agreement with Chantilly Manor Country Club in Rising Sun, Md.

**NGP ACTIVE IN SEATTLE, SAN JOSE**

**SANTA MONICA, Calif.** — National Golf Properties has acquired Summitpointe Golf Course in Milpitas Calif., and Lake Wilderness GC in Maple Valley, Wash.,

from Japan's Sumitomo Bank. The acquisition gives NGP its second course in the Seattle area and first in San Jose. NGP plans renovations and upgrades of both facilities. NGP also recently purchased The Golf Club at El Dorado Lakes in Gilbert, Ariz. American Golf Corp. will manage all three facilities. NGP's portfolio now includes 55 golf facilities.

**NEW MEMBERSHIP DIRECTOR AT PALMER**

**ORLANDO Fla.** — Arnold Palmer Golf Management Co. has appointed Beth Sargent as director of membership and affiliation services and Jon DePriest as general manager/director of golf for Spencer T. Olin Community Golf Course near St. Louis. Sargent was most recently director of membership for Palmer's Bay Hill Club and formerly with Club Corporation of America. DePriest, a 14-year golf-industry veteran, was promoted from head golf professional at Spencer T. Olin.

**COUNTRYSIDE ADDS DUNBARTON NINE**

**DUNBARTON, N.H.** — Countryside Golf Inc. recently purchased nine-hole Valley View Country Club here. Countryside plans to begin design and permitting of an additional nine holes in 1995. Improvements to the existing nine and the clubhouse are currently underway. J.A. Canfield & Co. of North Conway represented the seller.

**VIRGINIA OAKS, HURDZAN TAP GPA**

**HARRISBURG, Pa.** — HP Companies recently retained Golf Property Analysts of Harrisburg to provide appraisal and analysis services for the Virginia Oaks Golf Club in Gainesville, Va. Hurdzan Golf Course Design has also employed GPA to provide feasibility analysis services for a proposed golf course community near Athens, Ohio.

# Course photography adds to image, bottom line

By MARK LESLIE

A picture says a thousand words — and can sell hundreds of golf club memberships or thousands of golf rounds, for that matter. So, taking the best photograph at the best time takes on crucial dimensions, say world-known photographers Mike Klemme and Tony Roberts.

"The power of the picture" can make or break a golf course, said Klemme, whose Golfoto, Inc. is located in Enid, Okla.

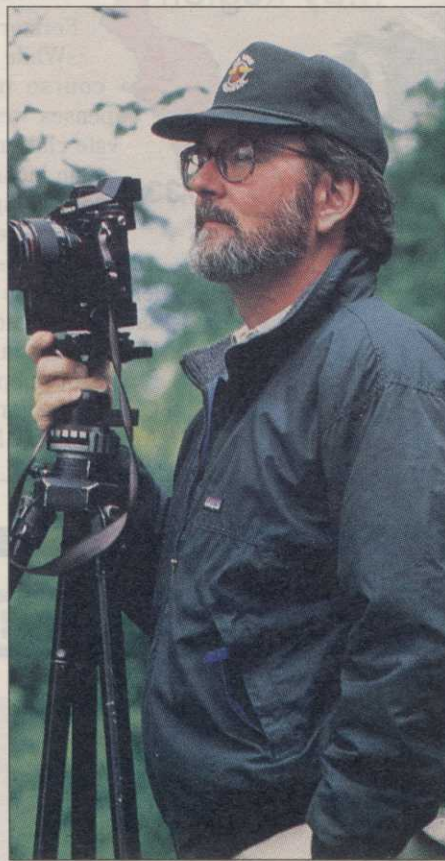
When Interfive Co. Ltd. of Nagoya, Japan, hired Klemme to photograph its World Woods Golf Course in Florida, Interfive paid his fee for two days but reaped many times that amount in free advertising.

"We got photos in 25 different magazines. Six calendar companies ran photos. And it didn't cost [Interfive] a dollar," Klemme said. "We kind of turn into a marketing partner."

"I can oftentimes make a marginal-looking place look good," Roberts said. "Sometimes there's not one good hole to photograph. Then you have to pull a rabbit out of the hat."

Real or conjured, photos are necessary for many areas at a golf course: on scorecards, in yardage books, marketing materials, advertisements, and elsewhere.

Continued on page 61



Tony Roberts

## May trains lens on life after Dye Designs

Ken E. May, formerly of Dye Designs, Inc. of Denver, Colo. has formed Rolling Greens Photography, located in Aurora, Colo.

May had been Dye's marketing and advertising coordinator and photographer for more than five years. Some of his most notable work has been the Dye Family Golf Course Calendar, awarded the Bronze Award for Most Creative Marketing Application in 1993 by the Calendar Marketing Association. May takes with him to Rolling Greens the Dye Designs photographic collection covering more than 80 Dye courses in various stages of completion, along with more than a decade of images of the Dye family, all of which he offers through a stock agency.

For more information, contact May at 303-366-4915; or write Rolling Greens Photography, 12246 East Second Drive, Aurora, Colo., 80011.



The Trophy Club in Houston, one of the new Cobblestone additions.

## Cobblestone making strides in Sun Belt

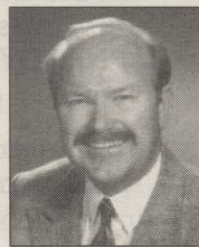
By PETER BLAIS

"We like to think of ourselves as getting a Mulligan in this business. Because of the experiences we've all had, we get to throw out the bad and keep the good."

That's how Cobblestone Golf Group President James 'Bob' Husband, explains the success of the 18-month-old company founded by he and financial partner Brentwood Associates.

Since October 1992, Cobblestone has purchased or leased 10 Sunbelt courses. The most recent was February's acquisition of Pecan Grove Plantation Country Club, a private facility that marked the San Diego-based firm's entry into the Houston market. Plans are to add approximately five clubs a year in the foreseeable future.

Toward that end, Husband has assembled an experienced manage-



Bob Husband



Gary Dee

ment team. Husband is a 20-year golf industry veteran and former chairman of chief operating officer of GolfCorp, ClubCorp International's public golf subsidiary.

He oversees an executive staff that includes Vice President of Operations Gary Dee, former head of operations for the PGA Tour; Vice President of Golf Operations Robert West, a former golf course owner and director of golf at Walt Disney World in Orlando, Fla.; Vice President of

Continued on page 50

## American Links, with you every step of the way

By PETER BLAIS

**SAN ANTONIO, Texas** — Four partners with extensive experience as owners, lenders, course designers and contractors have formed a company that can guide a course developer from initial planning through actual opening and operation of a golf facility.

"We impart to any project the unique ability to incorporate all these perspectives in our service to our clients," said American Links Consulting (ALC) President Randy Trull.

"This combination of experience enables us to guide a client from the initial concept to a fully operational facility. Our services will include assistance in developing a concept, determining objectives, selecting the right designer and planning well-functioning facilities.

"Not only can we provide construction management during the project, we can also extend our services to implementing programs for the operation phase and long-term management of the facility."

While many management companies claim to offer developers similar concept-to-operation services, Trull said many are simply too small in scope and too inexperienced to be truly effective.

"I felt a need for a company that could offer a wider range of services while still providing detailed, efficient management," Trull said. "I believe we've put the right team together to do just that."

The team includes:

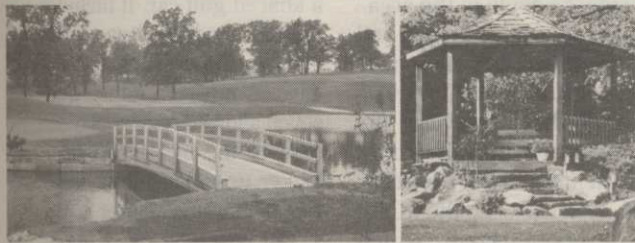
- Trull, President/General Manager — Trull spent the last 10 years with Wadsworth Golf Construction Co., starting as a shaper at Barton Creek Country Club in Austin, Texas, and working his way up to project superintendent. At Wadsworth, he was involved in more than 20 courses, nine of which appear in *Golf Digest's* most recent

Continued on page 49



# Golf Course Marketplace

To reserve space in this section, call Mary Anderson, 813-898-7077



## Laminated Wood Pedestrian & Vehicular BRIDGES & SHELTERS

Order Direct From The Leading Manufacturer in U.S.

- Complete Prefabricated Packages
- Ready for Fast Erection
- Direct Distribution Throughout the U.S.
- Custom Design & Engineering

**UNIT STRUCTURES** SPECIALTY PRODUCTS GROUP, INC. CALL 1-800-777-UNIT Morrisville, NC 27560 Tel. 919/467-6151 FAX 919/469-2536

CIRCLE #171

## OUTSTANDING!

**INDUSTRY FIRST**

- Three Year Warranty.
- Exclusive Leasing Program.
- Lighting Packages.
- Interchangeable Nozzles.

16024 CTH X, KIEL, WI 53042 414 693-3121

CIRCLE #172

## MARKERS, INC.

33597 PIN OAK PARKWAY • AVON LAKE, 44012

### Golf Course Marking System

EASY AS...

**Permanent System with Flexible Application**

Call Today! 1-800-969-5920

CIRCLE #173

## ACCUGAGE™

NEW! **LIFETIME WARRANTY ON BARS WITH DURACOAT™**

ACCUGAGE is a precision tool for making highly accurate height-of-cut measurements on greens-mowers or other precision mowers. AVAILABLE IN 15", 18", and 24" bars.

Our LIGHTWEIGHT and RIGID aluminum bars are now treated with DURACOAT. DURACOAT wears better than tool steel and enables us to offer this unique LIFETIME WARRANTY. In addition, all replacement bars are treated with DURACOAT, and have a LIFETIME WARRANTY.

To order call 1-800-253-2112 or fax 1-313-429-3985.

**PRECISION TOOL PRODUCTS CO.**  
7836 Bethel Church Rd. • Saline, MI 48176

CIRCLE #174

## TRIMS gives you more for your money!

TRIMS gives you more benefits and offers you more features than all other grounds management software packages combined! Don't settle for an imitation.

You've always wanted TRIMS! Why Wait? Call for your free Demo Disk:

### TRIMS Software International

6220 East Thomas Road, Suite 303  
Scottsdale, AZ 85251  
(800) 608-7467

Indicate 5 1/4" or 3 1/2" diskette

CIRCLE #175

## NEW ROPE-LOC™

Finally, a rope and stake system that works! Simple but unique... the ROPE-LOC system eliminates annoying or unsightly rope failures. Simple, clean, durable — ROPE-LOC stakes are made of 3/8" steel and finished in attractive

yellow polyester coating.  
as shown in the blow-up rope is securely "wedged" in place.

Call for a special introductory offer.  
1-313-429-9571, 1-800-253-2112 or FAX: 313-429-3985

**PRECISION TOOL PRODUCTS CO.** • 7836 Bethel Church Rd. • Saline, MI 48176

CIRCLE #176

## PAVELEC BROTHERS GOLF COURSE CONSTRUCTION CO., INC.

- ✓ New Construction
- ✓ Renovation
- ✓ Field Drainage Systems

TONY PAVELEC (201) 667-1643  
EMIL PAVELEC (201) 939-6182

98 Evergreen Ave.  
Nutley, NJ 07110

CIRCLE #177

## YORK BRIDGE CONCEPTS

A Division of Pelican Marine Enterprises, Inc.

- On-Site Construction
- Consulting and Design Capabilities
- Certified Engineered Drawings Available

1426 W. Busch Blvd. • Tampa, FL 33612 • (800) 226-4178

CIRCLE #178

## QUAIL VALLEY FARM, INC.

"Growers of Quality Turf Grasses"

- Meyer Z-52 Zoysia
- El Toro Zoysia
- Tall Fescue
- Sprigs
- Tifway II
- Tifdwarf
- Big Rolls
- Midlawn (the new transition zone bermuda grass!)

(800) 666-0007  
P.O. Box 5508  
Little Rock, AR 72215  
(501) 280-0763

CIRCLE #179

## Inside Info

Get the jump on your competition by subscribing to the **Golf Course News Development Letter**

This twice-monthly newsletter...

- tracks golf course projects under consideration across the nation
- is packed with news items detailing where and when projects will be undertaken, and by whom
- is just \$195 for a year's subscription

For more information contact Editor Peter Blais at 207/846-0600

## ADVERTISERS' INDEX

RS#	Advertiser	Page
147	A.S.I.	55
132	The Andersons	39
172	Aquamaster	61
134	Aquatrols	42
151	B.H.Sales	56
113	Becker Underwood	18
149	C-LOC Rentention Systems, Inc.	55
138	Cedar Chemical	46
105	Ciba-Geigy	6-7
135	Ciba-Geigy	43
153	Ciba-Geigy	58
119	Ciba-Geigy *	25
118	Club Car	24
170	Contech Construction Products	60
162	Continental Bridge	60
169	Double Springs Grass Farm	60
108	E-Z-GO	12
145	Envirogenesis	54
166	Environmental Compliance Systems	60
115	Farmer's Marketing	20
154	Fore Par	62
163	Formost Construction Co.	60
165	Furness Golf Construction	60
152	Golf Course Expo	57
125	Griffin Industries/Nature Safe	31
136	Growth Products	44
150	HCC, Inc.	55
146	Highland Bentgrass Commission	54
124	Hoechst-Roussel	30
101	ISK Biotech	2
110	Jacklin Seed Co.	15
123	Jacklin Seed Co.	28-29
155	Jacobsen	64
141	Jesco Products/Pinhigh	49
111	John Deere	16-17
167	JPF Distributors	60
156-160	Kalo	63
131	Kirby Markers	39
103	Kubota	4
137	Lofts, Inc.	45
173	Markers, Inc.	61
161	Master of the Links	60
116	Miles Inc.	21
102	Otterbine/Barebo	3
140	Partac	49
177	Pavelec Bros. Construction	61
143	PBI/Gordon Corporation	52
168	Precision Small Engine	60
174	Precision Tool Prod. Co.	61
176	Precision Tool Prod. Co.	61
179	Quail Valley Turf Farm	61
126	Regal Chemical	32
112	Regal Chemical	38
122	Regal Chemical	27
133	Rohm & Haas	40-41
127	Safety Storage, Inc.	33
142	Sandoz	50-51
117	The Scotts Co.	22-23
129	The Scotts Co.	36
128	Seed Research of Oregon	34-35
114	Smithco	19
109	Southern Corp. Promo.	14
104	Standard Golf	5
106	Toro Comm'l. Prod. Div.	8-9
120	Toro Comm'l. Prod. Div.	26
175	Trims International Software	61
107	Turf-Seed	11
144	Turfline, Inc.	54
171	Unit Structures	61
148	United Soil Blenders	55
130	Valent *	38
121	Verti-Drain/Emrex	27
139	Watertronics	48
164	Yard Edge	60
178	York Bridge Concepts	61

## Course photography

Continued from page 47

"We do a lot of sales of photos back through the pro shops," Klemme said. "They use them for decorations and sell them to members and guests. It's a great marketing tool because it ends up on a golfer's wall in his office. Visitors ask where the photo was taken, and it works as word-of-mouth advertising."

Golf course personnel "needs to understand just how important it is that they work hand in hand with the photographer to make sure everything is done correctly because of the power of these photographs," he said. "If a picture is published somewhere and it's not perfect, it reflects on everybody—the developer, superintendent, head professional and golf course architect."

"People need to be very careful about their image. No matter who they choose to photograph their course, they need to make sure they control these images better."

From a promotional standpoint, the best time to bring in a photographer, the two agree, is three or four months prior to opening. That, Klemme said, is "for a light, one- or two-day shoot. Get some good shots of the signature hole and the environment around the course. Capture the overall feel of the property to give people a sense of place."

Then, at the opening or within six months afterward, a more detailed picture session should be set up, where all the holes are photographed.