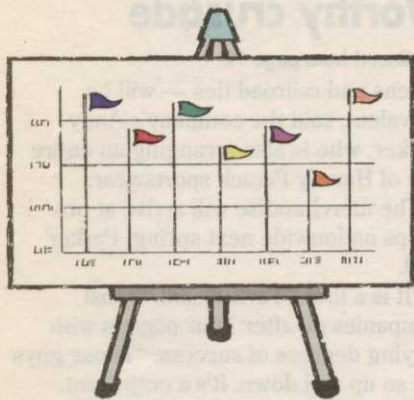


## BRIEFS



## MARTTY TO MANAGE PINE TREE

FAIRHOPE, Ala. — Martty Golf Management (MGM) has signed contracts to manage Pine Tree Country Club in Birmingham and Saddle Creek Golf Club in Lewisburg, Tenn. According to Tom Martty, president of Fairhope-based MGM, changes at Pine Tree will include capital improvements while the management of Saddle Creek will focus on preparation for its grand opening in the fall of 1994.

## CMAA TAPS CALL FOR MEMBERS SERVICES

ALEXANDRIA, Va. — The Club Managers Association of America has named Phyllis A. Call as director of chapter and member services. Call replaces Les Sweeney and will act as administrator of the association's membership, chapter programs and student development.

## AGC MAKE ENVIRONMENTAL EFFORT

SANTA MONICA, Calif. — American Golf Corp. is instituting a multi-phase environmental quality program at its 180-plus golf facilities in the U.S. Where possible, AGC will convert to organic pesticides and fertilizers, replace underground storage tanks with above-ground ones, and use effluent rather than potable water, according to AGC Chairman of the Board David Price. AGC-operated Applewood Golf Course in Golden, Colo. (a GCSAA Environmental Steward Award winner), and Lake Tahoe (Calif.) Golf Course will serve as model facilities.



David Price

## NEW OFFICES FOR THE NGCOA

MT. PLEASANT, S.C. — The National Golf Course Owners Association (NGCOA) has moved its operation to larger offices here and changed phone numbers. The new address is: NGCOA, 1461 Center Street Ext., Suite B1, Mt. Pleasant, S.C., 29464. The new phone number is: 803-881-9956, while the fax is 803-881-9958. The 800 number remains 1-800-933-4262.

## O'NEILL JOINS KEMPER SPORTS

NORTHBROOK, Ill. — Kemper Sports Management has named Charles O'Neill as marketing analyst to develop strategic marketing programs for its courses and analyze new business opportunities. O'Neill holds master's degrees in business and journalism. Prior to joining Kemper, he was an account executive for a Michigan public relations firm and managing editor of a Harbor Springs, Mich., newspaper.

## Environmental clearinghouse operational by mid-summer?

By PETER BLAIS

CHARLESTON, S.C. — A clearinghouse for environmental information regarding golf courses could be functioning by mid-summer, according to National Golf Course Owners Association Executive Director Michael Hughes.

Representatives from the Allied Associations of Golf decided to move forward with the program during their late May gathering here.

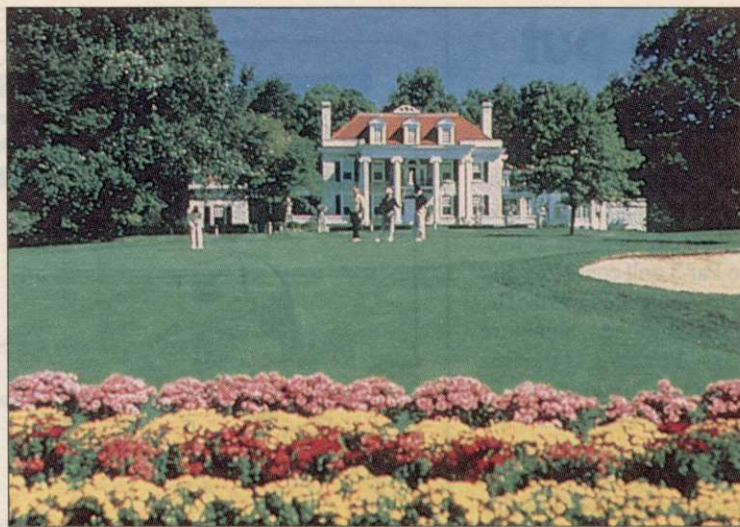
Exactly what information the yet-to-be-named clearinghouse will provide remains undetermined, Hughes said. The Allied Association's environmental subcommittee, chaired by Hughes, expected to put the finishing touches on the program by late June, the NGCOA staffer said.

Prepared printed responses to some of the most commonly asked questions, particularly those involving wetlands and pesticides, will likely be available, Hughes said. Most will be written in laymen's terms since many requests are expected from the media and general public.

For more technical questions, lists of qualified professionals who could help will be provided.

While much of the information may already be available through the Turfgrass Information Foundation, U.S. Department of Agriculture library and various colleges and institutions, the general public either is not aware of its availability or it is too technically written.

Continued on page 44



The stately, colorful clubhouse at Hershey (Pa.) Country Club, one of American Golf Country Club's (AGCC) most recent acquisitions. AGCC has been busy this year, adding 15 courses to its worldwide holdings, which number 32.

## American Golf leaps into private club market with both feet

By PETER BLAIS

When you think of American Golf Corp. you generally envision a public golf colossus.

"It's ironic considering AGC's roots are in the private club business," said David Pillsbury, executive vice president of American Golf Country Clubs (AGCC), American Golf's recently formed private country club division.

"[AGC Founder] David Price's first course was a private layout in Yorba Linda, Calif. The public side has just grown much faster than the private side."

Fast indeed. Santa Monica, Calif.-based AGC added an average 10 courses annually through the 1980s. It now numbers a whopping 180 facilities, most of the public variety.

Price began restructuring the firm two years ago to bring additional attention to AGC's private clubs and members. The company added 15 private clubs in the past year, giving it 27 in the United States and five in Great Britain. Plans are to double those numbers in the next five years, Pillsbury said.

Formed earlier this year, AGCC is de-

Continued on page 42

Following is a list of U.S. golf properties managed by American Golf Country Clubs: Brandywine Country Club, Maumee, Ohio; Oakhurst Country Club, Grove City, Ohio; Royal Oak Country Club, Cincinnati, Ohio; Skyline Woods Country Club, Elkhorn, Neb.; Sugar Creek Country Club, Sugar Land, Texas; Walden on Lake Houston, Humble, Texas; Heatheridge Country Club, Aurora, Colo.

Brookside Country Club, Stockton, Calif.; Escondido Country Club, Escondido, Calif.; Indian Ridge Country Club, Palm Desert, Calif.; Lomas Santa Fe Country Club, Solana Beach, Calif.; Monterey Country Club, Palm Desert, Calif.; Mountaingate Country Club, Los Angeles; Palm Valley Country Club, Palm Desert, Calif.; Sunset Hills Country Club, Thousand Oaks, Calif.; Yorba Linda Country Club, Yorba Linda, Calif.; Canyon Oaks Country Club, Chico, Calif.

Ancala Country Club, Scottsdale, Ariz.; Arrowhead Country Club, Glendale, Ariz.; Tanoan Country Club, Albuquerque, N.M.; Heatheridge Country Club, Aurora, Colo.; Brookstone Country Club, Acworth, Ga.; Hidden Hills Country Club, Stone Mountain, Ga.; Hunt Valley Golf Club, Hunt Valley, Md.; Bear Creek Country Club, Woodinville, W.Va.; Hershey Country Club, Hershey, Pa.

## Marketing Idea of the Month

## Florida's First Coast proves there is strength in numbers

By PETER BLAIS

JACKSONVILLE, Fla. — Organizers of Florida's First Coast of Golf marketing program hope they have a second Myrtle Beach in the making.

Formed in fall 1992 based on the successful Myrtle Beach Golf Holiday model, the First Coast of Golf offers stay-and-play golf packages at 33 courses and 23 hotels.

During its first full year of operation, the program was responsible for an additional 13,000 rounds of golf and 5,000 hotel room nights in the Duval/Nassau/St. Johns counties area, according to First Coast Executive Director Charles Callaghan.

"It took people with vision to start something like this," Callaghan said. "They realize it will take three to five years to get this established. But we expect to see increases every year."

First Coast course and hotel operators long suspected they were being bypassed



Queens Harbour Yacht & Country Club in Jacksonville is one of 33 courses participating in the First Coast golf and hospitality cooperative.

as golfers migrated from the more heavily marketed Golden Isles (Brunswick, Jekyll Island and St. Simons) area of southeast Georgia on their way to Orlando or Naples, according to Lynette Pease, marketing manager with Mark McCumber & Associates Golf Design, which is located in Jacksonville.

And yet the area was blessed, Callaghan said, with the two keys for successfully starting a regional golf marketing program — an excess of quality golf holes and an overabundance of hotel rooms.

Amelia Island Plantation and the TPC at Sawgrass are among the best-known lay-

Continued on page 43

## Environmental clearinghouse

Continued from page 40

"The clearinghouse will be manned by people knowledgeable in the golf business and publicized so people know it is available," Hughes said.

Hughes expects the clearinghouse to maintain regular business hours.

Requests will likely be handled through a toll-free telephone number and/or by mail. An on-line computer service could also be available.

Those requesting information should expect no more than a nominal reproduction charge for accessing clearinghouse information, Hughes said. The members of the Allied Association will share the cost of the program, he said.

One member association is likely to take the lead on the project. It has not been determined

which one that will be, he added.

"This is an indication the various golf associations are willing to work together to benefit the game and to better address the challenges facing the entire industry," Hughes said.

He said the Allied Association has identified three target areas needing addressing and assigned subcommittees to research each one. Junior golf and promoting the game during National Golf Month (August) are the other two.

In addition to the owners association, composed of public-access golf course owners, the other groups represented on the environmental subcommittee are the Golf Course Superintendents Association of America, United States Golf Association, National Golf Foundation, Golf Course Builders Association of America and American Society of Golf Course Architects.

## AGC — private

Continued from page 40

voted exclusively to the acquisition and management of private clubs throughout the United States and abroad.

Among the most recent additions were Hershey (Pa.) Country Club and Canyon Oaks Country Club in Chico, Calif. National Golf Properties Inc., a Real Estate Investment Trust founded by Price, purchased both properties and turned management over to AGCC.

"What separates us from most management companies is our 25

years of experience, management expertise, company resources and willingness to put our capital at stake rather than just sign a management contract to operate the club," Pillsbury said. At Canyon Oaks, for instance, AGCC is investing \$2 million in a new clubhouse and \$400,000 in fairway enhancement and course drainage.

"Many country clubs are at a crossroads," the AGCC executive said. "They are more capital intensive and competitive than their members realized. To make needed improvements, the club must go into debt, have a special assessment on members or hire a management company. We can make the improvements without over-burdening the members."

There are other advantages to being an AGCC club member. The Member Advantage Plan gives full golf members access to more than 100 private, resort and daily-fee AGC courses. Members receive complimentary green fees with the rental of a golf car at participating U.S. courses. They pay only a guest fee at U.K. clubs.

It is up to the private club members whether to participate in the program. Some don't, but most do, Pillsbury noted.

Other AGCC member services include golf excursion planning, travel discounts, national tournament competition, discounts on pro shop merchandise, charge privileges at all participating clubs, tournament and event planning, child care and youth golf programs.

Sullivan credits regional membership directors Sandy MacIver (East) and Jim Allison (West) with developing many of the programs and helping AGCC membership grow "at a time when we are seeing downward pressure on initiation fees and other charges at private clubs."

Except at the top of the management pyramid — where Chairman David Price, Executive Vice President of Acquisitions Joseph Guerra, Vice President of Human Resources Loretta Rafferty, Executive Vice President/Legal Counsel James Stanich and Vice President of Maintenance Michael Heacock reside — AGCC has a separate management team from American Golf's resort and public division.

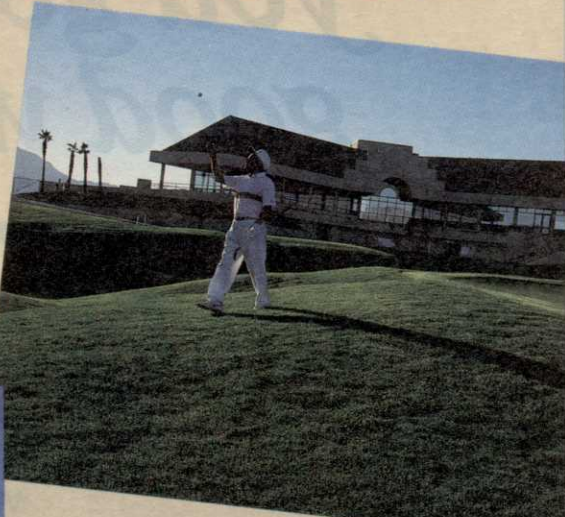
As AGCC executive vice president, Pillsbury supervises the operations of all private courses and field services. Senior Vice President of Operations Dave Seidl, Eastern Region Director Terry Clark and Western Region Director Bill Ryan oversee the daily operations of the 32 facilities.

AGCC emphasizes the career path available to superintendents within the company.

"We can start less-experienced superintendents at an entry-level club and move them along a career path to a premium facility," Pillsbury said. "They can advance without having to work for four or five different employers while enjoying all the benefits available through our company."

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