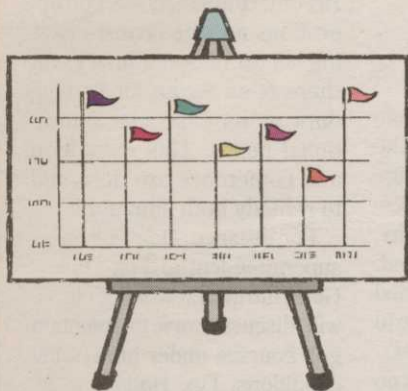


BRIEFS



**MARRIOTT PROMOTES ATCHESON**

WASHINGTON, D.C. — Claye Atcheson has been named vice president-operations of Marriott Golf. The 17-year Marriott veteran will be responsible for daily operations of Marriott Golf's 17 facilities and the development of additional management contracts. Marriott Golf has also moved its corporate headquarters to Orlando, Fla. A temporary office is located at Marriott's Cypress Harbor Resort with the permanent office moving to Sand Lake Drive this fall.



Claye Atcheson

**CLUBCORP TO EXPAND WALNUT CREEK**

MANSFIELD, Texas — Club Corporation of America will oversee construction of a new nine holes and renovations to the existing layout at the CCA-managed Walnut Creek Country Club. TimberChase Development Co. and Lincoln, Neb.-based Krueger Development of Texas Inc. purchased 120 acres of adjacent land that will allow for the \$2.5 million course expansion and renovations as well as construction of 100 new homes. Brooks-Baine Golf Inc. of Fort Worth will design the course addition and changes. Construction could begin this fall and be completed within a year.

**CMAA HOSTS CONFERENCE**

ALEXANDRIA, Va. — The Club Managers Association of America will host its Leadership/Legislative Conference in Pentagon City, Va., on Sept. 10-13. Aimed at the association's volunteer chapter leaders, the conference will cover leadership and legislative information pertaining to the private club industry.

**ARIZ. EXEMPTS GOLF CARS**

PHOENIX — Gov. Fife Symington has signed legislation exempting golf carts and other vehicles used primarily on golf courses from the requirement to register under the motor vehicle registration statute. Courses renting carts are also exempt from state auto rental regulation laws and the requirement to obtain public liability insurance.

**GOVERNORS CLUB TABS CMC**

CHAPEL HILL, N.C. — Club Management of the Carolinas, an East West Partners Group, has been awarded a management contract for the Governor's Club in Chatham County. The Chapel Hill-based firm also manages The Old North state Club at Uwharrie Point near Asheboro.

# Miss. coast becoming major golf destination

Myrtle Beach marketing firm helping area attract major course developers

By PETER BLAIS

GULFPORT, Miss. — A Myrtle Beach, S.C.-based marketing company plans to turn this fast-growing coastal region into a major golf destination that will supplement Harrison County's burgeoning gaming industry. International Golf Resources' President Donald Wizeman has inspected 30 potential golf course sites and expects to announce plans for six or more projects by year's end. The first new course could be on line by early 1996, he estimated.

"The casinos are packed evenings and the players want something to do during the day. Golf makes a lot of sense," said Wizeman, who is reportedly receiving a \$3,000-a-month retainer, incentives and expenses from local and state sources to attract golf developers to the area.

Wizeman's fee is being paid one-third each by the county Tourism Commission, Development Commission and state tourism office.

In the past two years, 14 floating casinos have opened in Harrison County. Government officials have welcomed the revenue into the area's formerly depressed economy. But they have also feared the area becoming overly dependent on gambling.

Earlier this year, a Harrison County delegation traveled to Myrtle Beach to discover what made that city's golf business tick, and whether the concept might work back home. While in South Carolina they met Wizeman, who has helped bring together landowners and golf developers in Myrtle Beach, Florida and Williamsburg, Va.

Wizeman was hired in late June. He quickly identified potential golf sites. Most sit well above inland rivers and streams, and in the 300- to 400-acre range.

He then contacted landowners, asking whether they would

Continued on page 28



The Mississippi coast could become a major golf destination and gambling resort if a golf marketing firm is successful in attracting course developers.



The 18th hole at Pine Tree Country Club in Birmingham, Ala. Pine Tree is one of the most recent management contracts signed by Martty Golf Management.

## Martty takes offensive in Southeast U.S.

By PETER BLAIS

F AIRHOPE, Ala. — Defense may win championships, but offense makes money, according to Thomas Martty.

"Golf clubs generally operate in a defensive mode," said the president of Martty Golf Management Inc. "They try to cut costs to increase profits. But you can only be so efficient.

"We can get down to that low operating number. But we're much more offensive minded. We're a marketing and management company. We try to drive the revenue side."

Birmingham, Ala.'s Pine Tree Country Club — the 11th management contract the company has inked since its founding 10 months ago — is a prime example, Martty said.

Martty and leasee Jon Kimerling agreed to invest \$1 million to update the 26-year-old George Cobb-designed course. With

that financial commitment in hand, Martty said the company sold 70 new memberships in six weeks.

Martty's offensive mindset was apparent at Billy Casper Golf Management Inc. He helped found the Washington, D.C.-based firm, which grew into one of the country's major management firms during his 4-1/2-year tenure as senior vice president of operations.

Seeking to return to his native Southeast, Martty recruited Casper Vice President of Operations William Ochsenhirt and former Arnold Palmer Golf Management executive William Fitzpatrick. Together they formed their own management company 20 miles east of Mobile.

Martty likens the threesome to a football coaching staff.

"I'm the offensive coordinator, Bill [Ochsenhirt] is the defensive coordinator

Continued on page 29

MARKETING IDEA OF THE MONTH

### Developing repeat customers key to successful course

By JOE GLASSER

Developing loyal, repeat customers is the way to build a successful golf operation. How to cultivate them is the challenge.

There are three management keys for creating a loyal customer — consistency, commitment and communication.

**Consistency** relates to following established policies of operation, and attending to the details of providing quality service and a quality product.

How do we define quality? The best definition I have read says "Qual-

Continued on page 30