

BRIEFS



LEGG MASON PROMOTES WELLS

BALTIMORE — Legg Mason Realty Group Inc. has promoted David Wells to senior associate with its Consulting Services Division. Wells is responsible for LMRG's golf course and recreational consulting practice focusing on the eastern United States. His golf course assignments include the Baltimore County Golf Course Master Plan and the sale of Oak Terrace Country Club in Montgomery, Pa.



David Wells

CCA TO MANAGE COLUMBIA LAKES

WEST COLUMBIA, Texas — Club Corporation of America's Columbia Lakes Management Corp. has been tapped to manage Columbia Lakes Resort, Conference Center and Country Club, a 2,000-acre residential country club community 55 miles south of Houston. The CCA subsidiary will oversee all club operations and membership development for Columbia Lakes as well as promote the resort and conference facilities to regional and national markets.

HAMILTON MILL TABS MARTTY

ATLANTA — Martty Golf Management has signed on to manage the new Gene Bates/Fred Couples-designed golf course nearing completion at Hamilton Mill, a new home town located in Gwinnett County outside Atlanta. The daily-fee course will provide special privileges and fees to Hamilton Mill residents. In addition to ongoing management, MGM will provide guidance in the final construction phase of the course and clubhouse.

PALMER HIRES DEVELOPMENT VP

ORLANDO, Fla. — Bill Hunscher has been appointed vice president of corporate development for Arnold Palmer Golf Management Co. He was formerly vice president of The Blackstone Group, an investment banking firm in New York, and worked in the mergers and acquisitions department at Lehman Brothers.

PERKINS STEPS IN AT FLA COURSE

OCALA, Fla. — GolfCorp has named PGA Master Professional Kevin Perkins general manager of The Country Club at Silver Springs Shores. Prior to relocating to Ocala, Perkins was head pro at GolfCorp's Paradise Valley Golf Course in Fairfield, Calif.

GOLF COURSE NEWS

LinksCorp sets sights on Midwest, S'east

Chicago firm to acquire five courses annually

By PETER BLAIS

The recent acquisition of 18-hole layouts in Arkansas and Tennessee brings to 10 the number of courses under the LinksCorp management umbrella and moves the aggressive, Chicago-based firm closer to its goal of operating 25 facilities within three years.

"We plan to acquire another two or three courses by the end of the year," said company President and Chief Executive Officer Ben Blake. "We're looking at courses in the \$2 million-to-\$5 million range throughout the Midwest and Southeast."

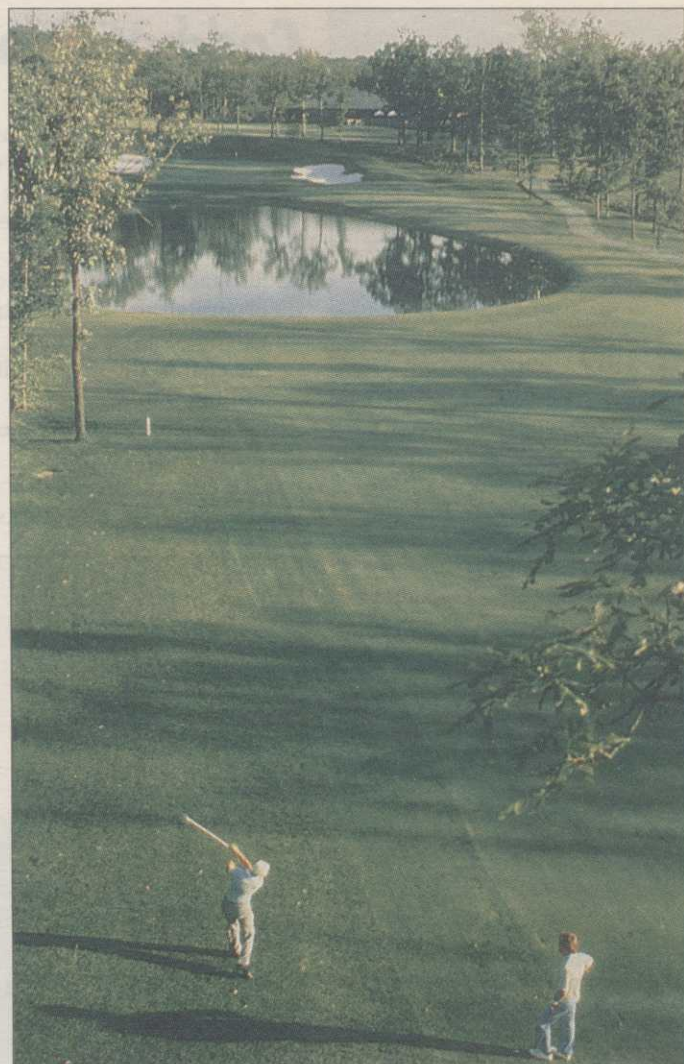
Mountain Ranch Golf Club (GC) located in the Ozark foothills 80 miles north of Little Rock, Ark., and Stonehenge GC in Tennessee's Smoky Mountains between Nashville and Knoxville fit the LinksCorp acquisition bill. The management firm purchased them from Fairfield Communities Inc. of Little Rock, Ark., late this summer.

"We may see something as a great deal that others don't. And vice-versa," said Blake, adding that the top 10 management companies control just 3 percent of the nation's courses.

"There are plenty of courses still available. And we're all looking for different types of properties. A KSL is looking for high-end resorts. A ClubCorp wants private courses. Cobblestone seems to be concentrating on California. And we're here in the Midwest and Southeast."

In addition to its two recent purchases, LinksCorp owns and manages Mississippi National GC in Biloxi; Glenlakes

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Stonehenge Golf Club in Tennessee, a recent LinksCorp acquisition



Student and instructor use new CaddyVision video-instruction product

MARKETING IDEA OF THE MONTH

Big profits, little risk promised

By PETER BLAIS

For the golfer, it could be educational, painful, reassuring.

For the range and/or course operator, it could be profitable, profitable, profitable.

DistanceCaddy Co. of Fort Collins, Colo., recently introduced a fixed-position, self-service video vending machine that allows golfers to tape their swing from two different angles. The cost is \$10.

(A single-angle system is also available for \$5.)

The \$10 bill is placed into the full-color CaddyVision video unit along with a tape supplied at no cost by the range or course.

After 20 minutes, the tape ejects. Golf-

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Canadian firm submits winning bid for Oak Tree Country Club

By PETER BLAIS

EDMOND, Okla. — Differences among rival bidders have been settled and the sales of Oak Tree Country Club and Oak Tree Golf Club should close by the end of the year, according to a Resolution Trust Corp. official.

U.S. District Court Judge Falcon Hawkins of Charleston, S.C., was scheduled to hear the bid proposals for the two former Landmark Land Co. properties on Sept. 20, according to the RTC's Felicia Neuringer.

If Hawkins approves the arrangements, the RTC and winning bidders have 60 days to close the deals on the Pete Dye-

designed layouts and amenities.

Neuringer said a local, membership-favored group, Golf Club Preservation Group (GCPG), was the winning bidder for the Oak Tree Golf Club, site of the 1988 PGA Championship.

Bankruptcy court rules, she said, forbid her from disclosing the name of the winning bidder for the Oak Tree Country Club, which includes two 18-hole courses, 70,000-square-foot clubhouse, swimming pools, tennis center and housing lots.

But the Edmond *Evening Sun* reported that Signature Properties Inc. of Toronto was the successful bidder for the Oak Tree Country Club at \$20 million. That

was also the RTC's Derived Investment Value (DIV) for the property.

Signature reportedly had planned to protest the sale of Oak Tree Golf Club to GCPG. They resolved their differences and agreed to cooperate in the operation of the two facilities, meaning the bankruptcy court will likely approve Signature's bid for the Country Club and GCPG's \$3.5 million offer for the Golf Club.

[The RTC valued Oak Tree Golf Club, which includes just the golf course, at \$4 million.]

"We think we had a strong legal posi-

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AGC pulls Binks job in Florida

WELLINGTON, Fla. — American Golf Corp. (AGC) has added Binks Forest Country Club here to its country club portfolio.

"We are thrilled to have acquired this fabulous course and look forward to maintaining the tradition for superior services and facilities that have made Binks Forest one of southern Florida's premier golf properties," said Joe Guerra, AGC executive vice president of acquisitions.

Binks Forest boasts a Johnny Miller-designed Carolina Northern-style course carved out of a mature pine forest — uncharacteristic of Florida courses. Measuring 7,065 yards from the back tees with a par of 72, its course rating of 75 and 138 slope make it one of the most challenging courses in Palm Beach County. Rolling terrain, heavily tree-lined fairways and a course layout reminiscent of Spyglass Hill at Pebble Beach — where Miller played numerous rounds as a youth — make it one of the most scenic as well.

AGC opens fully automated range

CARSON, Calif. — American Golf Corp. opened what it believes is the country's first fully automated practice range in late September.

The Dominguez Golf Course & Practice Center here was developed through a partnership between AGC and Kurihara America. The \$2 million system features a two-tier, 91-station practice range.

Each station is equipped with its own ball-delivery unit, which the golfer activates with a debit card similar to those used at automated teller machines.

Once the card is inserted, the tee lowers and then reappears with a ball at the proper height. When sensors indicate the ball is no longer on the tee, the tee automatically lowers and the process repeated until the machine has delivered the number of balls purchased.

The grand reopening of the Dominguez complex was held Sept. 17. Proceeds from that day's range-ball sales were donated to the Boys and Girls Club of Carson and the Western States Golf Association, a non-profit organization dedicated to increasing minority youth participation in golf.

CaddyVision boosts revenues

Continued from page 33

ers can then take the tape home and review it at their leisure.

Or they can give it to the pro, who can either analyze it free of charge to generate additional lesson business or incorporate the recording into an existing lesson plan.

The cost to the golf facility?

Nothing. Zip. Nada.

CaddyVision supplies the unit and installs it free of charge under a revenue-sharing program that works

out to roughly a 50-50 split between the golf facility and CaddyVision, according to company representative Nick Atkeson.

"The range operator should make \$200 to \$800 a month," Atkeson said.

CaddyVision also services the product at no charge.

"The unit has self-cleaning VCR heads and a high-quality bill acceptor, so there's little that can possibly go wrong," Atkeson said.

"It takes two hours to install and runs on just a 12-volt power source. If anything goes wrong, we'll be there within 24 hours. And if the operator doesn't like it, we'll remove it. There's no risk."

A company called GRange developed the machine last year and sold it to DistanceCaddy this May.

The Colorado firm manufactured 50 units and began installing them this summer, primarily in the San Francisco/San Jose area.

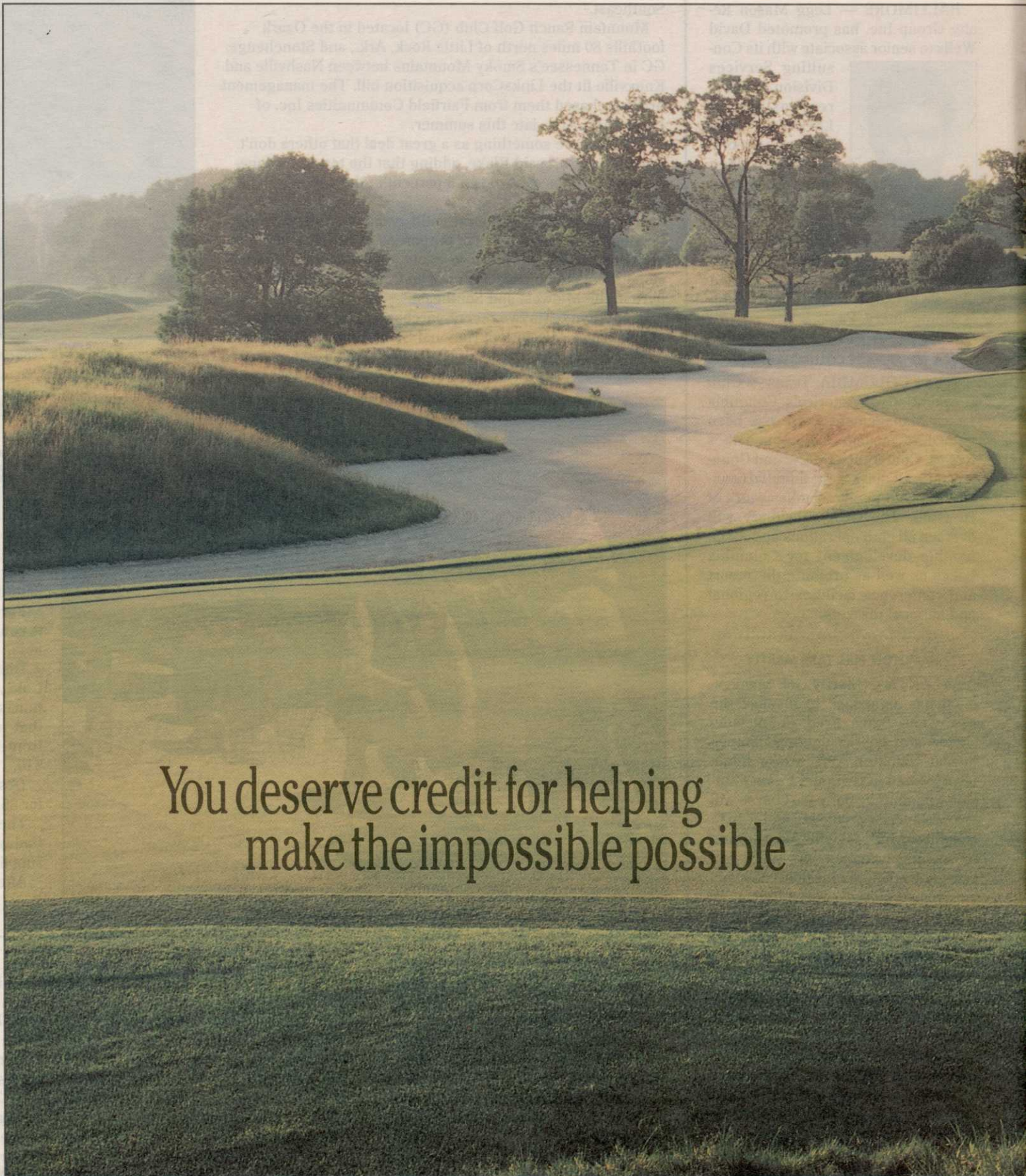
As of mid-September, Atkeson said, CaddyVision

units had been installed at Mission Bay, Rangeland USA, Stanford University, Buchanan Field, American Golf Corp.'s San Bruno complex and Prune Ridge.

Plans are to install the remaining units throughout California by year's end.

The company is currently recruiting a nationwide sales force and hopes to install at least 1,000 machines over the next two years.

For more information on the CaddyVision system, contact Carolyn Gebhardt at 800-279-4111.



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