

BRIEFS



CLUBCORP OPENS EASTERN OFFICE

VIENNA, Va. — Club Corporation of America has opened its newly established Eastern regional office here in Tycon Tower I/Tysons Corner to oversee operations for the more than 90 CCA clubs in the Northeastern and Southeastern United States. CCA has owned the Tower Club since 1994.

PALM-AIRE NAMES COLLINS GM

POMPANO BEACH, Fla. — Palm-Aire Resort Management Corp., has named W. Gary Collins president and general manager of Palm-Aire Country Club.



Collins has been in the club and resort management business for 20 years including stints with Club Resort & Management, Dye Club Management and ClubCorp of America. The 1,600-acre Palm-Aire community includes five golf courses, 37 tennis courts and two full-service clubhouses.

CMAA HEAD RECERTIFIED

ALEXANDRIA, Va. — Club Managers Association of America Executive Vice President James Singerling has been recertified as a Certified Club Manager (CCM). A 22-year veteran of the private club industry, Singerling has served as CMAA executive vice



president since 1990. Prior to that he was chief executive officer of Robert Trent Jones Sr. International Corp. and served as general manager of Coral Ridge Country Club in Fort Lauderdale, Fla. He is on the National Golf Foundation board of directors and served on the scholarship and research committee for the Golf Course Superintendents Association of America.

SULLIVAN TAKES CALIF. POST

EL DORADO HILLS, Calif. — Western Golf Properties has named Tom Sullivan general manager of Serrano Country Club, part of the master-planned Serrano El Dorado community being developed here. Serrano includes a Robert Trent Jones Jr.-designed golf course. Sullivan previously served as clubhouse consultant to the Paiute Indian Tribe in Las Vegas and club manager for PGA West in LaQuinta, Calif. He has also worked for Walt Disney Productions, Hyatt Hotel Corp., and La Quinta Hotel Golf & Tennis Resort.



Crosswater at Sunriver is the newest addition to the growing Destination Hotels family.

The end of the line is profits for Destination Hotels and Resorts

By PETER BLAIS

ENGLEWOOD, Colo. — The recent opening of Bob Cupp-designed Crosswater, an 18-hole golf course at Oregon's Sunriver Resort, is just a taste of things to come for Destination Hotels and Resorts.

The Denver-based subsidiary of Lowe Enterprises, a national real-estate services company, plans to open a major golf resort/community complex every 12 to 18 months into the foreseeable future, according to Vice President of Marketing Tom Goodwin.

"We have development deals that are close to being completed in Florida and Arizona," Goodwin said. "We should be able to make an announcement by the end of the year."

Destination Hotels and Resorts manages commercial hotels and resorts from the East Coast to Hawaii. Golf courses are an integral part of several properties:

- Sunriver near Bend has three courses — Crosswater, North Woodlands and Cascades.
- The Inverness Hotel and Golf Club (GC) in Denver includes Press Maxwell-designed Inverness GC.
- Wild Dunes outside Charleston, S.C., features two Tom Fazio layouts, the world-ranked Links Course and challenging Harbor Course.

"Golf will be a major focus in our future resort-side development," Goodwin

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LEGAL CORNER

Lawyer warns bad manners insufficient to bounce member

By NANCY SMITH

Even the vulgar and filthy are entitled to respect, according to a California court. The court recently held that a male country club member, who allegedly used the "F" word to describe women golfers, still deserved a fair hearing before being expelled.

In *Aluisi v. Fort Washington Golf and Country Club*, the California Court of Appeal ruled that member Terry M. Aluisi had been improperly kicked out of his club because the board did not give him proper notice and an opportunity to confront witnesses against him.

Although the identity of the women who complained about Aluisi's conduct was kept confidential because they were afraid of him, the court held Aluisi had a right to confront his accusers before losing his membership.

The suit stemmed from a 1990 incident involving allegations of cheating at golf by Aluisi's wife. In response, Aluisi allegedly told his wife, in a loud voice heard by a group of nearby women members, that she should not play with "those f—ing old women." He also reportedly said his wife should advise the women as to certain sexual conduct they should perform on themselves.

The incident prompted a complaint letter by the women's board to the club's governing board. The identity of the complaining women was not revealed, however, because they claimed to be afraid of Aluisi. After determining that the com-

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Nancy Smith, J.D., is an attorney practicing in Pasadena, Calif. Her "Legal Corner" feature will appear in these pages on a regular basis. You may call her with story suggestions/queries at 818-585-9907.

MARKETING IDEA OF THE MONTH

The art of bartering creates a masterpiece in N.J.

By PETER BLAIS

CRANBURY, N.J. — The art of bartering can reduce costs and boost sales for many golf courses.

"Trade-outs are a very underutilized way of doing business," said Rich Katz, vice president of marketing for Billy Casper Golf Management (BCGM).

Katz's most recent horse-swapping experience came at Cranbury Park Golf Club (GC) in Cranbury, N.J. As of July 15, Casper was able to increase rounds by 33 percent over the same 6 1/2-month period a year earlier.

Course owner Sky Court Ltd. of Japan hired BCGM to manage the facility last year. Casper went to work immediately. An \$800,000 capital improvements and renovation plan brought a new irrigation system, continuous cart paths and remodeled clubhouse. Casper imported a new superintendent to oversee the various projects and the company provided daily oversight from its Vienna, Va., headquarters.

But no one would come see the Eiffel Tower if the French tourist board didn't



Trading rounds for television ads got Cranbury GC the exposure it needed to become a success.

do such a great job marketing the thing. Same with Cranbury and BCGM, despite all the changes. "Improve it and they will come" doesn't necessarily work in an area, like central New Jersey, already endowed with a healthy supply of golf courses.

Katz contacted the local cable television company about advertising. He was particularly interested in obtaining local

spots during ESPN's coverage of PGA and Senior Tour events as well as time on the early-evening editions of SportsCenter.

"Television advertising on tournament events maximizes the captiveness of the audience we're after," Katz said.

For its part, the cable company was

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