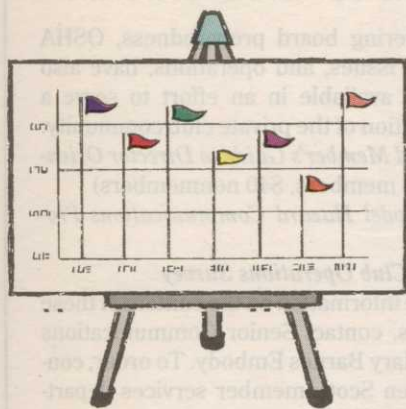


BRIEFS



**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**

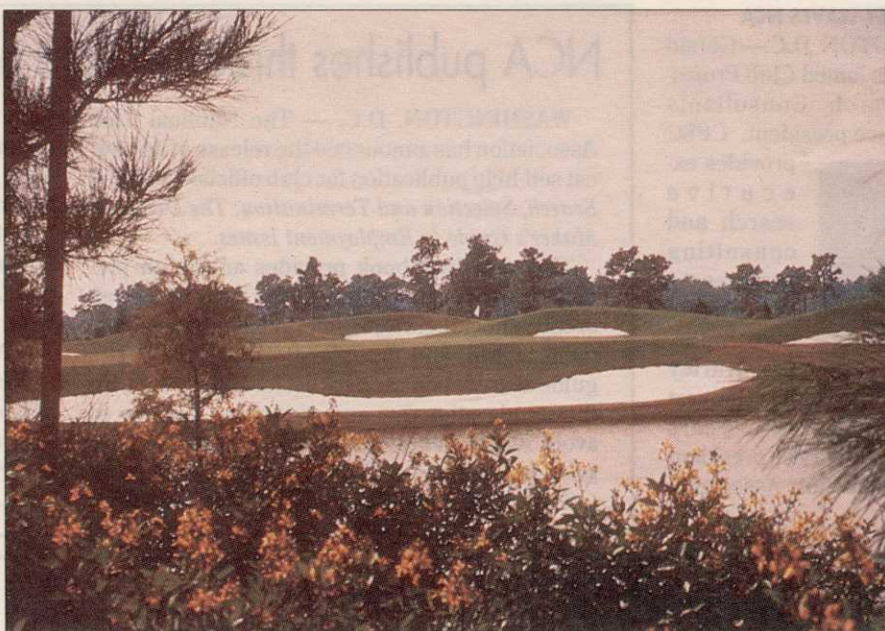
ALLEN, Texas — Roger Cagle has been named manager and superintendent of the Arnold Palmer-designed, 18-hole golf course at Twin Oaks, this city's new, 2,700-acre residential community. Cagle has been course superintendent at Eagle Watch Golf Club, Woodstock, Ga. Twin Creeks, a par-72, 7,000-yard layout, 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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## Record turnout for NGCOA event

By PETER BLAIS

DALLAS — The National Golf Course Owners Association Annual Conference enjoyed its largest-ever attendance here last month. The 280 attendees also gave the four-day event the highest rating ever attained at the NGCOA's yearly gathering, according to association Executive Director Michael Hughes.

Among the featured speakers at the 20 educational sessions were Club Corporation of America Vice President of Marketing Jerry Gelinas; former PGA Tour Chief

Executive Officer and TPC Chief Operating Officer Mark Barrett; Baylor University professor Nancy Upton; and Palmer Golf Management President Peter Nanula.

New officers were elected including President Jim Scott of Gull View Lake Golf Club, Augusta, Mich.; Vice President Cliff Rampy of Treeline Golf Club, Tomball, Texas; Treasurer Jerry Hollingsworth of Singing Hills Country Club, El Cajon, Calif.; and Secretary Chuck Bennell of Tam O'Shanter Golf Club in Canton, Ohio.

The highlight was Club Corpo-

ration International Chairman Robert Dedman's acceptance of the association's Award of Merit.

Dedman encouraged course owners to strive for excellence, but never lose their sense of humor. "The greatest thing about laughter is that the more you give, the more you have left for yourself," said Dedman, who noted the need for a strong course owners' association.

"The superintendents, club managers, architects and golf pros all have their own associations," the CCI executive said. "Yet they all work for the course owner. Owners need to know about those disciplines, but have special prob-

lems of their own — taxes, employer/employee relations and interest rates, for example."

All too often in business, people believe someone has to lose in order for someone else to win, Dedman said.

"Competitive sports and cards are the only places I know of where you have to have a winner and a loser," Dedman said. "People should measure success in life by the number of win-win situations they create. If you don't create win-win situations with your customers, employees and family, you won't enjoy much loyalty or success in life."

## Marketing Idea of the Month: Lansbrook GC

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from Sunday through Wednesday.

The radio station provided Lansbrook free advertising time in exchange for golf passes it gave away during the station's own promotions.

"We're looking forward to doing it again this summer," Gagliardi said.

• *Cadillac Week.* Gagliardi calculates this promotion generated \$25,000 in advertising for Lansbrook at little or no cost.

In cooperation with a local Cadillac dealer, Lansbrook offered a free round of golf to anyone who test drove one of the dealer's luxury cars.

The club also set up several of its pros in the dealer's showroom with television cameras and a putting green. The instructors provided potential customers a free video swing analysis and putting tips.

Lansbrook eventually provided 150 free rounds of golf to Cadillac customers. Test drivers were encouraged to bring along guests by providing them with \$5 discount coupons. The only stipulation was that the free and discounted rounds be played by the end of November, the start of the busy season at Lansbrook.

"They always brought people with them," Gagliardi said of the test drivers.

But more important than the extra play was the free advertising Lansbrook received. The Cadillac dealer spent \$15,000 on television, \$7,500 in direct mail and \$4,500 in the *St. Petersburg Times* promoting the event. Lansbrook was mentioned in each advertising spot and direct-mail piece.

"The cost of just producing a television ad is about \$2,000, let alone the cost of running it. We could never afford that. But this way we had our name mentioned on television without those costs," Gagliardi said.

Cadillac is a major sponsor of the Senior and PGA Tours. The affiliation with the luxury car manufacturer was an added benefit, Gagliardi said.

"I've tried to upgrade the image of Lansbrook since I arrived here in 1989," the Northeastern University graduate said. "Having the type of clientele Cadillac attracts play our course certainly helps."

The Cadillac dealer was so pleased with the promotion, he planned to offer it again in mid-February. This time he budgeted \$45,000 for advertising and direct mailing.

"It must have been a success because another car dealer approached us about doing a similar promotion," Gagliardi said.

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