

Will U.S. follow California's emissions lead?

By HAL PHILLIPS

SACRAMENTO, Calif. — The state of California is generally seen as America's bellwether. As California goes — economically, culturally, politically — so goes the country.

In light of the recent ruling from the California Air Resource Board (CARB) — forbidding the sale of gas-powered golf cars after Jan. 1, 1997 — do golf car manufacturers see other states or federal agencies following suit?

"First of all, the amount of emissions a golf car produces is insignificant," said Todd Sauvey, president of Columbia Par Car. "But I don't think the rest of the country will pursue similar measures that quickly. They won't change as fast as automotive emission standards, for example.

"I think other states will see how California fares and phase restrictions in over the next 20 years."

Ron Skenes of E-Z-GO believes most of the country will let the market decide between gas- and electric-powered golf cars.

"It's up to the consumer," he said. "But we're watching the California situation very carefully. I'm not sure whether it's an indicator of things to come. It's too early to tell."

from the National Golf Car Manufacturers Association (NGCMA) — received a two-year reprieve.

The ARB staff has ruled that gas-powered cars not be sold in California any time after Jan. 1, 1997. However, all gas-powered cars in use at that time will be grandfathered for the duration of their lifespans.

The ban on gas-powered golf car sales after 1996 is only valid in

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'If 1997 is the magic year, so be it. But I don't necessarily think California will set the tone on this issue.'

— Joseph Stahl, VP
Yamaha Golf Car
Division

Joseph Stahl, vice president of Yamaha's Golf Car Division, concurs.

"We're all looking at ways to make the electrics perform to

higher standards," said Stahl. "If it's mandated by the market or the government, what's the difference? We have to meet the needs at the golf level and the federal level.

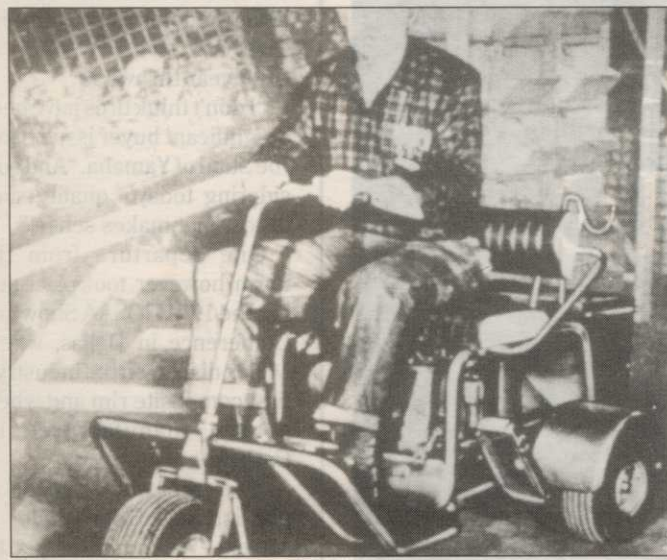
"If 1997 is the magic year, so be it. But I don't necessarily think California will set the tone on this issue. I think there may be other urban areas that explore standards similar to those laid down by CARB, but the EPA won't follow CARB.

"If it does, then we'll have to respond with the kind of product improvement — with electric cars — that makes the situation work."



YOU'VE COME A LONG WAY, BABY

President Dwight D. Eisenhower provides a bit of historical perspective on the evolution of golf cars. In photo below, we see another relic, circa 1947.



By HAL PHILLIPS

SACRAMENTO, Calif. — The state Air Resource Board (ARB) has accepted the recommendation of its staff, mandating an eventual transition from gas- to electric-powered golf cars in California.

Under a previous proposal, gas-powered golf cars were to be banned from sale in California beginning Jan. 1, 1995. But the golf car industry — after lobbying

California Air Resource Board bans sale of gas-powered golf cars after Jan. 1, 1997



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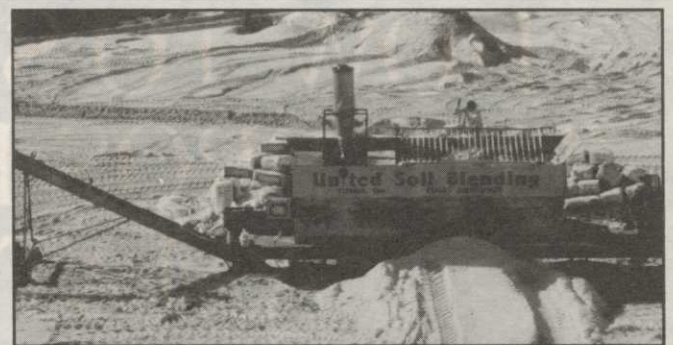
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CIRCLE #154

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.