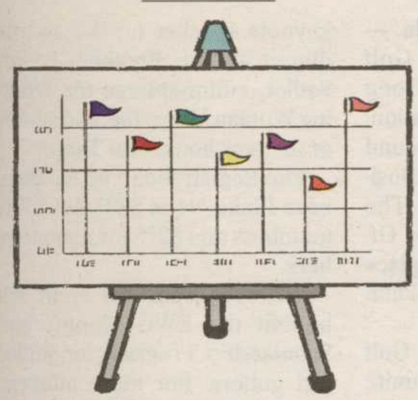
BRIEFS



NCA NAMES WEGRZYN VP

WASHINGTON, D.C. — The National Club Association has selected Susan Wegrzyn as executive vice president.

Susan Wegrzyn

"Her appointment demonstrates the association's continuing commitment to member service, said NCA President James Maser. Wegrzyn most recently was assistant executive director of membership and marketing serves at the American Dental Association in Chicago. Prior to ADA, she held a similar post with the American Bar Association.

NGP ACQUIRES THIRD PROPERTY

PALM SPRINGS, Calif. — National Golf Properties, Inc. has acquired Mesquite Golf & Country Club here. The property was acquired from Morry California, Inc. for approximately $6,200,000 and marks National Golf Properties' third acquisition since its initial public offering last August. Located in the heart of Palm Springs, Mesquite is a daily-fee course with easy access to the airport, convention center and numerous local hotels. It opened in 1985 and has won awards from the Desert Beautification Society for the past two years.

PGA TO BUY VALHALLA

PALM BEACH GARDENS, Fla. — The Professional Golfers Association of America is considering buying Valhalla Golf Club in Louisville, Ky. Valhalla will be the site of the 1996 PGA Championship and is rated 36th among America's top 100 courses by *Golf Digest* The PGA's option to purchase the course was finalized Nov. 8.

STUBBS TO LEAD BOULDERS

CAREFREE, Ariz — Head profesional Stuart Jay Stubbs has been named director of golf at The Boulders Resort Club. He replaces Robert Irving, who is leaving to play on the Senior PGA Tour. Stubbs will supervise the golf program and both 18-hole courses. He has been at the Boulders since 1986. He previously worked at Edina and Interlachen Country Clubs in suburban Minneapolis and SentryWorld Sports Center in Stevens Point, Wis.

UNIVERSITY RIDGE PROMOTES URBEN

MADISON, Wis. — Golf pro Mike Urben has been named director of golf at University Ridge. Urben has served as golf professional since its opening in 1991. He was formerly golf professional at Desert Mountain in Scottsdale, Arizona.

Palmer Management plans major expansion

Pacific Golf mgmt. contributes $50 million acquisition war chest

By PETER BLAIS

ORLANDO, Fla. — Travelers stay at a Marriott, Hilton, Hyatt or Ritz Carlton because they know what type of accommodations they can expect.

Golfers show a preference for a Pete Dye, Tom Fazio, Art Hills or Jack Nicklaus layout because they know the type of course they are likely to encounter.

But will those same golfers make a special effort to play a particular course *because* it's managed by a ClubCorp, American Golf Corp., Kemper Sports, Fairways Group or Arnold Palmer Golf Management Co?

Not yet, but that day is coming, according to Palmer President Peter Nanula.

"The golf industry has been underbuilt, until recently," Nanula explained. "But as soon as there is the slightest hint of an oversupply of courses, golfers will become more discriminating. Then the brand name of the management company will become important."

Nanula sees that day fast approaching. Florida is largely overbuilt already, he said. If the current new course construction pace continues, other parts of the country will become oversaturated with golf facilities over the next five to 10 years, he predicted.

"The growth rate in demand for golf courses will slow," Nanula said. "Instead of the 5 to 10 percent annual growth we saw in the 1980s, it will be closer to 3 to 5 percent. That's still a good, solid underlying growth figure, especially considering the population is increasing at just a 1 percent annual rate.

Peter Nanula

"But it also means the excess demand for golf will be sucked up. There will be a shakeout and some good acquisition deals will be available on golf courses."

Palmer Management is poised to take advantage of those opportunities, Nanula said.

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New Kiawah Island management to undertake extensive renovations

By PETER BLAIS

KIAWAH ISLAND, S.C. — Pete Dye, Tom Fazio, Jack Nicklaus and Gary Player will all return to Kiawah Island over the next few years to help renovate their creations as part of the $15 million facelift planned by the Charleston-area resort's new owners.

"We want to make Kiawah the very best resort that it can be," said Prem Devada, the new managing director of Kiawah Island Resort.

AMF Inc. took control of the former Landmark Land Co. property in late October. Subsidiary Kiawah Island Inn Co. will manage the resort's amenities, including the Inn and Conference Center, two tennis centers, restaurants, food and beverage services, resort rental management and three AMF-owned courses — Osprey Point (Fazio), Turtle Point (Nicklaus) and Marsh Point (Player).

AMF entered a joint ownership agreement with the Audubon Society of New York for The Ocean Course (Dye).

"Dye was here recently [mid-November]. He's going to help us take The Ocean Course to a higher level of maintenance," said Chris Cole, project director for golf and tennis. He will oversee the changes to the three courses.

An alligator patrols Kiawah's Ocean Course. The creature became famous during the '91 Ryder Cup.

The Ocean Course is the newest and best known Kiawah layout. It opened in 1991 and hosted that year's Ryder Cup. Cole plans to clean out some vegetation to make the course more playable. A walking policy at the currently-carts-only course, along with a first-class caddy program, should be in place by March, he added.

Being the newest of the four layouts, The Ocean Course is in the least need of updating, Cole said. The effects of financially strapped Landmark's final years are more visible at Marsh Point (opened in

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Owners group honors Dedman

DALLAS — Robert Dedman, chairman and chief executive officer of Club Corporation International (ClubCorp), will receive the Award of Merit at a banquet to be held in his honor Feb. 9, at the Four Seasons Resort here.

The Award of Merit is given annually to recognize an individual or organization who have made a significant and long-term contribution to the game of golf and who have made the game more popular. This banquet is a part of the NGCOA Annual Conference.

ClubCorp is the holding company for several highly successful golf, hospitality, and financial services companies. ClubCorp's subsidiaries include 36-year-old Club Corporation of America, Club Resorts Inc. and GolfCorp.

In 1957, Robert Dedman, Sr. was convinced that the golf and country club business presented a great opportunity for a profit-oriented owner/operator. At that time he purchased

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Marketing Idea of the Month

Kids-play-free program at Hilton Head increases revenues

A family putts out on the 4th hole of the Clipper Course at Port Royal Golf & Tennis. The Family Special has increased off-season revenue by allowing children to play for free.

By PETER BLAIS

It was a mystery.

Summer was Port Royal Golf & Tennis Ltd.'s busiest time of the year. Hotel rooms were full, restaurants packed and the Hilton Head Island (S.C.) beaches swarming with people.

But at the facility's 81 golf holes, play was well below spring and fall levels. In fact, from 2 to 4 p.m., the Port Royal Golf & Racquet Club and Shipyard Golf Club layouts were basically empty.

"What gives?" asked Chief Operating Officer Mike Tinkey.

Being a sound business person, Tinkey decided to survey his summer customers. He asked them why they came to Port Royal and why they didn't play more golf.

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