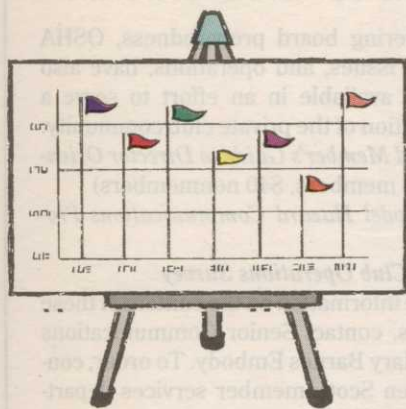


BRIEFS



NGF RANGE SEMINAR IN APRIL

JUPITER, Fla. — The National Golf Foundation will conduct an educational conference in Newport Beach, Calif., for individuals interested in development opportunities that exist today for golf ranges and learning centers. The program, which is structured for maximum audience participation, is scheduled for April 17-19 at the Hyatt Newporter. For more information, contact Roger Yaffe at the Foundation at 407-744-6006.

ABERNETHY DOG AT DEBORDIEU

PAWLEY'S ISLAND, S.C. — John A. Abernethy is the new director of golf and head golf professional at DeBordieu Club, a 2,700-acre oceanfront golf community in South Carolina featuring a Pete Dye course. Abernethy comes from Lancaster (Pa.) Country Club, where he was head pro for 29 years. Abernethy has been president of the Central Pennsylvania Section of the PGA and the Lancaster County Golf Association.

SCGA BUYS RANCHO CALIFORNIA

NORTH HOLLYWOOD, Calif. — The Southern California Golf Association has bought 18-hole Rancho California Golf Club in Murrieta for \$8 million. The purchase price includes additional land on which the SCGA plans to build another nine holes, clubhouse and driving range. The course, designed by Robert Trent Jones Sr., is about 20 miles south of Riverside and 50 miles north of San Diego.

CAGLE TO MANAGE TWIN OAKS

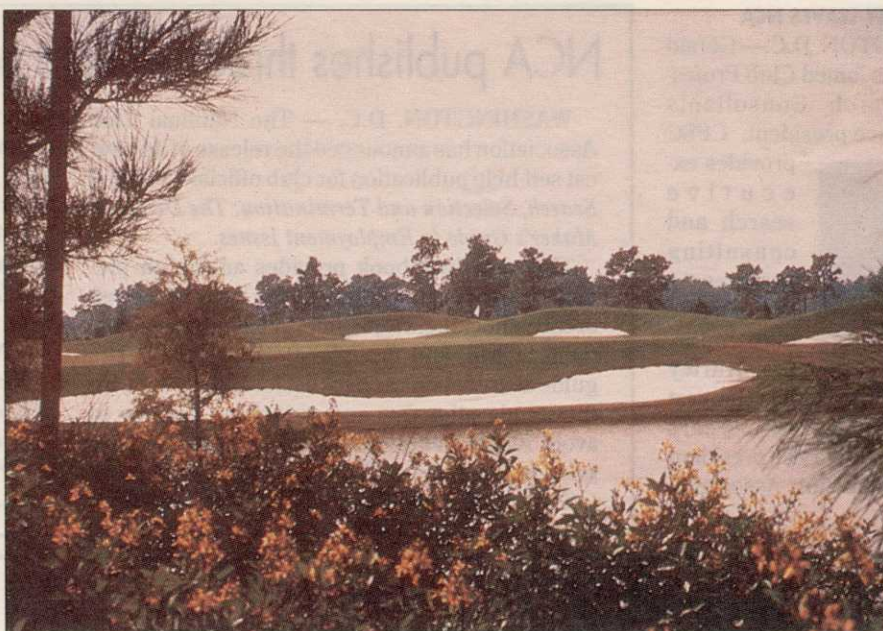
ALLEN, Texas — Roger Cagle has been named manager and superintendent of the Arnold Palmer-designed, 18-hole golf course at Twin Oaks, this city's new, 2,700-acre residential community. Cagle has been course superintendent at Eagle Watch Golf Club, Woodstock, Ga. Twin Creeks, a par-72, 7,000-yard layout, is scheduled for completion in the fall of 1994. It will be open to the public.



Roger Cagle

JOHNSON NAMED CASPER VP

VIENNA, Va. — Steve Johnson has been appointed vice president of golf operations for Billy Casper Golf Management, Inc. Johnson has directed field operations the past eight years for Arnold Palmer Golf Management Company, Orlando, Fla. He was Merchandiser of the Year/PGA Gateway section in 1991 and 1993.



The Rees Jones-designed Falcon's Fire GC in Kissimmee, Fla. is one of 17 Western Golf clients.

Western Golf adds acquisition component

By PETER BLAIS

SCOTTSDALE, Ariz. — After 10 years managing courses for others, Western Golf Properties Inc. hopes to begin buying facilities this year.

"Our goal is to acquire courses over the next five years," said Western Golf President Joe Black, who founded the company 10 years ago. "We don't have a specific number in mind.

"We had intended to begin acquiring courses earlier. But the market was getting turned upside down when we first got in. We couldn't financially justify buying. A course must be able to service its debt. We're finally starting to see some good deals out there again."

Black will bring almost 40 years in the golf business and 30 years of management experience to that first acquisition.

Black joined the PGA Tour in 1955. When his playing days were over, he moved to Club Corporation of



Joe Black

'A course must be able to service its debt. We're finally starting to see some good deals out there again.'

— Joe Black

America, where he served as company vice president and golf professional at Brookhaven Country Club in Dallas from 1964 through 1985. He is former president of the Professional Golfers Association of America, tournament director of the PGA Tour and chairman for the Ryder Cup, PGA Championship and PGA Senior Championship.

Western Golf has 17 clients, including such widely known layouts as Pelican Hills Golf Club in Newport Beach, Calif., voted the "Best New Resort Course for 1992" by *Golf Digest* and Desert Highlands Golf Club in Scottsdale, Ariz., site of the first two

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Marketing Idea of the Month

Attacking weekdays with killer promotions

By PETER BLAIS

PALM HARBOR, Fla. — Thunder showers and empty golf courses — sure signs of summer in west Florida.

While club owners can do little about the weather, there is something they can do about the lack of play at their facilities, according to Gregg Gagliardi, general manager of Lansbrook Golf Club.

Here are a couple of ideas that increased business significantly last summer at this suburban Tampa public layout.

• *Delta Airlines Terrific Thursdays*. Every Thursday during July and August, a tourney atmosphere took over at Lansbrook.

Anyone paying the \$28 greens fee competed in a half-dozen special events — closest to the pin, longest drive, closest drive to the center line, longest putt and other contests frequently held



Gregg Gagliardi



The 10th green at Lansbrook Golf Club soaks up the sunshine outside Tampa, Fla. This Lane Marshall design was renovated by Denis Griffiths in 1990. It features water on 16 holes.

during tournaments.

Smaller prizes were awarded for most contests — a sleeve of balls, golf shirt, cap. The top prize was a weekend for two at a nearby beach hotel.

At the end of August, everyone who had played on a Terrific Thursday was eligible for a grand prize drawing — an all-expense-paid trip for two for the final weekend series of the year pitting the Toronto Blue Jays against the New York Yankees in Toronto.

The result? Thursday rounds increased 67 percent, up from an average of 113 in August 1992 to 189 in August 1993.

The cost? "That's the beauty of it,"

CMAA tackles voter registration in San Antonio

Three such bylaws defeated; Shulz assumes presidency

By PETER BLAIS

SAN ANTONIO, Texas — Like their brethren in the superintendents association, Club Managers Association of America (CMAA) members had a bit of a bylaw amendment flap of their own at February's annual meeting.

At issue was whether to automatically mail ballots for the election of officers, directors and bylaw amendments to all eligible voting CMAA members, whether they requested ballots or not.

The reasoning behind the proposed change was that more than the approximately 50 percent of eligible voters who traditionally cast ballots would do so if the process were made easier.

For the past two years, members could either vote at the annual meeting (about a third of voting-eligible members generally attend) or by requesting a written voting authorization allowing them to vote by mail if they could not attend.

The amendment would have required CMAA staff to automatically mail out ballots 60 days before the annual meeting to all eligible voters.

The board of directors did not support the three proposed bylaw amendments that would have made the automatic mailings possible. One board candidate stated during the opening business session that he publicly rejected the proposals even though it could have cost him votes.

Voting responsibly required research and commitment to the organization, he argued. Automatic mailing of ballots worked against that, he added.

Apparently the eligible voters who took part in this year's election agreed and voted

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Gagliardi said. "It didn't cost us a cent."

The grand prize came courtesy of Blue Jay pitcher Mel Stottlemyre, Delta Airlines and Hilton Hotels. The weekend beach getaways were donated by the local hotels.

Stottlemyre is a friend of Gagliardi's and donated the baseball tickets.

Delta came through with the free airfare in exchange for the publicity generated by having its name included in the special promotion.

Hilton and the beach hotels provided rooms and meals in exchange for having their establishments mentioned during the promotional radio ads that ran frequently

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Western Golf Properties

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Skins Games.

Among the newest projects are Lightning W Ranch, an 18-hole private club set to open later this year; El Dorado Hills (Calif.) Country Club, a 36-hole private club that starts construction in March; and Green Bay (Wis.) Country Club, a planned Dick Nugent design.

The company recently ventured into the Asia-Pacific market, inking consulting and management agreements with Friendship Meadows Country Club in Bangkok, Thailand, and Rainbow Hills Golf, Leisure and Resort in Jakarta, Indonesia.

"We want to be perceived as one of the best quality operators in the country and overseas," Black said. "We try to provide customers a golf experience rather than just a round of golf."

Western Golf offers complete management (including course maintenance) and consulting services.

"We try to make Tour conditions the norm at our facilities. And the superintendents are a very important part of that," Black said. "They share information and expertise and usually answer to the director of golf at each facility."

Ultimately, however, Black and Vice President Mark Kizziar are responsible for each property. Like Black, Kizziar was a head golf professional (Rolling Hills Country Club in Tulsa, Okla., and Crestwood Country Club in Sand Springs, Okla.) and active in the Professional Golfers Association of America, which he served as president in 1983-84.

Two other executives figuring prominently in Western Golf operations are Project Development Manager David Goff and Director of Marketing Kathy Bryant. Goff is a former financial consultant to Dick Nugent Associates. His responsibilities include feasibility analysis of new projects and acquisition, financial

analysis, evaluating and structuring new developments and pursuing equity participation in new developments.

Bryant has 22 years experience in the hospitality industry, including regional sales director at Granada Royale Hometels (now Embassy Suites), national sales manager with Ramada Inns, Inc. and director of membership at CCA's Fairlane Club in Dearborn, Mich., where she earned CCA's Membership Director of the Year (1979).

One of the more novel membership deals Bryant put together was at Pelican Hill's driving range. The company made 50 memberships available at \$900 a year last summer. They were sold out in less than three weeks.

"We did it for public relations reasons originally," Black said. "We simply couldn't accommodate everyone who wanted to play the course, so we decided to open the range. We'd like to sell more. The demand is there. But we'll wait until the end of this summer before deciding if there is room."

Following is a list of Western Golf Properties Inc.'s current contracts:

The City of Daytona Beach (Fla.) LPGA Headquarters; Desert Highlands Golf Club, and The Golf Club at Desert Mountain, Scottsdale, Ariz.

Del Mar Resort and Golf Club, Del Mar, Calif.; Pelican Hill Golf Club, Newport Coast, Calif.

Las Campanas, Santa Fe, N.M.; World Woods Golf Club, Homosassa, Fla.; Falcon's Fire Golf Club, Kissimmee, Fla.;

Lodestar Golf Club, Mammoth Lakes, Calif.; Verde Valley Ranch, Clarksdale, Ariz.

Wild Wing Plantation, Myrtle Beach, S.C.; Woods Valley Ranch, Valley Center, Calif.

Lightning W Ranch, Carson City, Nev.; El Dorado Hills Country Club, El Dorado Hills, Calif.; Green Bay (Wis.) Country Club; Rainbow Hills Golf, Leisure and Resort, Jakarta, Indonesia; Friendship Meadows Country Club, Bangkok, Thailand.

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CARB ruling

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areas of California that have not met federal ozone level requirements. Most urban areas have not complied, and 90 percent of the state's population resides in urban areas, according to ARB spokesman Jerry Martin.

However, Martin added that the San Francisco area is very close to meeting federal ozone requirements, meaning the post-1996 ban on gas-powered golf cars would not be enforced in the Bay area.

Northern California cities like Eureka and Crescent City are already in compliance, Martin said.



*Based on research conducted by the Center for Golf Course Management, a subsidiary of the Golf Course Superintendents Association of America.

CIRCLE #156