

## BRIEFS



## CLUBCORP BUYS 2 TEXAS LAYOUTS

DALLAS — GolfCorp has assumed management of two Texas courses, The Golf Club at Fossil Creek in Fort Worth and Padre Isles Country Club in Corpus Christi. ClubCorp acquired Fossil Creek from Hunt Resources and turned operation of the Arnold Palmer-designed course over to GolfCorp. ClubCorp purchased Padre Isles from Texas-based Asset Development Corp. Architect Bruce Litrell designed the 18-hole course.

## GOLF COMMUNITIES ADDS FLA. TRACK

ORLANDO, Fla. — Golf Communities USA Ltd. has entered an option agreement to purchase Cutter Sound Golf & Yacht Club in south Florida's Martin County. Golf Communities took over operation of the entire project Sept. 16. In addition to the Gary Player-designed championship course, Cutter Sound includes 96 deep-water boat slips and 200 homesites

## FOX VALLEY UNDER PALOMA WING

LANCASTER, N.Y. — Paloma Golf Group Inc. recently purchased The Fox Valley Club here for \$4.6 million. The 18-hole layout is located near the Buffalo airport and 30 minutes from Tan Tara Golf Club, which Paloma purchased earlier this year. Paloma founder Garth Chambers also operates Emerald Valley Golf Club in Eugene, Ore., and Dove Canyon Country Club in Southern California.

## LAKE LINDERO NAMES NEW MANAGER

AGOORA HILLS, Calif. — Lake Lindero Country Club here has named Golf Projects Lindero, formed by Golf Projects International President David Smith, to manage and operate the club. Lake Lindero features a nine-hole executive course, tennis courts, swimming pool, sailing lake, lounge, snack bar and pro shop.

## AOKI TABS WESTERN GOLF

SCOTTSDALE, Ariz. — Aoki Corp. of Japan has selected Western Golf Properties to provide golf club development and management consulting services for Caesars Park Beach and Golf Resort located in Cancun, Mexico. Westin Hotels & Resorts will manage the property, which includes an 18-hole course designed by Aoki.

## MEMBERS BUY INDIAN WELLS CC

INDIAN WELLS, Calif. — The partnership of 319 club members and ClubCorp has completed the \$17.25 million purchase of Indian Wells Country Club from the U.S. Customs Service. The 27-hole course, which has long been a site of the Bob Hope Chrysler Classic, will remain private.

## MARKETING IDEA OF THE MONTH

## Nev. firm takes resort promos to the highway

By PETER BLAIS

RENO, Nevada — A Nevada firm is taking resort promotion on the road to attract "discriminating" golfers to some of the world's premier golf destinations.

Golf Resorts Inc.'s 53-foot, custom-designed marketing vehicle made its premier appearance recently at Newport (Calif.) Beach Country Club. The event kicked off this fall's three-month, nationwide trek to demonstrate the vehicle's capabilities to resort directors.

The goal is to recruit 60 resort advertisers to be showcased during the 1995 exhibition promotional tour schedule. That schedule will take the custom-designed vehicle on a 12-month excursion to professional golf tournaments, major cities and busy golf locations.

"It's a new advertising medium aimed at a select group," said Golf Resorts representative Nancy Dillman. "It allows resorts to target golf travelers. Normally,



Golf Resorts Inc.'s 53-foot vehicle will tour the country promoting numerous golf resorts.

they'd have to spend a lot of money advertising in numerous publications to reach those people."

According to company literature, the Double Eagle, as it is called, will reach more than 500,000 of golf's most-affluent vacationers.

"By delivering a message in a manner that's up close and personal to a prime target market, resorts will find the unique medium an affordable and innovative alternative to conventional sales and advertising methods," the company states.

A truck pulls the 53-foot Double Eagle

van. Graphics identifying various resorts and companies are displayed on the van's sides. Once situated, one side of the van opens revealing its most intriguing feature, a high-tech golf simulator and viewing area.

The simulator allows visitors to play a hole on one of several widely known courses. Promoters expect this to attract many people who will either play a hole for a nominal fee or watch from the viewing area. Contributions raised from the simulator will be split between the Ameri-

Continued on page 44



Doral Resort is one of the premier properties owned and operated by KSL

## KSL solidifying position as major golf resort operator

By PETER BLAIS

Like a powerful army that has gained a foothold in a new country, KSL Recreation Corp. is moving up its forces and digging in for a long occupation of the golf industry.

A week after purchasing LaQuinta Resort and Club and PGA West in Palm Springs, Calif., for \$256 million last January, KSL agreed to buy The Doral Resort & Club in Miami.

Suddenly, the Kohlberg Kravis Roberts & Co. affiliate was in control of two of golf's premier properties.

Since January's invasion, KSL has moved in seasoned officers to oversee its multiple golf resort operations.

The most recent lieutenant to arrive is Virgil Robinson. The former director of agronomy at the renowned Desert Mountain Properties in Scottsdale, Ariz., assumed the same position at LaQuinta Resort and Club and PGA West on Nov. 2.

Robinson, a 28-year course management veteran, will join Dick Kopplin, a 22-year country club manager who this summer left Desert Mountain to become vice president of club opera-

Continued on page 45

## Anaheim chooses to operate own courses

By PETER BLAIS

ANAHEIM, Calif. — The City Council recently rejected American Golf Corp.'s proposal to assume operation of the city's H.G. Dad Miller and Anaheim Hills municipal golf courses.

The idea had split the council down the middle, with Mayor Tom Daly and Councilmen Irv Pickler and Frank Feldhaus originally favoring the privatization plan.

Councilmen Fred Hunter and Bob Simpson opposed the plan, believing the city should retain control of the courses and protect municipal employee jobs.

It wasn't until a cost analysis performed by the firm KPMG Peat Marwick Management Consultants revealed the switch could result in minimal savings that the council decided to leave the course in the hands of municipal employees.

[A call to American Golf Corp. offices for comment was not returned.]

"The Council realized we were running a good operation that was making money

*'The Council realized we were running a good operation that was making money for the city.'*

— Jack Kudron,  
Superintendent of Parks

for the city," said Superintendent of Parks and Golf Jack Kudron. "We were able to convince them that we could make as much money as a private operation. That was a relief to Sharon Ericson, president of the 750-member Anaheim Municipal Employees Association.

"The Council rejected it because it was pointed out again and again that the courses were already making a lot of money for the city and were in great shape," she said.

"There was no public support for the plan. AGC supporters weren't showing up for meetings. There were even peti-

Continued on page 44

## Course owners hold trade show

ORLANDO, Fla. — The National Golf Course Owners Association will hold its first trade show for course owners and operators in conjunction with its annual conference here on Jan. 23-24.

Attendees at the conference and show will participate in educational sessions and attend a limited trade show geared specifically to the interests of owners.

More than 300 course owners are expected to attend the annual conference, which will continue through Jan. 26 with educational sessions on such topics as construction, financing and marketing.

"The NGCOA Trade Show will offer the opportunity for our mem-

Continued on page 45



## Golf Resorts

Continued from page 43

can Junior Golf Association and a charity designated by the tournament sponsor.

The simulator should get tournament visitors in the door, Dillman said. Once inside they will stroll past a variety of displays, exhibits, presentations and product samples showcasing the 60 participating resorts as well as various golf product and service companies.

"We've targeted more than 140 resorts throughout the United

States, Mexico and the Caribbean as potential advertisers," Dillman said.

"We expect to sign up 60 fairly quickly this fall."

For the \$1,400 per month advertising fee, resorts will be included in a colorful promotional brochure highlighting each of the resorts. The facilities will also be featured in framed wood cases within the vehicle.

Seven travel consultants will accompany the vehicle and provide visitors with additional resort information.

Golf Resorts Inc. will maintain

a computer database of visitors. The names and addresses will be made available to each participating resort.

The Pro Lounge located at the front of the vehicle features leather seating, wood cabinetry, television, VCR, CD player and refreshment area. The private facility will be used for small meetings, media events and sales opportunities for participating resorts.

Other benefits for resorts include the ability to have one's own sales personnel in attendance to entertain guests and

prospective clients; exposure at select travel trade shows; an area to distribute brochures or literature; and 25-inch color monitors to show resort sales and promotional videos.

Oliver "Bud" Andress developed the Double Eagle concept. The Golf Resorts Inc. president has extensive travel-industry experience, having created the Hawaii Travel Academy, a travel-agent training seminar. He also produced Hawaii on Tour, a mobile attraction that visited more than 300 U.S. cities promoting the Aloha State.

The rest of the executive team includes Chairman Ben Dolson, a 35-year sales and marketing executive; Vice President Paul Greubel, an entrepreneur who has helped capitalize and start various businesses; and Vice President Fred Keneer, a former golf course professional who has hosted travel television shows and operated a pair of retail travel agencies.

For more information, write Golf Resorts Inc., 1325 Airmotive Way, Suite 175H, Reno, NV 89502; or telephone 702-786-5959.

## Anaheim

Continued from page 43

tion drives by golfers demanding that the courses remain under city control."

So why did the mayor and two councilors continue to push the privatization idea? According to Ericson, all three received campaign contributions from AGC. During one public hearing, AGC handed a woman running for the council a prepared speech to read supporting the privatization plan, Ericson added.

Kudron would only say that the debate was very political and involved lobbyists as well as campaign contributions. Ericson conceded employees at municipal golf courses often worry about private management firms taking over and cutting jobs, pay and benefits.

AGC had agreed to retain all course employees and assign them to company-run courses within a 50-mile radius of Anaheim, Kudron said. Pay would have basically remained the same, although benefits would have been inferior to those the city provides, he added.

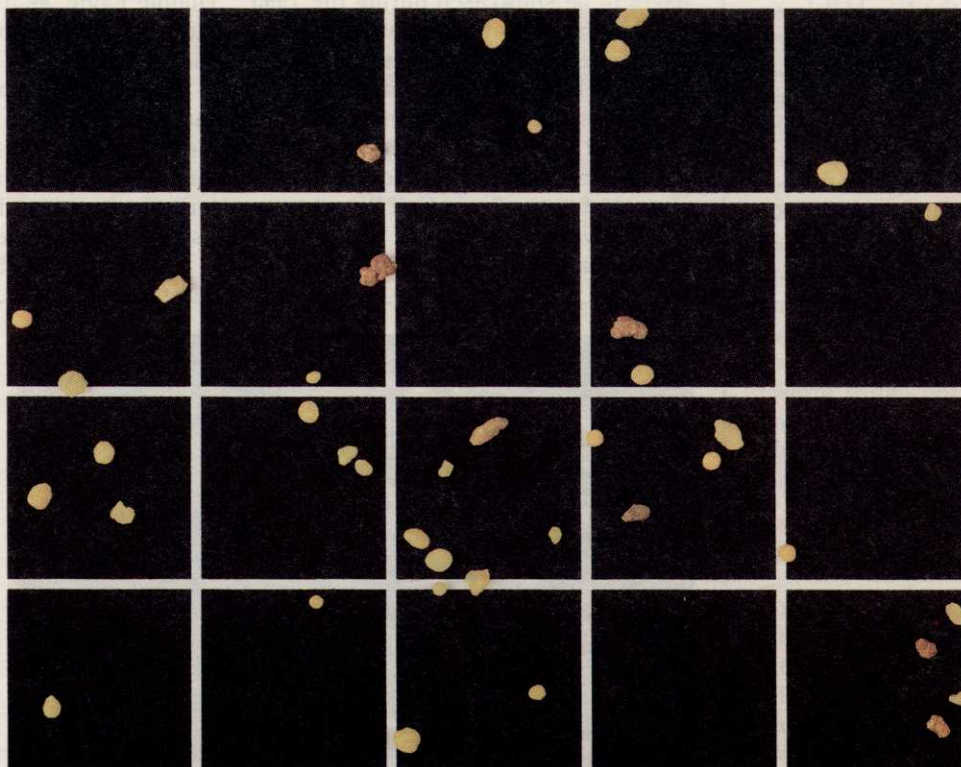
"For city employees, it was an emotional issue," Kudron said. "But keeping them on the city payroll didn't play a major part in our decision. We looked at this as the best business move."

According to Kudron, the KPMG study showed AGC's offer would guarantee the city \$1.6 million annually for 20 years.

"Last year, we made \$1.7 million," he said. "So we were more than competitive. Under the AGC plan, two-thirds of any new revenue would have gone to AGC and just a third to the city. Now, the city keeps all new revenue. The final decision came down to the city wanting to keep control."

Added Ericson: "It may make sense for private firms to take over when a course is losing money or not being taken care of properly. But it turned out the dollars and cents just weren't there to justify it in this case."

"I can see where management companies do work just down the road in Long Beach," Kudron said. "The city was losing money at its five courses. AGC came in and now the city is happy and AGC is happy. They've improved that situation substantially."



Particle distribution pattern for typical blended product.

# For maximum you need the finest par

SCOTTS fertilizer-based pendimethalin products are the most widely used preemergent combinations. And for three very fine reasons.

● The particles are smaller and more consistently sized than typical competitive physical blends, reducing segregation potential while providing up to 8 times the coverage per square inch. That better coverage means

fewer application breaks with more effective control of grassy and broadleaf weeds. Field tests show that poorly formulated combination products may sacrifice preemergent weed control by up to 15% or more.

● No other preemergent herbicide can match pendimethalin's combination of broad spectrum weed control, control effectiveness and season-long performance.

### Preemergent Control Comparison

	Crabgrass	Goosegrass	Foxtail	Poa Annua	Oxalis	Spurge	Henbit	Chickweed
pendimethalin	H	H	H	M	H	M	H	H
proflaminate (Barricade)*	H	M	H	M	M	M	M	M
dithiopyr (Dimension)*	H	M	H	M	H	M	M	M

H - High M - Medium (Based on Scotts/university data)

\* Barricade and Dimension are trademarks of Sandoz Limited and Monsanto Company respectively.