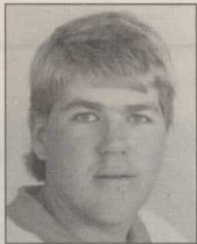


BRIEFS



WICKED STICK NAMES MANAGER

Myrtle Beach, S.C. — John Daly's Wicked Stick Golf Links has named TSC Golf Inc. as its management company. Wicked Stick is Daly's first design project. He served as player consultant to architect Clyde Johnston. TSC is managed by Gary Schaal, immediate past president of the PGA of America; Steve Taylor, Wicked Stick's general manager; and F. Darrell Childers, who recently spearheaded the opening of Whispering Pines Golf Course, Myrtle Beach's first city-owned golf facility. Wicked Stick is scheduled to open this fall.



John Daly

Myrtle Beach, S.C. — John Daly's Wicked Stick Golf Links has named TSC Golf Inc. as its management company. Wicked Stick is Daly's first design project. He served as player consultant to architect Clyde Johnston. TSC is managed by Gary Schaal, immediate past president of the PGA of America; Steve Taylor, Wicked Stick's general manager; and F. Darrell Childers, who recently spearheaded the opening of Whispering Pines Golf Course, Myrtle Beach's first city-owned golf facility. Wicked Stick is scheduled to open this fall.

Myrtle Beach, S.C. — John Daly's Wicked Stick Golf Links has named TSC Golf Inc. as its management company. Wicked Stick is Daly's first design project. He served as player consultant to architect Clyde Johnston. TSC is managed by Gary Schaal, immediate past president of the PGA of America; Steve Taylor, Wicked Stick's general manager; and F. Darrell Childers, who recently spearheaded the opening of Whispering Pines Golf Course, Myrtle Beach's first city-owned golf facility. Wicked Stick is scheduled to open this fall.

GOLF MANAGEMENT SEMINAR SET

JUPITER, Fla. — Reservations are being accepted for the National Institute of Golf Management's 13th annual education program to be held Jan. 14-18 in Wheeling, W. Va. The National Golf Foundation and the Continuing Education Center at Oglebay Park Resort are co-sponsoring the five-day event, which introduces participants to all aspects of golf facility management. Participants completing both years of the overall, two-year curriculum are eligible for continuing education credits from North Carolina State University and continuing education/recertification units from the Golf Course Superintendents Association of America, PGA of America and Ladies Professional Golfers Association. The registration fee is \$350. For more information contact NGF at 800-733-6006.

ISS SIGNS FLORIDA AGREEMENT

LEESBURG, Fla. — ISS Golf Services has reached agreement with Florida Leisure Communities (FLC) for the maintenance of nine-hole Pennbrooke Fairways Golf Course. FLC has added nine new Gordon Lewis-designed holes at Pennbrooke and plans to expand to 18 holes in 1996. ISS, a division of Tampa-based Landscape Management Services, provides custom-designed maintenance programs for golf facilities.

AGC ADDS SILVERHORN

OKLAHOMA CITY — American Golf Corp. has added SilverHorn Golf Club here to its management portfolio. AGC has agreed to a long-term operating lease with owner O-Sports Development. Randy Heckenkemper designed SilverHorn, along with pros Willie Wood and Scott Verplank.

Distance devices attract business, speed up play

3,000 courses could have units by year 2000

By PETER BLAIS

If the brochures are to be believed, they do everything except take Stimpmeter readings. Electronic distance-measuring device screens are springing up on golf carts at courses throughout the country. Depending on the unit, they can provide the golfer an accurate distance to the pin, a look at the bunkers and other hazards along the way, advice from the pro on how to play each hole, warnings about approaching storms, two-way communication with the clubhouse, leader boards for tournaments, a food and beverage menu and other features.

The units attract business and supposedly speed play by anywhere from 15 to 20 minutes per round. "Golf courses are in business to satisfy golfers," said Douglas Dudley, president of Yardmark. "These devices are the latest and greatest amenities to be offered. And they speed play, which puts more money on the bottom line."

While just a handful of courses currently have them, suppliers predict they will be on 2,000 to 3,000 courses nationwide by the end of the decade. The units can generally be leased for \$1 to \$2 per round or purchased for as much as \$150,000 to \$200,000. Here's a sampling of some of the more active suppliers in the marketplace:

- Yardmark of LaJolla, Calif., was one of the first in the business back in 1988. Back then it depended on electronic



Continued on page 42 Sky Caddie is one of the electronic distance-measuring devices available.

Off-color ad puts California course in black

By PETER BLAIS

TURLOCK, Calif. — Turlock has more churches per capita than just about any city in the country, according to George Kelley, co-owner and co-designer of the recently opened Savannah Course at Stevinson Ranch Golf Club.

Therefore, he wasn't surprised when his billboard picturing the No. 4 Eden hole and asking "Do you have enough balls?" stirred some debate in the local community.

"I was getting a call just about every day from someone in the clergy," Kelley said. "It was kind of amusing. I knew the double entendre might be a little contro-

Continued on page 46

Ocean Course sale settled, at last

By PETER BLAIS

CHARLESTON, S.C. — After years of wrangling, the sale of the Ocean Course at Kiawah Island has finally closed.

Bankruptcy Court Judge Falcon Hawkins approved the sale of the Pete Dye-designed layout to Virginia Investment Trust (VIT) on Sept. 27. The Resolution Trust Corp. (RTC) has operated the facility since Landmark Land Co. declared bankruptcy and the federal government seized the property back in October 1991.

The RTC took over 22 Landmark properties and managed to sell off all but the Ocean Course. The sale of the seaside layout, made famous as site of the 1991 Ryder Cup, was delayed by environmental challenges and failed agreements.

VIT — which operates the Osprey Point, Turtle Point and Marsh Point courses at Kiawah — was the lone successful bidder for the property at a RTC auction last spring.

VIT offered \$27,000,100 for the Ocean

Course. The closing has been delayed the past several months because of a dispute over ownership of nine of the Ocean Course's 214 acres.

It was discovered that Kiawah Resort Associates (KRA), a major real-estate developer on the island, owned the disputed acreage.

In late September, the RTC and KRA reached an agreement on the nine acres, which included parts of several holes on the north section of the golf course, according to Resolution Trust Corporation spokesman Michael Fulwider.

"We are very pleased that the deal has closed and RTC was able to get a substantial return for taxpayers," Fulwider said.

VIT spokesman Beverly Armstrong said his company plans some maintenance work to the course, although he couldn't specify what work would be done.

"We're delighted to have the Ocean Course under our ownership because it places all the public courses at Kiawah under one management," he said.

CourseCo finds niche managing government-related courses

By PETER BLAIS

SACRAMENTO, Calif. — When CourseCo Inc. took over management of the nine-hole golf course at the former Mather Air Force Base earlier this year, it became the first private firm in the West to manage the privatization of a military golf course, according to President Tom Isaak.

Working with the County Parks and Recreation Department and a local citizens group, CourseCo is helping develop a master plan for the course and 1,400-acre regional park located on former Defense Department land. It's the type of government entity-related project in which CourseCo has proven very effective, explained Isaak, a

Continued on page 46



View from the 17th tee at Sacramento's Mather Golf Course, a CourseCo-managed property.

ParView's electronic distance-measuring device is among the most sophisticated in the marketplace.



Distance devices

Continued from page 41

tags placed in the ground that provided information to the cart's on-board screen as it passed over the tags.

Today's units incorporate the Global Positioning System (GPS), Defense Department navigation satellites the government has made available for commercial use. Many electronic distance measuring device companies employ GPS.

Yardmark's new system debuted this summer at two Boyne USA courses in northern Michigan. Boyne previously used Yardmark's land-based system. Boyne General Manager Steve Kircher said the system allowed him to raise green fees by \$10 per round while increasing play.

Yardmark is being installed at Highland Park in San Angelo, Texas this fall, owned by Cobra Golf founder Tom Crow. "We predict we'll be on 100 courses within the next two years," Dudley said.

- ParView of Sarasota, Fla., installed its system at Seven Bridges Club in Woodbridge, Ill., earlier this year and is putting it at Black Bear, a new P.B. Dye course in Eustis, Fla., set to open in early November. Black Bear owner Richard Stein said he is particularly intrigued with the system's accuracy, two-way communications capability and potential revenue from advertisers who will be able to place their messages along the bottom of the screen. "Our ad agency hasn't actively begun selling it yet and have already guaranteed us four or five advertising clients," Stein said.

ParView President John Chessler said the two-way communications capability that allows golfers to send and receive messages regarding such things as slow play in front of them, food and beverage orders, and updates on their scores that can be incorporated into a constantly changing leader board "add a whole new level of service."

- ProShot Golf Inc. and ClubCorp recently agreed to install ProShot's Distance Measuring and Course Information System on 100 ClubCorp facilities over the next 36 months, according to Newport Beach, Calif.-based ProShot. Eagle Crest Golf Club (GC) in Escondido, Calif., and Fossil Creek GC in Fort Worth, Texas, were among the first to receive the system. Fifteen more were scheduled to come on line in

mer. In addition to ClubCorp, other clients include American Golf Corp., Western Golf Properties and The Pebble Beach Co.

- SkyCaddie has been installed at the International Golf Club in Bolton, Mass., Badlands Golf Club in Las Vegas and Sailfish Pointe Golf Club in Stuart, Fla., according to Richard Beckmann, business development manager for the Boston firm.

"There's a big market out there for this type of product," Beckmann said. "I've heard of about 30 companies that are interested in getting into it. There

are probably only five or six that are actually out there with systems that work."

Because of their price, many of the electronic-distance devices appeal to high-end daily-fee courses that can absorb the additional \$1 to \$2 per-round cost.

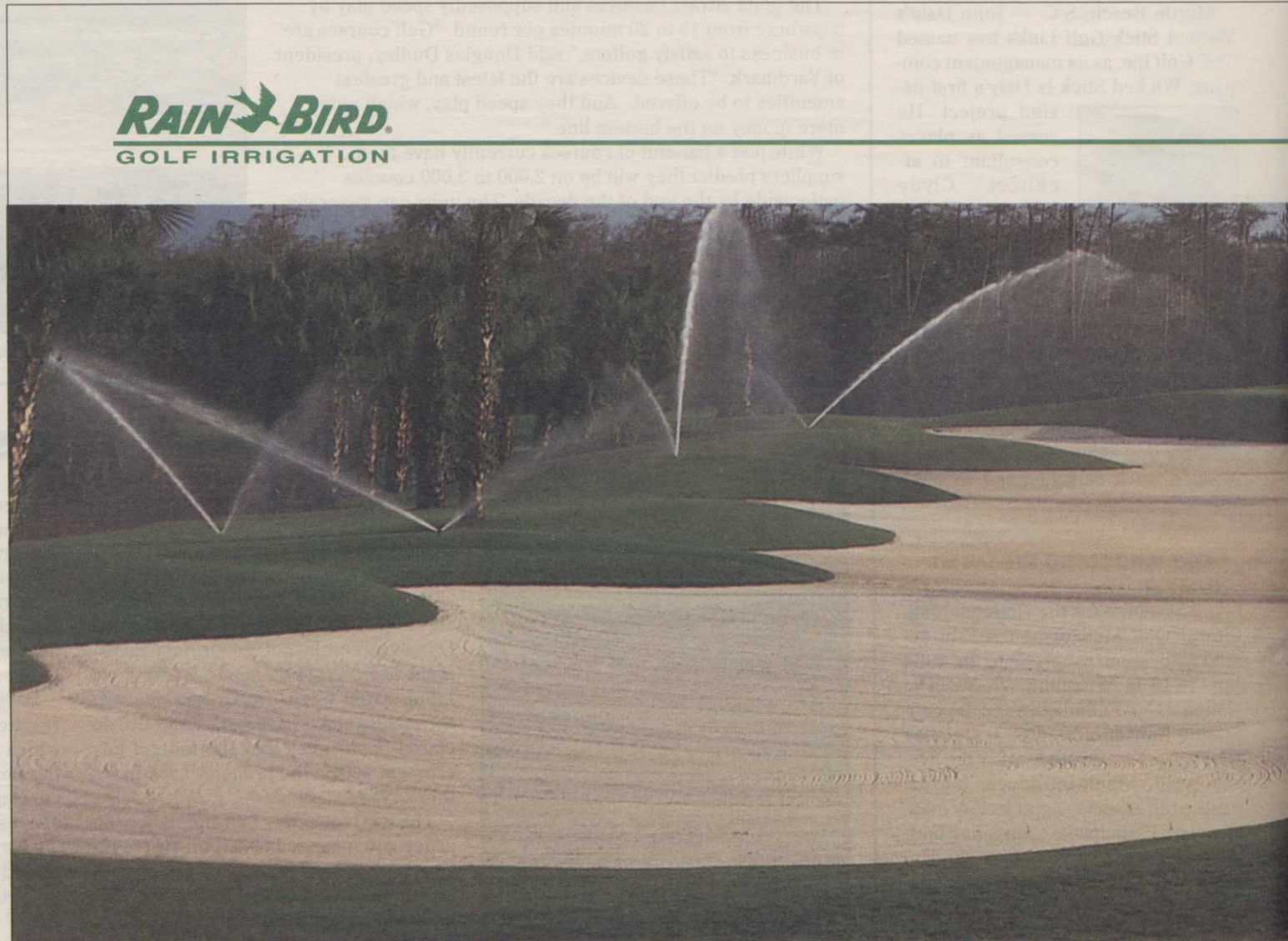
One lower-cost alternative is the Iguana Yardage Guide, an 8-by-8-inch waterproof box attached to the cart's steering column. By turning a knob the golfer scrolls to a view of the next hole. The yardage and hazard information is similar to that contained in the yardage booklets Iguana has supplied for many

years, but frees the golfer from flipping through a book or worrying about torn pages. Orchard Hills Country Club in Waukegan, Ill., Bent Pine Golf Club in White Hall, Mich., Mulberry Fore Golf Course in Nashville, Mich., and The Meadows Golf Club in Blue Island, Ill., have installed or plan to install the Iguana yardage units.

While conceding his product doesn't have the two-electronic capabilities of other systems, Iguana President Jeff Kling said the \$275 per unit cost may appeal to many middle- and lower-cost courses.

1995 with 40 to 45 more per year in both 1996 and 1997.

ProShot was available at 21 clubs nationwide as of late sum-



RAIN BIRD
GOLF IRRIGATION

Breakthrough technology

Rain Bird Introduces EAGLE™ Gear Drive Rotors



With radius ranges from 20 to 98 feet, EAGLE 500, 700 and 900 series rotors provide unmatched versatility to meet the challenges of any course.

The new EAGLE™ gear drive rotors from Rain Bird prove that advanced technology can have practical applications. EAGLE rotors are designed to work right out of the box and keep on working. Closed case EAGLE rotors provide superior reliability, unmatched debris resistance, labor-saving maintenance, uniform application and versatility from tee to green.

Closed Case Provides Proven Debris Resistance



True closed case construction of EAGLE rotors extends the life of the rotor by protecting the motor from debris, outside elements and environmental changes. The industry's only self-flushing mode at pop-up and pop-down adds another barrier to debris—even in the finest sand and silty soil types.