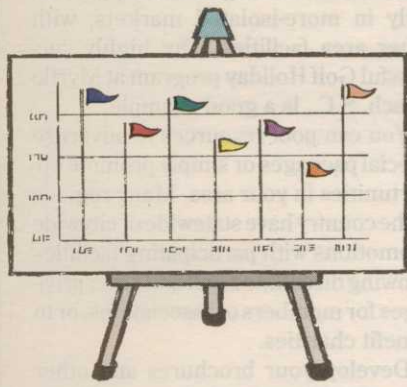


BRIEFS



DOWNIE TO HEAD SALES AT MID-PINES

SOUTHERN PINES, N.C. — Helen Downie has been named resort manager of the Mid-Pines Golf Club here. Downie has been director of sales and marketing at the resort since 1988. Mid-Pines was acquired by the Pine Needles Resort and a trio of North Carolina business executives. The inn and golf course will be operated by Pine Needles. Mid-Pines opened in 1921, and features a Donald Ross-designed golf course to complement 118 guest rooms.

GRAYHAWK TABS CURRY

SCOTTSDALE, Ariz. — Catherine Curry has been named special projects manager of Grayhawk Golf Club, a new 36-hole golf project scheduled to open in September. Curry will act as construction liaison and be responsible for supervising all pre-opening activities. Before joining Grayhawk, Curry was marketing director for the David Leadbetter Golf Academy. David Graham and Gary Panks designed the Talon 18, scheduled to open in December. The Tom Fazio-designed Raptor course is still in the design stage.



Catherine Curry

PERDUE TO HEAD CMAA EDUCATION

ALEXANDRIA, Va. — Joe Perdue has been named director of education and professional development for the Club Managers Association of America. Perdue has been a faculty member in the Cecil B. Day School of Hospitality Administration at Georgia State University since 1986. He has also served as director of CMAA's Business Management Institute programs since that time.

HAYNIE NAMED TIMARRON DIRECTOR

SOUTHLAKE, Texas — Ladies Professional Golf Association Hall of Famer Sandra Haynie has been named director of golf at Timarron Country Club. Haynie won 42 tour events, including the 1974 U.S. Women's Open. The 18-hole Byron Nelson design, located in a Mobil Land community in Southlake and Colleyville, is scheduled to open in September.

SIGNATURE, ISS TEAM UP

ORLANDO, Fla. — Signature Golf International recently selected ISS Golf Services to handle course maintenance at Harbor Hills Country Club in nearby Lady Lake. The April 18 acquisition of Harbor Hills was the first purchase for Signature, a newly formed management company. ISS has maintenance-only contracts on 225 golf holes around the country.

Ocean Course sale delayed by environmental concerns

By PETER BLAIS

CHARLESTON, S.C. — Just how much wetlands restoration work will have to be done and just who will pay for it is holding up the final sale of The Ocean Course at Kiawah Island to the New York Audubon Society.

The South Carolina Coastal Council, U.S. Army Corps of Engineers, Resolution Trust Corp., Virginia Investment Trust (VIT) and New York Audubon are trying to determine the extent of unpermitted damage done to wetlands during construction and whether the placement of certain bridges violates environmental permits, according to New York Audubon Executive Director and Counsel John Santacrose.

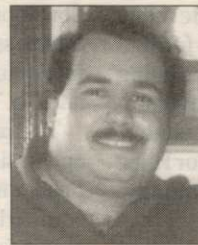
Santacrose said he had expected the

deal — which would make New York Audubon and investor VIT the property owners — to have originally been completed by this spring. Now he doubts the issue will be resolved before late summer or early fall.

"It's such a unique transaction that it's been fairly difficult," Santacrose said.

Technically, the Resolution Trust Corp. still controls the environmentally sensitive course built by the now-defunct Landmark Land Co.

"It's the RTC's problems to correct," explained VIT Vice Chairman Beverly Armstrong. "We have no involvement in that whatsoever."



John Santacrose

"It hasn't affected our financial commitment to the purchase at all. It's just taking longer to get it done than we'd expected."

New York Audubon was the winning bidder for the RTC property at last summer's bankruptcy auction of Landmark holdings.

Under the purchase agreement, VIT subsidiary AMF Inc.

was to eventually take over management and financial ownership of the property in exchange for certain conservation easements that would allow New York Audubon to stipulate how further development would proceed.

But the Coastal Council and U.S. Army

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The 7th hole at Settler's Hill Golf Course in Geneva, Ill., one of 16 facilities managed by GreenVisions.

GreenVisions becoming major player in Midwest management

By PETER BLAIS

NORTHBROOK, Ill. — The steady growth in golf course development in the Midwest has helped a Northbrook firm become one of the leading management companies in the region, if not the United States.

GreenVisions currently operates 10 golf facilities in Illinois, Wisconsin and Iowa. In early May the Northbrook firm took over the management contract at New Berlin (Wis.) Hills Municipal Golf Course. It plans to spend \$500,000 on capital improvements there over the next

five years. It is building Sand Creek Country Club in Chesterton, Ind., and remodeling Emerald Hills Golf Club in Sterling Hills, Ill. Plans are to add two to four courses annually.

"We'd like to be in the 15 to 25 range within five years," President and Chief Operating Officer Tim Miles said. "We don't have an ownership interest in a course, yet. But it will happen."

GreenVisions leases and manages golf clubs for a variety of clients, ranging from banks to municipalities to forest preserve districts.

"The Midwest has been strong, particularly for municipal work," Miles said. "The Midwest, especially Illinois, is helped by government agencies like park districts. There are between 300 and 500 in Illinois alone. Each one has taxing and bonding capacity. That's a big help in getting courses built."

GreenVisions offers full management services including marketing, budgeting, accounting and personnel management functions. One of its specialties is turning around ailing operations, such as Highland Park (Ill.) Country Club.

The former private club filed for bankruptcy in the early 1990s, according to GreenVisions Chief Financial Officer Allan Swaringen. LaSalle National Bank hired GreenVisions as a consultant in 1991. The company assisted with the foreclosure, ap-

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Marketing Idea of the Month

Getting word out called key to success

By JOE GLASSER

Getting the word out on the benefits of your facility is the greatest challenge facing course operators.

Whether you are starting a new facility or want to improve business at an existing one, your solicitation plan should start with establishing a relationship with the media.

Invite editors and reporters to see what you are developing during construction. Get to know them on a first-name basis. Invite them to lunch. Keep them posted on the development's progress.

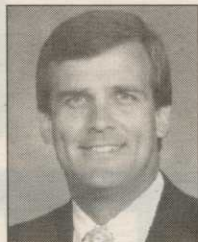
Feature articles during development can create interest in your target markets and give you a head start promoting what you plan to offer the golfing public.

Prepare a master list of media representatives from local, regional and national publications and broadcast outlets. Plan a media day celebration including complimentary golf before the official opening to introduce your facility.

While I was with Marriott, we held a media day at Marriott's Grand Hotel at Point Clear (Ala.) to introduce a nine-hole addition. It is a fairly isolated facility and needed an aggressive marketing approach. The event resulted in numerous stories at the local, regional and even national level.

The media can also be helpful at an existing facility. Whether you have remodeling plans, management changes, or sim-

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Joe Glasser

Textron donation pushes CMAA closer to goal

ALEXANDRIA, Va. — Textron Group has made a pledge of \$100,000 to The Club Foundation's Campaign for Excellence, a Club Managers Association of America fund-raiser.

The Textron Group consists of Jacobsen, Textron Financial Corporation, Textron Specialty Materials and E-Z-Go.

The Campaign for Excellence was launched in 1992. In April, 1993, the Club Foundation announced the successful completion of the first phase of the Campaign for Excellence, with \$1 million, or one-third of the total

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## NGCOA

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promised to work closely with the GCSAA and others.

Jim and brother Charles refer to themselves as Mr. Inside and Mr. Outside, respectively, when it comes to the Scott family business.

Jim runs the golf shop operations and keeps the books. Charles manages the courses. Charles is a University of Massachusetts turf school graduate, certified golf course superintendent, former Wadsworth Golf Construction Co. employee and designer of three of the family's five layouts.

The fifth, Stone Hedge North, is under construction and due to open next summer. The other four are Stone Hedge Golf Course, Gull Lake View East & West, and Bedford Valley GC in Battle Creek.

The Midwest, particularly Michigan, has been one of the strongest growth areas for public golf in recent years. But a shortage of entry-level facilities still exists, the new owners' association president said.

"All the ones around here are at or over capacity," Scott said. "We need to give new golfers a chance

to get into the game. Beginners are held back because it is so intimidating to learn the game on an upscale, daily-fee course that's built for the guy who can break 90. Unfortunately, those are the courses being built rather than entry-level facilities."

Scott complimented the work of Immediate Past President Vince Alfonso of The Rail in Springfield, Ill., and Executive Director Michael Hughes.

"Vince has been a wonderful spokesman for the game," Scott

said. "He's very interested with the teaching of golf and represented us very well.

"Mike has done a terrific job. He's organized our association and focused on what we needed to do, namely move us into a positive position as part of the Allied Association."

...

Other officers elected during the meeting were Cliff Rumpy, Treeline Golf Club, Tomball, Texas, vice president; Chuck Bennell, Tam O'Shanter Golf Course, Canton,

Ohio, secretary; and Jerry Hollingsworth, Singing Hills Golf Club, El Cajon, Calif., treasurer.

Making up the rest of the board of directors are Darrell Boyd, Mt. Frontenac, Frontenac, Minn.; Dan Clark, Willow Creek Golf Course, Des Moines, Iowa; Larry Giustina, Tokatee Golf Club, Eugene, Ore.; Jim Hinkley, ClubCorp, Dallas; Mark Krause, Muskego Lakes Country Club, Muskego, Wis.

Walt Lankau Jr., Country Club of Stow, Stow, Mass.; Gibson Lunt, Lake Shore Country Club, Roch-

ester, N.Y.; Carol Nill, Butler's Golf Course, McKeesport, Pa.; Mark Seabrook, Canadian Golf & Country Club, Ashton, Ontario, Canada; John Shields, Glenn Dale (Md.) Country Club.

Rich Stahlhuth, Hale Irwin Golf Services, Inc., St. Louis; Ted Stavovy, Willowbrook Golf Course, Belle Vernon, Pa.; Bill Stine, USA Golf, Kissimmee, Fla.; Mike Tinkey, Sports Management and Marketing Services, Mt. Pleasant, S.C.; Peter Trenchard, Bay Ridge Golf Course, Sister Bay, Wis.

## Seeing double can speed up play!

The problem with placing yardage markers in the center of fairways is that most golfers rarely hit the ball down the middle. When you add the fact that distances to the green can vary dramatically from one side of a fairway to the other — especially on doglegs — it's easy to see why doubling up with our affordable

Yardage Marker System makes sense. ♦ Each pair

of bright, highly visible PVC Distance Markers features colorful decals that specify distances of 100, 150, 200 or 250 yards. Since they slip into

ground anchors, they're easily removable and replaceable for

mowing. The complete nine-hole system includes enough

markers to cover both sides of the fairways on each par 4 and par

5: 14 each of the white 100-yard, 150-yard and 200-yard markers; 4 each of the white 250-yard markers and 46 ground anchors. ♦ For more

information, contact your nearby Standard Golf distributor and ask about our complete Yardage

Marker System. Once you're seeing double on your course, you'll know why two markers are

better than one!

**Our new Yardage Marker System works both sides of the fairway to help players judge distances faster and more accurately.**

## Ocean Course

Continued from page 33

Corps of Engineers intervened last fall. The agencies claimed permit violations occurred during construction and are demanding restoration work be done to the affected areas. The bankruptcy court has held up the closing on the property until the matters are resolved.

Part of the problem is that Hurricane Hugo struck during the middle of construction. Work resumed shortly after the storm passed. But no accurate pre- and post-hurricane maps exist, making it difficult to determine what permit violations might have occurred, Santacrose said.

"The Coastal Commission and RTC are trying to decide what the violations are," he added. "We want to be in on those discussions so that we know what we are getting into and whether it is technically possible to make and maintain the corrections."

AMF continues to operate the facility under a management contract with the RTC.

"I think the purchase will still go through," Santacrose said in mid-May. "It will be a couple more months before everything is resolved and then there is a 60-day wait once the bankruptcy court okays the plan. That means it will be late summer or early fall before the closing is finalized."

Armstrong, whose company plans a \$15 million renovation of the Charleston resort and its other three courses once the deal is finalized, added: "We'd certainly like to see the matter resolved so we can make the improvements we'd planned."

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