

BRIEFS



CLUBCORP ADDS TWO COURSES

DALLAS — ClubCorp and its public-access affiliate GolfCorp have added a pair of golf courses to the Dallas-based firm's portfolio. ClubCorp recently purchased J. Michael Poellot-designed Gainey Ranch Golf Club from Markborough Development, an operating unit of Stanford, Conn.-based Thomson Corp. The 27-hole layout hosts 60,000 rounds annually. B.T. Country Club LLC recently sold Belle Terre Country Club to Belle Terre Management Corp., a GolfCorp subsidiary. The Pete Dye-designed, 18-hole course will benefit from the company's initial capital improvement plan for the par-72 layout and clubhouse.

COLLOPY JOINS THE RAVEN GC

TUCSON, Ariz. — Tom Collopy has been named the first director of golf at



Tom Collopy

The Raven Golf Club at Sabino Springs. Collopy previously worked at La Costa Resort and Spa in Carlsbad, Calif., and Douglas Park Golf Course in Glasgow, Scotland. Located northeast of Tucson in the foothills of the Santa Catalina Mountains, the Robert Trent Jones Jr.-designed Raven layout is scheduled to open in December.

CAREFREE ACQUIRES VENTANA CANYON

CAREFREE, Ariz. — Carefree Resorts has acquired Ventana Canyon Golf and Racquet Club from Finova Corp. of Phoenix. Ventana includes two Tom Fazio-designed 18-hole courses, dining room and lounge, 12-court tennis facility, fitness center and salon. Carefree is expected to officially acquire the property in October upon completion of a \$4 million renovation that includes work to the two golf courses. Carefree also operates The Boulders in Carefree, The Peaks at Telluride (Colo.) as well as Carmel (Calif.) Valley Ranch.

WILSON RETURNS TO GOLFCORP

GAINESVILLE, Fla. — GolfCorp named Jeff Wilson regional manager of northeast Florida operations. Wilson, is headquartered at Haile Plantation here and previously worked at GolfCorp for 13 years. He rejoins the Dallas-based management firm after a brief stint as general manager of Sequoia Springs Golf Club in British Columbia, Canada. Wilson will team with Jerry Moore, GolfCorp's regional vice president for southern Florida.

Brassie and Stanchina reach accord

Orlando developer takes back 3 courses from realigned firm

By PETER BLAIS

St. LOUIS — Brassie Golf Corp. has subtracted three courses from its portfolio and added three others.

According to Brassie Senior Vice President of Acquisition and Development Lance McNeill, an out-of-court settlement has been reached resulting from several lawsuits involving Brassie and Warren Stanchina, president of Orlando-based Golf Communities USA.



William Horne

The agreement releases the parties from further action in connection with Brassie's March 1994 purchase of Palisades and Wedge-field country clubs in Orlando and North Shore Country Club in Corpus Christi, Texas.

Brassie transferred its interests in what it termed the three "under-performing" golf courses back to Stanchina. Consequently, an aggregate of \$11 million in debt (\$5.7 million of which is short term) was eliminated, resulting in a significant improvement in Brassie's balance sheet, financial position and liquidity.

Said Brassie President William Horne in a prepared statement: "We are pleased with the outcome of the Stanchina settlement. Although the company will incur a one-time, \$4.1 million charge during the June 1995 quarter as a result of this settlement, we have eliminated assets which did not have the potential to achieve our longer-term goals of return on invest-

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Cooks Creek Golf Club is aggressively marketing to the Columbus, Ohio, daily-fee market.

MARKETING IDEA OF THE MONTH

Cooks Creek seeks Columbus golfers with innovative marketing ideas

By PETER BLAIS

COLUMBUS, Ohio — Trying to grab a portion of the daily-fee market in a golf hotbed like Columbus is no easy task for a new facility.

Just ask the people at GolfCorp, operator of Cooks Creek, the 18-hole, Mike Hurdzan design that opened for play in early July.

"We're trying to be real aggressive," said GolfCorp's C.J.

McDaniel, who has come up with several ways to reach the links savvy Columbus golf community.

• *Discounts for using Softspikes.*

The course-friendly alternative to metal spikes has found a receptive audience around Ohio's capital. Private Muirfield Village and Scioto Country Club require them.

Cooks Creek opted for the soft sell.

Golfers buying a \$5 set of Softspikes at the Cooks Creek pro shop receive \$5 off the regular \$45 weekday and \$55 weekend rate for that day's and every subsequent round as long as they are wearing Softspikes. The golfer's name is also entered in a drawing for a top-flight driver (Big Bertha, Cobra and others).

"Every time a person buys a set of Softspikes, his name is entered in the drawing again," McDaniel said. "If we can get people to use them on a voluntary basis it will improve the course for everybody."

• *Incentives for following ads.*

GolfCorp had a well-known golf course artist paint a number of sketches of the course. In addition to hanging in the clubhouse, they are appearing in newspaper ads promot-

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Focusing on business key to Nat'l Fairways success

By PETER BLAIS

Many people enter the golf business because they love the game and hope to somehow earn a living in it. Marc Bergschneider chose the golf industry because it was a good business, period.

"I don't play golf," said the chief executive officer and president of National Fairways Inc., a Greenwich, Conn.-based firm that operates 14 courses along the East Coast. "We really run our operations as businesses. We're very disciplined and make certain any investment makes economic sense."

Bergschneider is a Brown University graduate with a master's degree in business administration from the University of Chicago. He spent 10 years on Wall Street and five as a self-described deal maker before founding National Fairways three years ago.

One of his first moves was to hire Don Carpenter, a 20-year American Golf Corp. veteran who helped grow that manage-



Hudson National Golf Club is one of National Fairways' 14 facilities.

ment company giant from 10 to 150 courses.

"Don is a very sharp guy," said Bergschneider of his chief operating officer. "I rely a lot on people like Don who know the specifics of the golf business. Many people get in trouble in this industry because they think they know more

than they really do. I know what I'm good at — working the numbers, marketing and figuring out where to spend money. That's what I do best. I leave the rest to people with experience in those areas."

An affiliate, National Fairways Ltd., initiated the company's entry into the golf market by acquiring six western Florida courses for \$20 million in 1992. They included Hibiscus Golf Club (GC) in Naples, Tides Country Club (CC) in Seminole, Port Charlotte GC in Port Charlotte, and Rolling Green, Sarasota and Sunrise golf clubs in Sarasota.

A year later, the firm added Hidden Hills GC and the Oak Bridge Club at Sawgrass, a pair of private clubs in Jacksonville.

Bergschneider came back to the Northeast for his next purchase, Hudson National GC in Croton-on-Hudson, N.Y. The \$25 million, Tom Fazio-designed layout

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CMAA offers 1995 Master Club Manager research to association members

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) has made available the 1995 Master Club Manager (MCM) Monographs. These in-depth scholarly analyses were produced by the first six club managers earning MCM designation.

The MCM title recognizes individuals for outstanding leadership qualities, strong intellectual backgrounds and achievement of highly successful careers within the club industry. The MCM process provides a formal vehicle for top club managers to document their contributions by providing them the opportunity to select a topic in which they have a comprehensive background and produce a scholarly

study, monograph.

"Too many highly qualified managers retire or die without ever having had the opportunity to share their knowledge with the entire club profession. It should be the intention that these monographs remedy that situation," said Warren Arseneaux, co-chairman of the Club Management Institute, CMAA's education committee. These first six monographs have fulfilled the vision of Arseneaux's intent.

For example, James Brewer, general manager of the Los Angeles Country Club (CC), produced a Monograph entitled "Developing a Club's History Book: An In-Depth Guide." Edward Henderson, gen-

eral manager of Portage CC in Akron, Ohio, produced "Lions Among Us: A Study of the Role and Success Factors of Club Managers Who Have Flourished in Their Clubs." Through his surveys and a complete review of the literature in this area, he found "clear links between success factors and individual success."

Offered through the CMAA Bookmart, the cost for a complete volume is \$69.95. Additionally, Brewer's Monograph, "Developing a Club's History Book: An In-Depth Guide," is available individually for \$39.95. For more information or to place your order, contact Karen Miller at 703-739-9500.

Cooks Creek

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ing Cooks Creek.

"If someone collects all nine renderings, they can turn them in for a free cart rental," McDaniel said. "Not only does that attract people to the course, it gives us an idea of whether our print ads are effective."

- **Radio show.** Hurdzan is one of several widely known architects calling Ohio home. Arthur Hills, Jack Kidwell, Barry Serafin, Steven Forest, Dana Fry and Brian Huntley also hang their shingles here. And Jack Nicklaus honed his game on the Buckeye State's links.

A golf populace well versed in the ways of such notable architects undoubtedly found a recent radio talk show featuring Hurdzan and McDaniel quite interesting.

Hurdzan discussed the whys and wherefores of Cook Creek's design, while McDaniel explained how the course would be operated.

- **Club-fitting promotions.** GolfCorp is seeking a club manufacturer to conduct monthly club-fitting seminars at the Cooks Creek driving range.

"Tour players have a wagon that follows them around the country," McDaniel said. "They get to test all kinds of clubs and balls and to be fitted perfectly for their equipment."

"We'd like to have daily-fee players get a similar opportunity. We're hoping to get a club maker in here on a monthly basis who would let players try a number of different clubs. They could be fitted perfectly and the representative could take an order on the spot. We'd provide free range balls. We may even name the driving range after the club company."

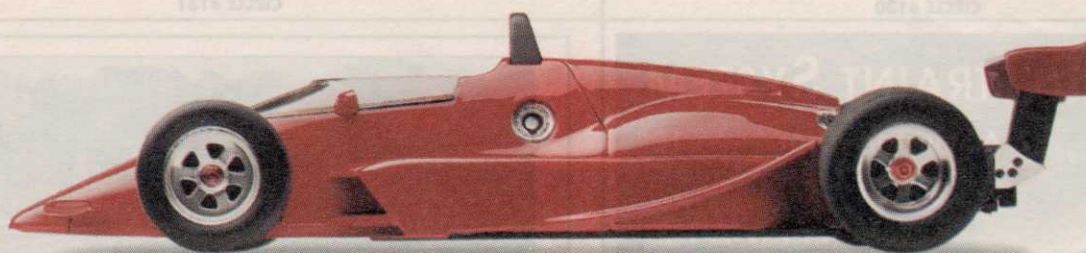
McDaniel and GolfCorp are hopeful these and other marketing tools will lure players to Columbus' newest layout. Two weeks into the season, the pro shop was reporting 100-plus rounds a day during the week and 150 on weekends.

But the course itself will ultimately determine its position in the Columbus golf market, said McDaniel, adding Cooks Creek was nominated for best new course in the country.

GOLF COURSE NEWS



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