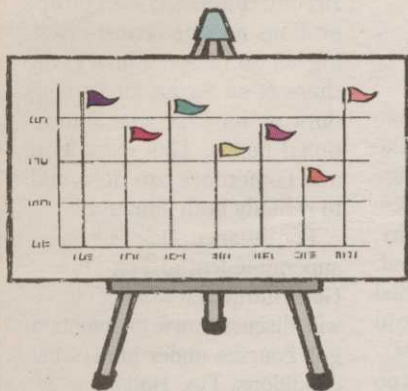


BRIEFS



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

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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

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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-

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Palmer

Continued from previous page

hole, city-owned course, handles 83,000 rounds a year.

The Agronomy program will also feature Pat McHugh, director of golf course maintenance and grounds at Doral Resort & Country Club in Miami, who will discuss innovative staffing and crew motivational techniques. In addition, Patrick O'Brien — director of the United States Golf Association Green Section, Southeastern Region — will tackle the subject, "Maintenance on a Shoestring."

As part of the Management pro-

gram, Ken James — senior vice president of operations and acquisition at American Golf Corp. — will discuss "Five Critical Issues to Operational Success." Terry Buchen, CGCS and author of GCN's "Savvy Superintendent" column, will enlighten owners and managers on course-related matters with his discussion of "Agronomy for Non-Agronomists".

The Development track, co-sponsored by *Golf Course News* and the National Golf Foundation, will feature several discussions of financing: Reid Marks of NationsBank on traditional sources; Bill Wallace, vice president of Golf Services

Group, on public-private partnerships; and Greg Cory of Economic Research Associates on the value of feasibility studies.

Also included in the Development program will be Dennis Tull, owner of Smiley's Golf Center, the national authority on development of alternative golf facilities; architect Bob Lohmann, principal of Lohmann Golf Designs, Inc., who will discuss course renovation and its relation to the bottom line; and Stuart Cohen, president of Environmental Turf Services, Inc., who will speak on environmental regulation and its effect on sound public-access development.

Golf Course Expo is the first exposition and conference devoted to public-access golf.

Exhibitors include fertilizer, seed and sod, consultant services, golf cars, mowers, aerators, irrigation equipment, chemicals, architectural services, construction services, software, equipment parts, landscape supplies, utility equipment, greens rollers and ball washers, among others.

Exhibiting companies as of press time include American Society of Golf Course Architects, E-Z-GO Textron, Emerald Isle, Ltd., Flowtronex/PSI, Fore Better Golf, Inc., Gold Medal Recreational Products, Golf Course Builders Associa-

tion of America, Gowan Co., Greenscape Pump Services, Inc., Harco Fittings, Hollrock Engineering, Inc., Horizon Golf, The Kirby Marker System, Milorganite, The O.M. Scott & Sons Company, Otterbine®/Barebo, Inc., Page-Com, Inc., Palmer Course Design Co., Par Aide Products Company, Precision Tool Products Company, Smithco, Inc., Spencer Engine of Jacksonville, Standard Golf Company, Sunbelt Services-Div. of Hendrix & Dail, Tee Enterprises, Inc., Turf Diagnostics & Design, Inc.

For more information on attending the trade show or conference, call the Golf Course Expo hotline at 1-207-846-0600, ext. 248.

Marty Golf

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and William an on-the-field player coach," Marty said.

Marty concentrates on membership sales and generating greens fees. Ochsenhirt, a certified public accountant, creates business plans for MGM clubs and oversees course maintenance and golf shop operations. Fitzpatrick relies on his operations background to recruit and train course personnel.

Plans are to have 10 to 15 clubs under total-management contracts by the end of next year. All will be within the 500-mile radius of Mobile that Marty considers his market area.

"That will give us the base we need to begin leasing or acquiring clubs ourselves," Marty said.

While describing membership sales as the firm's strength, Marty said the company never loses sight of the importance of course maintenance nor the superintendent's role in a club's success.

"No one is more important than the superintendent," the company president said. "Without him, and a quality course, what do you have? Nothing."

Head superintendents at all of the company's full-management clubs are GCSAA members, Marty said.

Plans are to hire assistant superintendents who can be trained to manage new clubs as they become available.

Additionally, the company planned to hire a full-time agronomic consultant by the end of July to oversee maintenance at all facilities, Marty said.

Most of the company's courses are upscale, daily-fee layouts with a smattering of private clubs.

In addition to Pine Tree, the company manages Chuck Hogan Golf Schools and Tour Golf's Practice Tee in Birmingham; Saddle Creek Golf Club in Lewisburg, Tenn.; Hamilton Mill Golf Course in Atlanta; and Jennings Mill CC in Athens, Ga.

The firm has instituted membership programs at Port Malabar CC in Palm Bay, Fla.; Wake Forest CC in Wake Forest, N.C.; and Laurel Ridge CC in Waynesville, N.C.

Marty has management consulting agreements with Chantilly Manor CC in Rising Sun, Md., and The Illinois Center in Chicago.



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