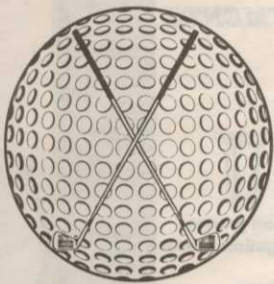


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CIRCLE #177

## Leslie on Public Golf

Continued from page 10

of the new tour book, which will be distributed to 33 million members worldwide. "It didn't cost us anything. We give up a 15-percent discount on our green fee," Vaughn said.

• It worked with its state travel and tourism department.

• It produced 100,000 license plates for clients cars. "Now there are 100,000 advertisements in circulation."

Fitzgerald said brochures have proved to be "a pipeline of business" for the properties she consults. One generic brochure was placed in welcome centers and on the Florida turnpike, costing \$250 per quarter. Other brochures, placed in the pro shops, included coupons for \$10 off per round in the winter and \$5 off in the summer. A third version left a black space on the front for hotels to place their logos and announced that they "happily present the Carolina Club and Deer Creek Golf Club and outlining their packages.

"We have 25 major hotels working with us. It's a win-win situation for everybody," Fitzgerald said. "We literally have 25 sales departments going to all their trade shows domestically and internationally, doing mailings several times a year to corporate clients. Our program for their guests is: lowest guaranteed green fees; we allow guests to book tee times up to a month before arrival; and we give guests a VIP package including range balls, a locker, a second cocktail."

"The media is like having an advertising budget that you don't pay for. Those are the guys you have to take care of like they're your parents," added Dave Richards, president of Golf Marketing Services in Michigan. "Because it costs money to send a writer and photographer somewhere to do a story, most publications will accept a story you provide."

### THE DRIVER: GREENS FEES

"Just as debt service often determines just how profitable you are going to be on an annual basis, don't ever forget the greens fees are what drives the money," said Steve Lesnik, chief executive officer of Kemper Lesnik Organization in Chicago.

R. Tary Kettle, president of Masters Golf Corp. in Winter Park, Fla., supported that statement, saying greens and cart fees represent 70 percent of a course's revenues and 90 to 100 percent of its profits.

Bemoaning the fact that 15 percent of people who prearrange tee times don't show, AGC's James suggested using credit card guarantees, particularly at courses that charge a high-dollar green fee and don't have many walk-ups.

Those who don't honor their tee times "represents big money" and "no one in the industry has really paid attention to this," James said.

By using credit card guarantees, he said, "You're saying to the customer, 'This is serious. I have a perishable commodity called a starting time. If you're not here to use it, I am going to lose. That's not fair to me. I only need to know that you're committed to using it, so give me your credit card number.'"

What do you do when you're so good, 100-percent of your tee times are used?

James cited Arrowhead Golf Course in Littleton, Colo., which charges a \$75 combination green and cart fee and last year made an extra \$20,000 selling the back nine before the players who started on the front nine came around.

"Price-sensitive, time-sensitive people will use it, as well as inexperienced players who don't want to be thrust in there with everybody else," James said. "Sell it at

Continued on page 60

February 1994 57

**February**

4-6 — Executive Women's Golf League Business Links '94 in Palm Beach, Fla. Contact 407-471-1477.

6-10 — Club Managers Association of America Annual Conference and Show in San Antonio, Texas. Contact CMAA at 703-739-9500.

7-10 — National Golf Course Owners Association Annual Conference in Dallas. Contact 803-577-5239.

14-15 — Advanced Turfgrass Management Symposium at Cook College, Rutgers University, Brunswick, N.J. Contact 908-932-9271.

16 — GCSAA seminar on Turfgrass Stress Management in Suffern, N.Y. \*

16-17 — Landscape Industry Show in Long Beach, Calif. Contact 916-448-CLCA.

16-17 — Turf & Grounds Exposition II in Suffern, N.Y. Contact 800-873-TURF.

17-18 — Nevada Landscape Conference and Trade Show in Reno. Contact 702-851-0423.

21-22 — GCSAA seminar on Golf Course Design Principles in Boise, Idaho. \*

22-24 — Western Pennsylvania Turf Conference & Trade Show in Monroeville. Contact 412-837-1402.

23 — New Jersey Landscape '94 in Secaucus. Contact 201-664-6310.

23-24 — GCSAA seminar on Protection of Water Resources in Gaylord, Mich. \*

**March**

1-2 — Massachusetts Turfgrass Conference and Industrial Show in Springfield. Contact Joseph Troll at 413-549-5295.

2-3 — GCSAA seminar on Basic Principles of Turfgrass Management in Normal, Ill. \*

3 — Spring Valley Turf Products Golf & Turf Fair in Pewaukee, Wis. Contact Jordan Sensibar at 414-677-2273.

5-8 — 45th Canadian Turfgrass Conference & Trade Show in Calgary. Contact 905-602-8873.

11 — GCSAA seminar on Maximizing Job Satisfaction in Phoenix

14-15 — GCSAA seminar on Managerial Productivity in King of Prussia, Pa. \*

14-16 — Maine Turfgrass Show and Conference in Rockport. Contact 207-781-7878.

17 — GCSAA seminar on Implementing Strategies and Plans for Turfgrass Environmental Systems in Minneapolis. \*

22-23 — GCSAA seminar on Golf Course Design Principles in Palm Springs, Calif. \*

22-23 — Turfgrass, Landscape and Sports Turf Institute in Pomona, Calif. Contact 619-723-0947.

**July**

31-Aug. 2 — Georgia GCSA Summer Conference at Callaway Gardens Resort. Contact Karen White at 706-769-4076.

**October**

29-Nov. 2 — Georgia GCSA Annual Meeting in Savannah. Contact Karen White at 706-769-4076.

**November**

8-9 — National Golf Foundation Golf Summit '94 in Phoenix. Contact 407-744-6006.

10-12 — Golf Course Expo in Orlando, Fla. Contact the Golf Course News Conference Group at 207-846-0600.

13-16 — 28th Annual Carolinas GCSA Conference and Show in Myrtle Beach, S.C. Contact 800-476-GCSA.

\* For more information contact the GCSAA Education Office at 800-472-7878 or 913-841-2240.

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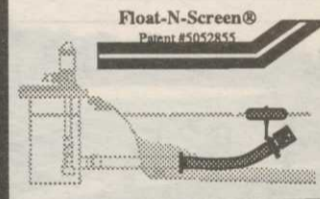
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CIRCLE #184

# Golf Course Marketplace

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152	The Andersons	50	1945,1947
126	Aquatrols	28	2341,2343
131	Best Sand	32	—
175	Booth Golf Course Design	57	—
153	Buckner, Inc.	52	3432
137	Cedar Chemical	34	4237,4239
140	Central Florida Turf	39	—
117	Ciba-Geigy	22	3831
110	Ciba-Geigy	12-13	3831
130	Ciba-Geigy	31	3831
108	Club Car	9	2837
186	Contech Constr. Products	59	3909,3911
181	Continental Bridge	58	939,941
134	Double Springs Grass Farm	32	—
171	Dynacomm	57	—
135	Emerald Isle, Ltd.	33	1317,1319
176	Environ. Compliance Sys.	57	4115,4117
102	Environ. Protection, Inc.	3	4417
125	Fore Par	27	3616
170	Formost Construction Co.	57	—
124	Formost Construction Co.	26	—
185	Furness Golf Construction	59	—
154	Golf Asia '94	53	—
147	Golf Course Expo	44	3809
143	Golfplan	41	1410,1412
180	Greenscape Pump Services	58	4214,4216
188	The Harrington Corp.	59	4150
114	HCC, Inc.	20	—
106	Hoechst-Roussel	7	2448
103	Intergolf Design	3	—
101	ISK Biotech	2	1942
116	Jacklin Seed Co.	21	3842
159	Jacobsen	64	—
182	Jesco Products/Pinhigh	58	937
112	John Deere	16-17	3132
174	JPF Distributors	57	—
160-164	Kalo	63	723,725
132	Kirby Markers	32	91
127	Kubota	29	2648
138	Lebanon Turf Products	36-37	631
109	Lofts, Inc.	11	2218
129	Markers, Inc.	30	3948
187	Master of the Links	59	3754,3756
141	Melex USA	39	3348
145	Melex USA	41	3348
157	Milorganite	62	1841,1843
192	Milona Turf Products	59	4231
148	O.M.Scott	46-47	1620
111	Otterbine/Barebo	14	1709
118	Page Com	22	902,904
105	Par Aide	6	1223
151	Partac	50	—
179	Pavelec Bros. Construction	58	—
136	Precision Small Engine	33	1332
173	Precision Small Engine	57	1332
189	Precision Tool Prod. Co.	59	—
121	Pro-Seed USA	24	3810
184	Qquest Software Systems	58	1239
177	Quail Valley Turf Farm	57	—
155	Ransomes America Corp.	54-55	3110
142	Regal Chemical	40	1611
122	Rhone-Poulenc	25	2940
113	Sandoz	18-19	3148
115	Southern Corp. Promo.	20	4332
119	Standard Golf	23	2932
156	Standard Golf	56	2932
150	Tee-2-Green	49	2009,2010
149	Textron Financial Corp.	48	1633
104	Toro Comm'l. Prod. Div.	4-5	2612
146	Toro Comm'l. Prod. Div.	42-43	2612
178	Trims Internat'l Software	58	531-535
133	Turfline, Inc.	32	721
128	Turfster International	30	—
191	Unit Structures	59	4348
144	United Soil Blenders	41	—
123	Universal Sports Law	26	—
139	Watertronics	38	1714
183	Yard Edge	58	—
172	York Bridge Concepts	57	1448
107	Zajac Performance Seeds	8	1217,1219



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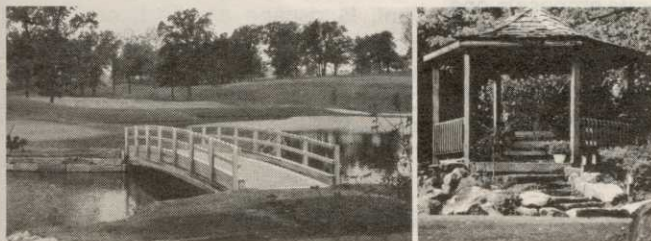
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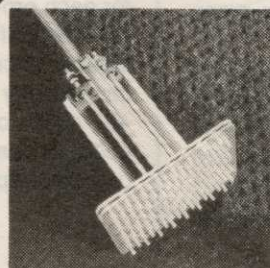
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## Leslie on Public Golf

Continued from page 57

what you can get. It isn't going to cost you a dime more to put another player on the golf course."

### HOT BUT HEAVY

To fill tee times during Florida's hot days, Lansbrook's Gagliardi improved his rounds from 114 to 164 per day on Terrific Thursdays promotions in July and August. Enlisting cooperation from area hotels, restaurants and other businesses, Gagliardi ran closest-to-the-pin contests on every par-3, two long-drive contests and a daily grand prize drawing, plus specials in the restaurants. He developed a mailing list using the registrations for the drawing.

### SATISFYING THE CUSTOMER

"Grass and people: Those are the two things you have to spend your time thinking about," said Lesnik.

While saying a golf course should "spend what you have to spend on turfgrass maintenance — you'll get it back in the long run," Lesnik added: "We're as concerned that the people who play the \$9 round [at one of our courses] feel they got value for their money as we are about the person who paid \$95 [at another course]. It could have been a larger percentage of the ex-

pendable income of the person who spent \$9 than it was of the person who spent \$95."

Just as debt service often determines just how profitable you are going to be on an annual basis, don't ever forget the greens fees are where it's at. That's what drives the money.

One of several Lesnik suggestions: "If you sell permanent tee times at a public golf course, a lot of people are discouraged from coming. Sell every second, third or fourth tee time. If people want to play your course, they will pay a premium for a tee time. And if you stagger them in a way that is convenient for you, you won't discourage other play."

### SOW AND REAP

"Have fun and ... make a difference. The key to that is give, give, give, said Alfonso, who is part-owner of The Rail in Springfield, Ill. "We can all make a difference in our lives — to the people around us, to our communities..."

What you sow in goodwill will return manifold to you in increased business, Alfonso said, adding that key to his business is building lasting relationships. He cited a study that found that "winning over a new customer is five times more expensive than selling a product to somebody who's already your customer."

## Five years of GCN

Continued from page 10

builders association alive, and stayed very busy in Asia-Pacific

- Phil Arnold, executive director, GCBAA — the guiding hand
- Jim Snow, director, USGA Green Section — now, more than ever, the turf authority
- Carol Browner, administrator, Environmental Protection Agency — like her or not, she's a force to be reckoned with
- Steve Mona, executive director, GC-SAA — a new beginning
- Randy Nichols, outgoing president, GCSAA — oversaw the passing of the torch
- Tom Fazio, architect — solidified his reputation as golf's top designer
- Mike Shannon, head of KSL — made big splash on management side by snapping up La Quinta and PGA West, then acquiring Fairways
- Craig Price, president, American Golf Corp. — led AGC on acquisition binge, then formed publicly held acquisition wing, National Golf Properties.

From a publisher's point of view, it's interesting to note a large number of publications have entered this market over the past five years. If I miss one, I apologize to any of my peers. But here's a sampling:

- Golf Course News
- Golf Course New Asia-Pacific
- Northern Turf Management
- Southern Turf Management
- Western Turf Management
- Golf Business Today (and yesterday...)
- Turf (North & South)
- Golf & Grounds Trade
- Golf, Inc.
- GolfWeek (new format/circulation)

Last, but certainly not least, I offer a list of new products, trends and services which have emerged during the past five years or so — let me know if I've left any out:

- Water-injected aeration
- Computerized weather stations
- Soil blending
- Lightweight greens mowers
- Wetting agents
- Growth regulators
- Integrated pumping stations
- Slow-release fertilizers
- Composting
- Biological alternatives
- Endophytes

Thanks again to our readers and advertisers for your continued support. *Golf Course News* is proud to be involved in this industry, and I look forward to reporting back to you in my next column — on our 10th anniversary.

struction of a Pete Dye course there. Minger was also involved in the development of Desert Mountain and the Palmer course in Whistler, British Columbia, Canada.

"Golf has been given a bad name because of the mega-developments," Minger said. "It was a way of selling property instead of playing the game as it was originally constituted. We aim to invite people from the golf industry to show the green side, to show the good examples.

"Instead of sniping at each other and filing lawsuits, we're going to sit down and talk. We'll see what the environmental groups find wanting and how the golf course industry can respond and, in the past, I believe golf has shown itself to be very responsive."

Patterson said a preconference meeting is scheduled for June or July, when speakers and conference organizers can devise a first-draft program and walk through it.

"We've contacted more than 25 key individuals and organizations on both sides

Continued on next page

## Environmental Summit

Continued from page 3

Management, founded 12 years ago by actor Robert Redford, specializes in bringing together the forces of environmentalism and industry. According to Director Terry Minger, the Center — a 501-C3, or non-profit organization — has staged "meaningful, productive" conferences on oil drilling in the Bering Sea, reauthorization of the Clean Air Act, the ozone debate and global warming.

"We're an organization that builds bridges," said Minger. "We're not an advocacy group. When we brought people together for the Bering Sea seminar, we had 18 oil companies there, as well as environmental groups."

Minger said he expects no more than 65 or 70 attendees, equally representative of the golf/resort industry and environmental groups. Minger added that he possesses a solid grounding in the golf world, having been city manager in Vail, Colo., during con-

# Golf Co

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## EMPLOYMENT OPPORTUNITIES

### \*\*REQUEST FOR PROPOSAL\*\*

Proposals are being requested from qualified consultants to furnish golf course design services for a new 9-hole golf course and remodeling of the existing 18-hole golf course for the City of Casper. For more information, contact: **Joe Fernau, CGCS, 1800 East K Street, Casper, Wyoming 82601. Phone #: (307) 235-8419.**

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The City of Virginia Beach, Virginia (pop.402,000) is soliciting proposals from PGA certified golf professionals to manage the pro shop at each of their three municipal golf courses. Interested parties are notified that three separate proposals-one for each pro shop- are available. All PGA certified golf professionals who are interested in submitting proposals should contact the City Purchasing Division at (804) 427-4438 to obtain the necessary proposal documents. John McConnell/Procurement Specialist.

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## Phillips commentary

Continued from page 10

situations. Now, correct me if I'm wrong, but if someone is too embarrassed to go in the bushes, might they also be too shy to use this so-called wiz stick?

The Arab-Israeli Better Late Than Never Municipal Development Award goes to?... The town of Sherburne, Vt., which is on the verge of building the state's first municipal golf course (see page 3) — no small feat in a state where it's easier to elect a socialist congressman than receive permitting for a new golf facility.

The Tonya Harding/Lady Byng Trophy for Sportsmanship goes to?... Members of the British Ryder Cup contingent, for bowing out of the brouhaha at the Belfry without clubbing anybody on the kneecap with a 9-iron. The English have such good breeding.

The Desmond Muirhead/Put the Artistry Back in Architecture Award goes to?... Bob Cupp, whose geometric exploits have been the subject of more bad metaphors than Pythagoras ever thought possible. What critics have overlooked, however, is Cupp's acclaimed, Pumpkin Ridge outside of Portland, Ore. When viewed from a passing plane, Cupp's 36-hole routing plan actually resembles the inner ear of an ordinary house cat.

But seriously folks... I played some wonderfully designed, beautifully maintained golf courses during 1993. Here is but the creme:

Best New Course You've Heard Of: The Four Seasons Resort at Aviara. This Palmer/Seay design in Carlsbad, Calif. was drop-dead gorgeous, interesting and fair. Here's the ultimate test: I played horribly and still enjoyed it immensely.

Best New Course You've Never Heard Of: Cattail Creek in Edgewood, Md. A Willard Byrd course that featured about 14 spectacular holes, complemented by four solid ones.

Best Established Course You've Heard Of: Finally played Pebble Beach... But Spanish Bay was better. Honestly.

Best Established Course You've Never Heard Of: Oswego Lakes CC, Lake Oswego, Ore. This is a fantastic H. Chandler Egan design (1926) carved into a small mountain outside Portland. Exhilarating old world golf with views of Mt. Hood.

Best Maintained Course: Interlachen in Edina, Minn. Had the pleasure of playing just before the Walker Cup and the conditions were as you might expect: pristine. Incidentally, I played Royal Porthcawl — site of the next Walker Cup — over the summer. The Welsh wind was blowing about 40 mph off the Bristol Channel — nothing special, according to the club secretary.

Looks as if Jay Sigel turned pro at the right time.

## Environmental Summit

Continued from page 60

and a couple of things have jumped out at me," Patterson explained. "First, 95 percent have expressed a keen interest. And second, nobody has been to a conference like this before.

"We'd like to break a little ground and maybe make a regular thing of it because these issues must be addressed over time. Solutions will evolve, but only with better communication."

Minger concurred: "We won't muffle anybody. We'll try to balance things so learning can take place."