

## BRIEFS



## GOLFCORP ACQUIRES COOKS CREEK

ASHVILLE, Ohio — Cooks Creek Golf Club has been acquired by an affiliate of the Dallas-based Club Corporation International (ClubCorp) family following a 45-day term as management consultant for the course. Cooks Creek, designed by Michael Hurdzan and PGA professional John Cook, is currently a nine-hole course but will expand to an 18-hole layout by the summer of 1995. The club is 20 miles south of Columbus.

## BRASSIE STOCK AVAILABLE ON NASDAQ

ST. LOUIS, Mo. — Brassie Golf Corp.'s common stock has begun trading in the NASDAQ SmallCap Market under the symbol "PUTT." The company's common stock will continue to trade on the Toronto Stock Exchange under the symbol "TEE." Brassie and Hale Irwin Golf Services Inc. (a wholly-owned subsidiary) have been involved since 1988 in buying, designing, constructing, operating and managing golf courses, mostly in the daily-fee market.

## GLEN ELLEN CHANGES HANDS

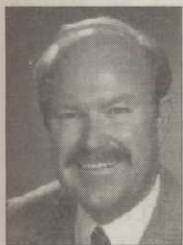
BREWSTER, Mass. — Corcoran Jennison Cos. of Braintree recently purchased Glen Ellen Country Club from Lincoln Savings Bank of New York. Corcoran Jennison has operated the 350-acre property for Lincoln Savings since 1991 and completed extensive course improvements.

## SCGA ELECTS NEW PRESIDENT

UNIVERSAL CITY, Calif. — Bill Kincannon of Santa Barbara has been elected the 70th president of the Southern California Golf Association (SCGA). Kincannon, 61, is a 14-year veteran of the SCGA and a member at La Cumbre Country Club and Santa Ana Country Club. The SCGA recently bought its first golf course.

## WHISPERING PALMS RENOVATED

DEL MAR, Calif. — The Cobblestone Golf Group is in the midst of a \$6 million renovation at Whispering Palms Lodge and Country Club in San Diego. Cobblestone President Bob Husband said there will be renovations to the lodge, clubhouse and golf course. Architect Jay Morrish will renovate the existing 27 holes. Plans call for an upgraded irrigation system.



Bob Husband

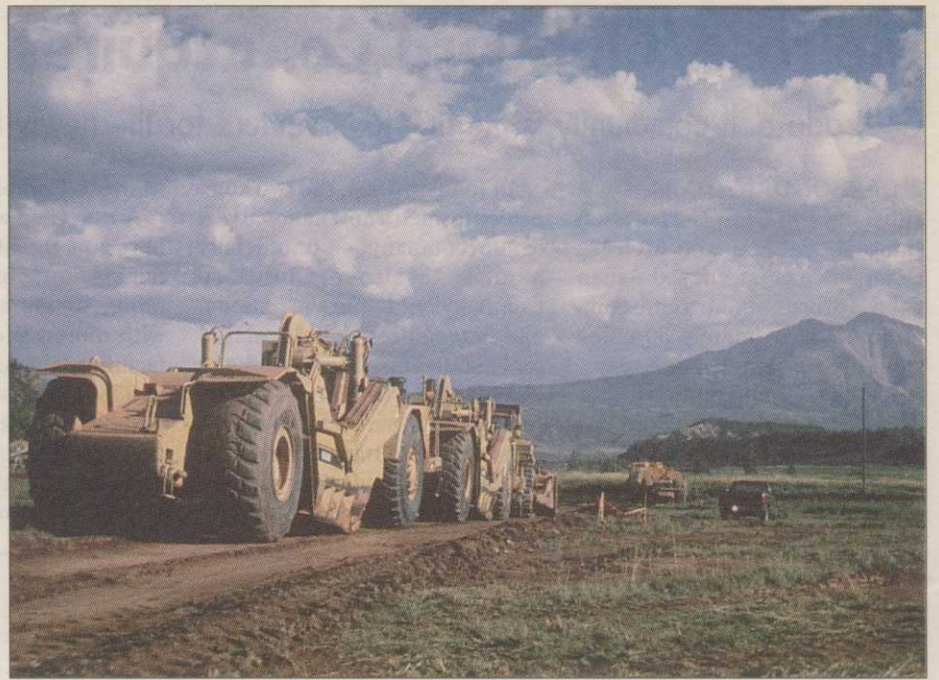
## ClubCorp realigns to take advantage of international mgt. opportunities

By PETER BLAIS

DALLAS — Club Corporation International has instituted a major reorganization reportedly designed to better serve customers at its 240 facilities and take advantage of worldwide business development opportunities.

According to a statement from the \$1.2 billion, privately held company, "ClubCorp 2000" took effect Jan. 1 to focus on rapid international and national opportunities through its three primary subsidiaries — Club Corporation of America (CCA), which operates private clubs; Club Resorts Inc., which owns and operates golf and conference resorts; and GolfCorp, which owns and operates daily-fee and semiprivate golf courses.

CCA also streamlined its field operations from four to three main geographic regions. Within the three regions it created smaller mini-regions headed by 13 regional vice presidents. The idea is to bring operational decision making closer



ClubCorp has streamlined management to better serve courses like Colorado's Aspen Glen, above. See related story on page 48.

to CCA's 400,000 members.

Streamlining in the 1990s often means cutting back because of financial problems. Is that the case at ClubCorp?

"[ClubCorp President] Bob Dedman is such a conservative guy, I can't see ClubCorp ever being in trouble. They are in a real strong financial position with excellent cash flows," said Joe Black,

president of Western Golf Properties and a ClubCorp executive for 20 years before opening his own management firm.

"ClubCorp restructured a little while ago to get into the public golf market. They restructured while I was there to get into the city club business. Management companies always try to eliminate

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Golfers deposit a token in the Tee One Up console, above, before their shot at thousands of dollars.

## MARKETING IDEA OF THE MONTH

## Local courses play their ace in hole

By PETER BLAIS

GREENVILLE, S.C. — Remember a jubilant Lee Trevino jumping into the arms of caddie Herman Mitchell after nailing a hole-in-one at the 1987 Senior Skins Game at PGA West?

If Trevino, who could afford to buy most of the courses he plays, goes ballistic over an ace, how do you suppose a once-a-week duffer would react if he were to stroke a hole-in-one, and the event was captured on tape and he won \$50,000?

Pretty much the same reaction, wouldn't you think? Wouldn't it make that fortunate 20-handicapper want to return to the course? Wouldn't it make his friends and anyone who heard about the feat want to try their luck on the same hole? And, more important, wouldn't that mean more rounds and additional pro shop sales for the course owner?

That's what developers of Tee One Up are pitching to public course operators.

"We've signed up 30 courses in eight states since May," said Marketing Director Peter Elliman. "We're hoping to be at 100 courses in 50 states by the end of next year [1995]. Ultimately we'd like to think we could penetrate 5 percent of the market."

Tee One Up is a video hole-in-one system installed, at no charge, on a par-3 hole at any public golf course. It consists of four small video cameras that record the golfer's tee shot, the green and a close-up of the hole. The system is activated by depositing a token into a 3-foot-high console housing the recording and communication equipment.

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## Management skills stressed at Ariz. school

By PETER BLAIS

PHOENIX, Ariz. — The golf industry spoke and the Mundus Institute listened.

The result was development of a golf course management program that has grown so quickly the small private school was recently forced to contract for an additional 4,000 square feet of teaching space.

That led Admissions Director Bob Webb to predict that within five years the school will be forced to develop a waiting list for students wanting to get into the program.

"We researched the industry thoroughly, talked to everyone and discovered that the golf business was in desperate need of good management personnel with strong business skills," Webb said.

"Course owners told us they didn't need more pros with nice swings. They needed good business people."

Founded originally in 1979 to provide computer training for entry-level travel agents, the Mundus Institute several years ago added a 10 1/2-month golf course management program divided evenly between turf management, general golf business and club operations (e.g. marketing, merchandising, club repair, food and beverage, tournaments, etc.). Mundus worked with the Arizona Golf Association to develop the program.

"The turf management section, for instance, isn't designed to train superintendents in agronomics, but to give students the ability to develop and understand

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## CMAA conference set for late January

NEW ORLEANS — The Club Managers Association of America will hold its Annual Conference and Exposition here from Jan. 30-Feb. 2.

The two-day exposition will feature products displayed at a record 460 exhibit booths. The conference lists more than 80 seminars, workshops, clinics, panels and roundtables.

Full-day pre- and post-conference workshops will also be available on a variety of topics.

For more information contact CMAA at 703-739-9500.



## Tee One Up

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After depositing the token, which is obtained in the pro shop, the golfer has 45 seconds to hit his shot. If he makes a hole in one, he informs the starter at the end of his round. The Tee One Up Command Center in California, which is linked via satellite to the course, is notified and reviews the tape to confirm the ace. If everything checks out, the golfer receives a video tape of his shot and an award check is issued within seven days.

"It's working very well," said Brandt Howard, assistant pro at Stoney Point Golf Club in Greenwood, S.C., one of the first courses to install the system. "No one has won, yet. A woman told us she had a hole-in-one, but forgot to put her token in. I think it's helped increase play."

Where does the prize money come from? Courses charge players a minimum of \$1 per round for the Tee One Up system. The extra money is forwarded to the Greenville, S.C.-based firm, which uses it to pay the prize money and promote the program.

Ten percent of all Tee One Up revenues are put back into local and national advertising. One of the most effective promotions is providing the videotape of a winning golfer's shot to the local television stations, Elliman said.

The fee can be noted as a surcharge. But typically, courses simply add it into their regular greens or cart fee early in the season. The \$1 per round charge entitles a golfer to a \$2,500 prize for an ace. The course can up the prize money in \$2,500 increments for every extra \$1 paid Tee One Up, e.g. \$2 per round for a \$5,000 prize, \$3 for \$7,500.

"A course could offer a \$25,000 prize during a tournament by sending us \$10 for every round played during that event," Elliman said.

Starting in 1995, all units will be tied together at the Command Center. By reviewing computer-generated information, the company can tell exactly when a hole-in-one is scored.

That will allow Tee One Up to add another prize, an accumulator, as Elliman called it. Basically, Tee One Up will set aside an as-yet-undetermined amount for every round played. When a golfer scores an ace, in addition to the \$2,500 prize, he will receive whatever has collected in the accumulator pot since the last ace was scored.

"Depending on when the last one occurred, the extra money could be anywhere from 50 cents to \$50,000," said Elliman, who also anticipates some sort

*"We want winners. We encourage the course to install the system on its easiest par-3."*

— Peter Elliman  
Tee One Up Marketing Director

of year-end, closest-to-the-pin prize. "We want winners. We encourage the course to install the system on its easiest par-3. At Stoney Point they have it on a hole that plays 95 yards from the ladies tee and 120 from the mens tee."

In addition to increasing

rounds, Elliman said, the Tee One Up system tracks all rounds played, offering owners an additional control measure to verify that all greens fees are being collected and deposited in the cash register. Tee One Up can be reached at 803-239-0141.

## Marriott promotes Camelback pair

ORLANDO, Fla. — Marriott Golf has named Tony Austin and Steve Hupe as directors of golf at Marriott's Camelback Inn Resort, Spa & Golf Club and Marriott's Orlando World Center Resort respectively.

Austin, a native of Annapolis, Md., has been with Marriott since 1979 as an assistant golf professional. His most recent job was as direc-

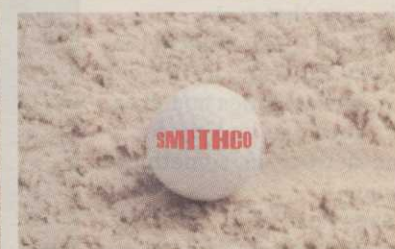
tor of golf at Orlando World Center, a job he started in 1986.

Hupe, a native of Dayton, Ohio, joined Marriott in 1980 as an assistant golf professional and has worked as an associate golf pro and director of golf at Marriott facilities in Lexington, Ky., (Griffin Gate Resort) and in Dallas/Fort Worth (Fossil Creek Golf Club).

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