

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.

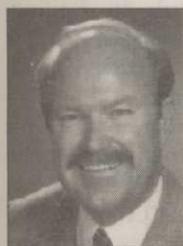
SCGA ELECTS NEW PRESIDENT

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

GOLF COURSE NEWS

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

Continued on page 48

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.

Continued on page 49



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

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

Continued on page 50

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.

Mundus Institute

Continued from page 1

budgets, ordering and the importance of golf course conditioning," Webb said.

Mundus wants its students thoroughly grounded in all aspects of golf course operations since it sees many of its pupils eventually rising to general manager positions.

"We don't expect that right away. There are generally 40 to 45 positions at a golf course. Most students start out at an entry-level or mid-management position and work their way up. Some end up as general managers. Others find something they like better along the way," Webb said.

Mundus requires that students have a minimum of a high school diploma or a certificate of equivalency. But the golf management program attracts many older students — the average age is 35 — starting second or third careers. Many already have associate's bachelor's or advanced degrees.

Tom Roberts, head superintendent at the Arthur Hills Golf Course in Mexico, Mo., was 34 when he entered the program in 1992. He had extensive irrigation, pesticide application and agricultural experience prior to returning to school.

"I've had a lot of success since leaving the program," said Roberts, who was hired as head superintendent at Haleyville (Ala.) Country Club directly out of Mundus. "The program showed me how to market myself and gave me a basic knowledge of the different areas of course management.

Added Webb: "We don't require Scholastic Aptitude Tests or have students take pre-requisite courses, since many have already gone that route.

"We have a few students in their teens. But many are in their thirties, forties, fifties and even sixties. They are looking for a lifetime activity in something they enjoy."

Classes are held Monday through Friday from 7:45 a.m. to 1:45 p.m. and generally consist of 20 to 25 students.

Students play 12 rounds of golf during their course work, reviewing the course from a different perspective each time.

A student working in the turf management section, for instance, is expected to review golf course conditions, while another in club operations would likely analyze customer service, merchandising and other pro shop considerations.

Tuition is \$8,950 and includes everything except housing, Webb said. Mundus is accredited, making students eligible for many financial aid programs and veterans benefits.

For more information, contact the Mundus Institute at 800-835-3727 or write to 4745 N. 7th St., Phoenix, AZ 85014.

American Golf lends California schools a fund-raising hand

By PETER BLAIS

LONG BEACH, Calif. — Helping improve local schools is the goal of a fundraising campaign developed by American Golf Corp. to raise money for the Long Beach Unified School District Parent Teacher Association.

AGC has offered to rebate \$15 per person to the PTA for each group of five or more members enrolling in the company's \$65 beginning golf schools. AGC's four Long Beach facilities include El Dorado Park Golf Course, Heartwell Golf Course, Recreation Park 18 Golf Course and

Skylinks Golf Course.

"The company wants to be a part of the communities where we do business," said AGC Regional Vice President Tom Frost. "We are pleased to provide educational funding for local schools while at the same time introducing more people to the game of golf."

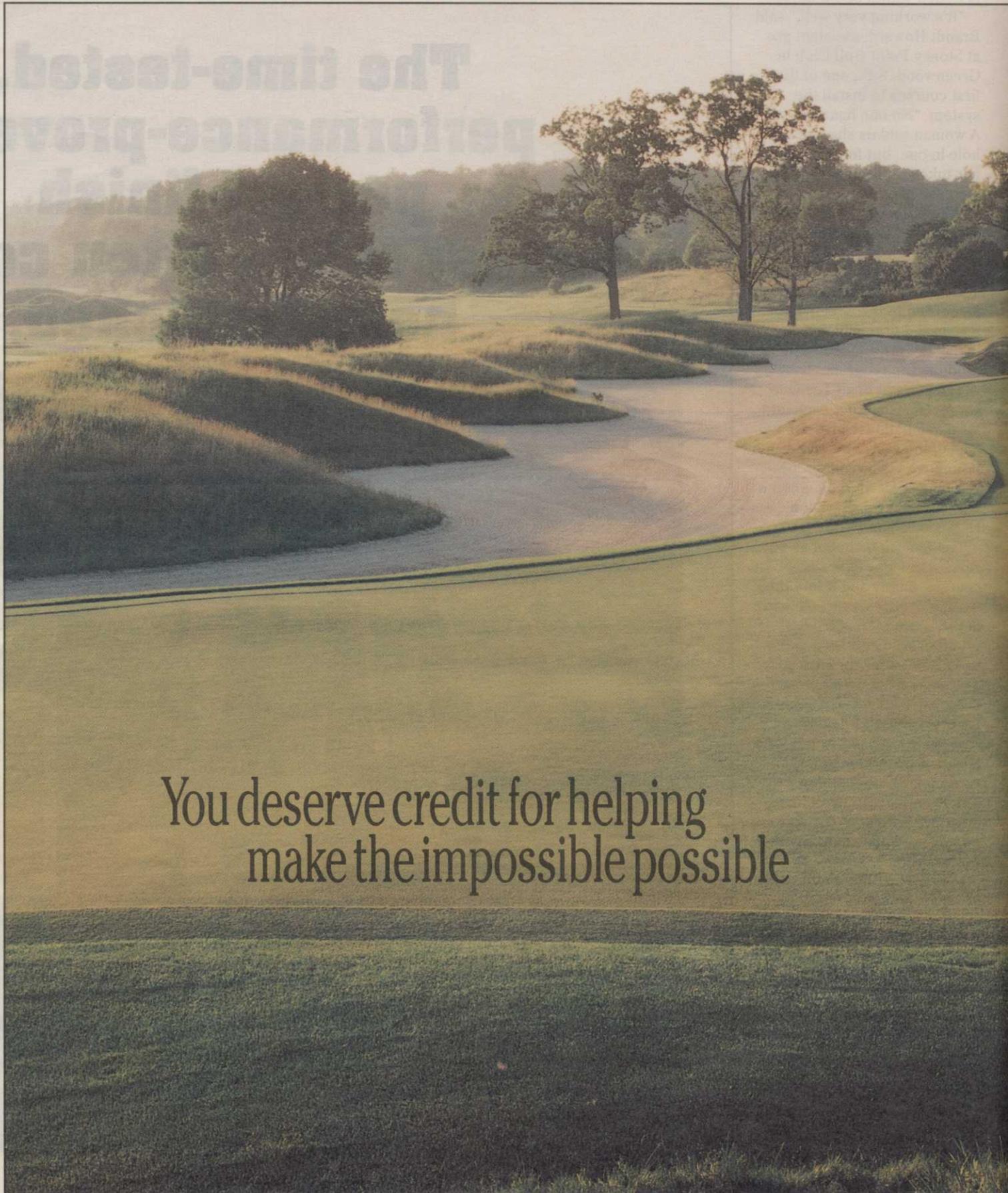
The golf schools include six hours of professional instruction and all equipment. The six hours can be broken down into six 1-hour classes or four 1 1/2-hour sessions. With the rebate, AGC will roughly break even on the program, Frost said.

"We haven't gotten a lot of response,

yet," the AGC executive said shortly after the program was introduced. "The PTA groups meet once a month. We expect to hear more after their next meeting."

Frost played a large part in developing the program. "I went to a PTA meeting one evening. One of the major topics was the difficulty of finding revenue sources for things like elementary school field trips and other activities. This seemed to be a way AGC could help the schools and help develop more golfers."

If the program catches on, AGC may try it in other areas of the country, Frost said.



You deserve credit for helping
make the impossible possible

Creating and maintaining the perfect golf environment is a difficult task. Sometimes it seems almost impossible. Especially when you consider the tools, both physical and financial, needed to keep a course manicured.

At John Deere Credit, we understand the obstacles you face every day. That's why we offer a variety of equipment-related finance plans with terms to match your needs. Whether you need a lease for that new