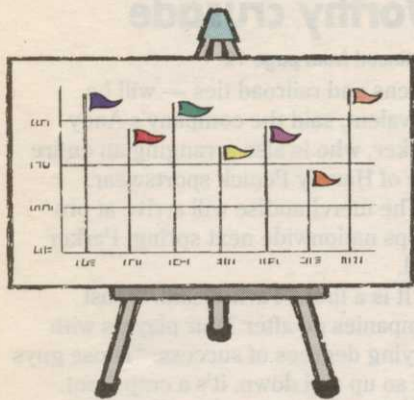


BRIEFS



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.

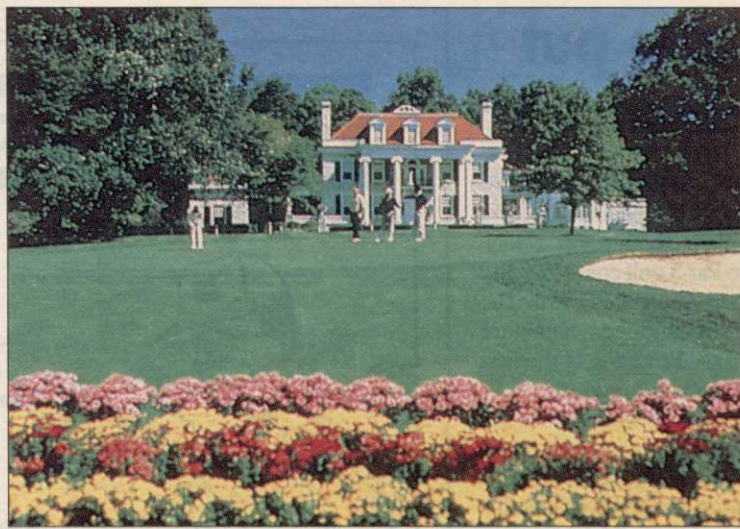
Exactly what information the yet-to-be-named clearinghouse will provide remains undetermined, Hughes said. The Allied Association's environmental subcommittee, chaired by Hughes, expected to put the finishing touches on the program by late June, the NGCOA staffer said.

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.

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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-

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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-

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GOLF COURSE NEWS

Florida's First Coast

Continued from page 40

outs in the tri-county area. The extensive list of hoteliers includes the Ritz Carlton, Marriott, Embassy Suites and Holiday Inn.

"You need enough courses so that a group of friends can come down for a week, play 36 holes a day and never play the same course twice," the executive director said. "And you need to have enough empty hotel rooms that you can offer people a great deal.

"We're competing with areas like Myrtle Beach. When people read a brochure from that area and then one of ours, one of the first things they look at is price.

"If an area is already pretty well booked and just looking to make some additional revenue, the regional concept won't work. It only works if you can offer significant discounts."

Once they realized they had the raw resources, course and hotel operators along with members of the local chambers of commerce and visitors bureaus ventured up to Myrtle Beach to discover how that 27-year success story worked.

Convinced it could also work for the First Coast — so named because it is the first coastal area one hits driving into Florida and because of first-city-in-the-nation St. Augustine— they began seeking a director.

That fall they chose Callaghan, a former University of Alabama sports information director and Gator Bowl organizer. Callaghan received a \$215,000 budget, half funded by the state's Tourist Development Council and the other half by local golf courses and hotels.

Approximately \$78,000 of that first-year budget went toward publishing 100,000 copies of a glossy, 48-page, 8-1/2-by-11-inch brochure detailing the First Coast's places to play and stay.

Rates range from as low as \$41 per person for accommodations, 18 holes of golf daily chosen from among 21 courses, complimentary breakfast and airport transportation, up to \$170 a night for Amelia Island Plantation and its many amenities.

With materials and booth in tow, Callaghan hit the road. The new director exhibited at 10 regional golf shows. He talked up the First Coast to potential golf vacationers and passed out an average 3,000 brochures at Toronto, Minneapolis, Detroit and other cities.

Booth visitors were invited to enter a drawing for an all-expenses-paid vacation to the First Coast. The names became a mailing list Callaghan used in targeting future materials. Callaghan purchased additional mailing lists from *Golf Digest* and *GOLF* magazines as well as limited advertising in some regional travel directories.

The second brochure came out this spring at a cost of \$81,000 for 125,000 copies. Callaghan plans to hit everyone on his lists at an

average mailing cost of 44 to 55 cents apiece.

"It may take two, three or more times seeing your information before potential vacationers consider your area," Callaghan said. "Many golfers are traditionalists and are hesitant to risk change. But people also like to see different places on their vacations."

Although the program operates on a year-to-year basis, Callaghan said organizers intend to see it through for the three to five years needed to determine whether it is a success.

"We couldn't do this without the support of the visitors bureaus

and chambers of commerce," Callaghan said. "They've provided us with free office space, computers and furniture.

"In addition to salaries and the brochures, we've just been responsible for phones, office supplies and mailings."

After 19 months as the only employee, Callaghan hired a secretary in early June.

"When I've been out of the office, all we've had is an answering machine to field calls," Callaghan said. "It should help to have someone who can respond personally to inquiries and send out information immediately."

Kemper gives city courses a face lift

CHICAGO, Ill. — Park District golf courses here are getting a face lift. Beginning last June, asphalt tees and walks were replaced with natural grass and stone walking paths.

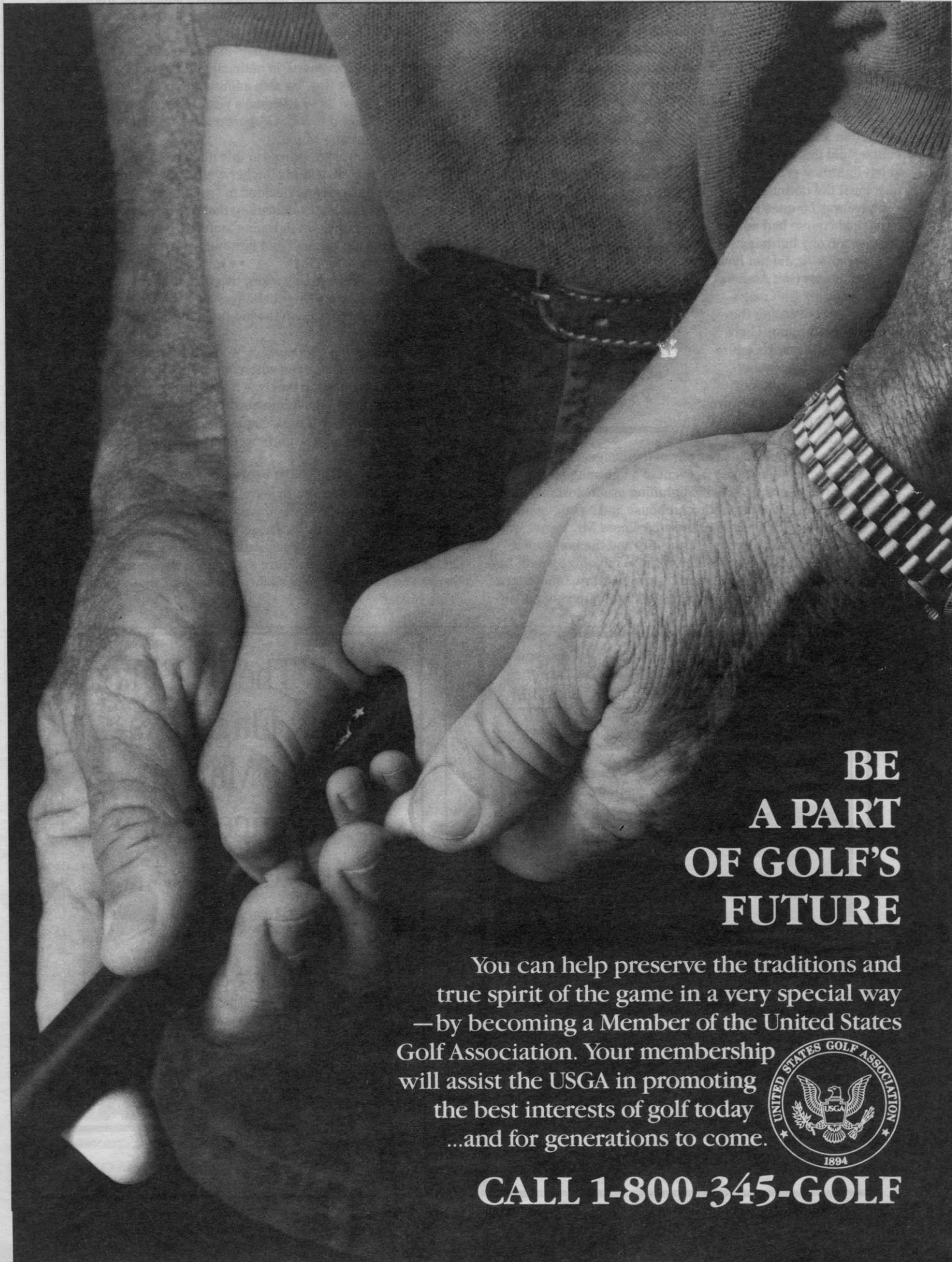
To date, Kemper Golf Management Chicago, Inc. (KGMC) has planted more than 175 trees and shrubs, 35 flower gardens and 2,000 yards of grass.

It has used more than 50 truck loads of soil, 15 ship-

ments of wood chips and cleaned more than 100 sandtraps in an effort to create a more positive impression.

The renovations also include added target greens at the Diversey range and a learning center at Jackson Park.

Last year the KGMC also installed a tee-time reservation system, which allows golfers to make reservations by phone using their credit card and social security number.



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