

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

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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.

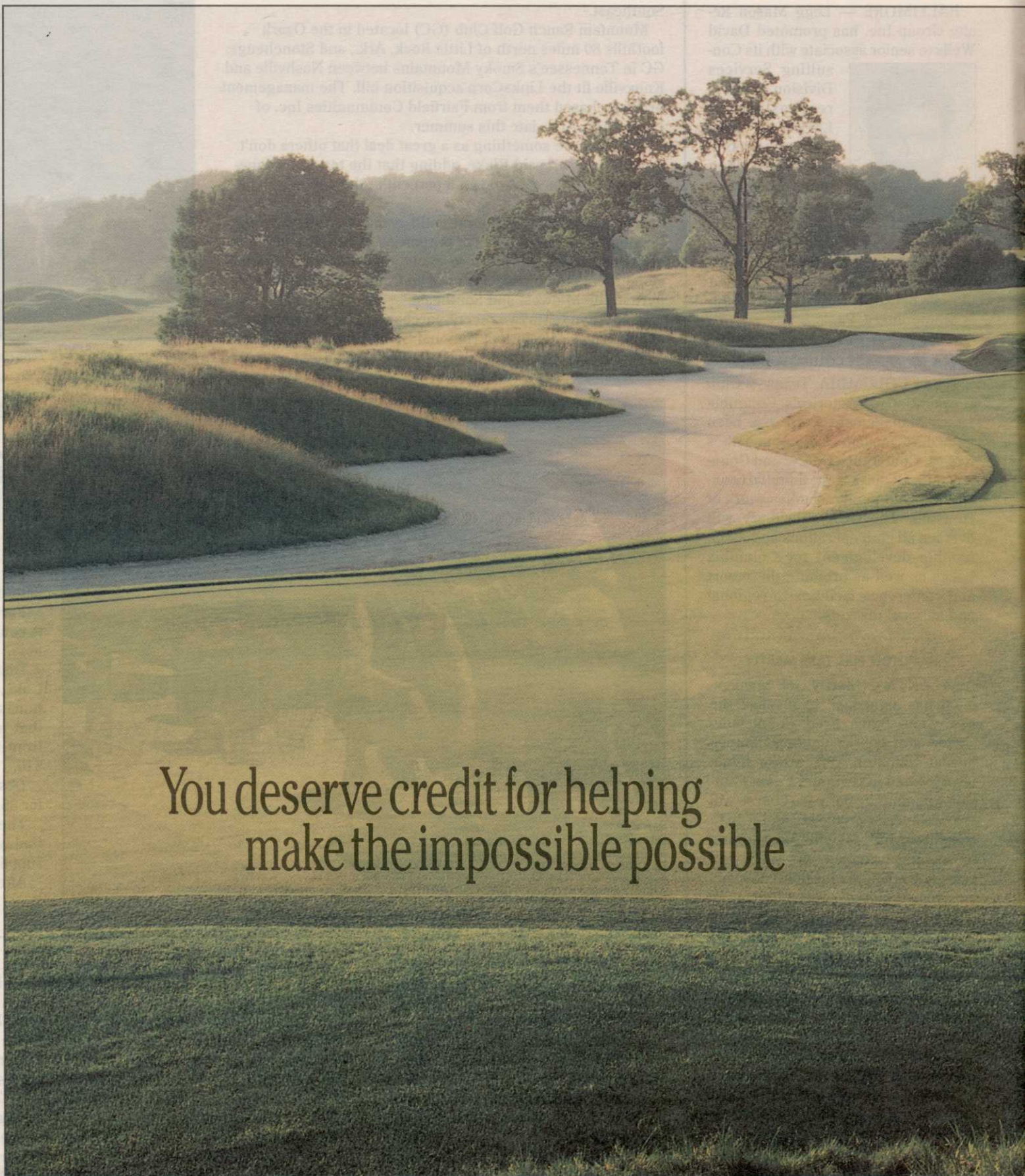
As of mid-September, Atkeson said, CaddyVision

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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