

## BRIEFS

**PALMER TAKES OVER UNIVERSITY RIDGE**

MADISON, Wis. — University Ridge Golf Course at the University of Wisconsin has selected Arnold Palmer Golf Management Co. to operate the facility. Rated among the top 10 university courses in the country, University Ridge hosted the Big Ten Golf Championship and will be the site of the NCAA Womens Championship in 1977.

**KSL ACQUIRES 4TH FLA. LAYOUT**

NAVARRE, Fla. — KSL Fairways has acquired The Club at Hidden Creek, giving the Virginia-based firm four courses in the Florida Panhandle including Tiger Point Golf & Country Club, Scenic Hills Country Club and Shalimar Pointe Golf & Country Club. KSL Fairways plans \$250,000 in improvements to The Club at Hidden Creek.

**JACOBS, FAIRFIELD HOMES TEAM UP**

GREEN VALLEY, Ariz. — Jacobs Golf Group and Fairfield Homes, both of Scottsdale, have entered a joint agreement to own and manage the Arthur Hills-designed San Ignacio Golf Club here. Immediate plans call for golf course improvements to help playability, doubling the size of the driving range and other practice facilities.

**NORTH AMERICAN GOLF ADDS TWO**

LOMBARD, Ill. — North American Golf (NAG) has assumed management responsibility for a pair of golf courses, according to company President Michael Rippey. The courses are Glendale Lakes Golf Club in Glendale Heights, Ill., and the Governor's Club in Chapel Hill, N.C. NAG manages eight courses nationwide.



Michael Rippey

**BRASSIE EXPANDS BY 3**

TAMPA, Fla. — Brassie Golf Corp. has added three new properties to its management portfolio — Village at Sands Point in Sands Point, N.Y.; Panama Country Club in Panama City, Fla.; and Riviera Country Club in Dublin, Ohio. Brassie has added eight new properties since last fall's merger with COPM.

**CHANTILLY HIRES CASPER**

RISING SUN, Md. — Chantilly Manor Country Club has hired Billy Casper Golf Management to provide marketing consultation services for the 18-hole course, which recently converted from private to semiprivate status.

## Discount rounds program unveiled

EPI marketing excess capacity at courses

By PETER BLAIS

TROY, Mich. — The world's largest publisher of consumer discount programs is set to offer a new program designed to help daily-fee courses market their excess capacity.

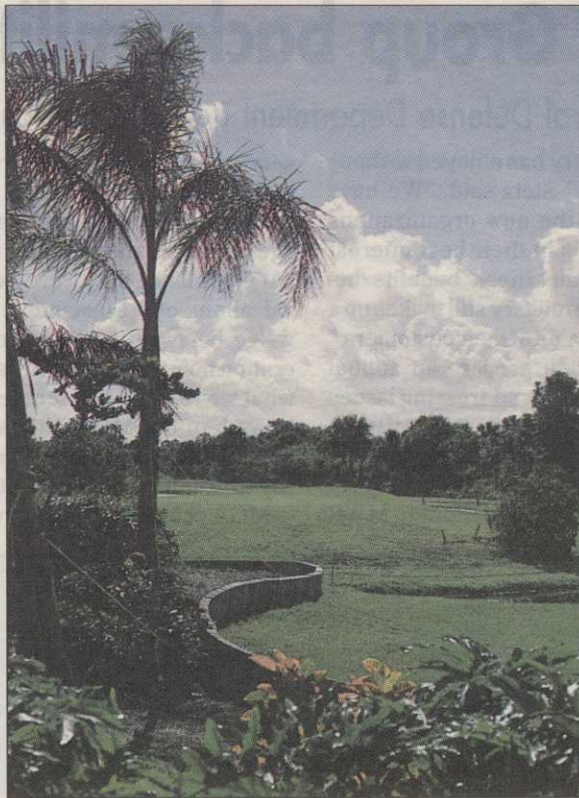
Beginning in 1996, Entertainment Publications Inc.'s Golf Program will begin publishing a National Golf Directory. The 2,000 courses

expected to be listed in the directory will provide a "Buy-One-Get-One-Round-Free" offer to Entertainment Publication's various travel club members. Some weekend and seasonal restrictions may apply and clubs may require golfers to rent carts.

The Golf Directory will be included in packets of information provided by Entertainment membership travel club clients like AMOCO MultiCard Travel Club, Exxon Travel Club and Sears Discount Travel Club. Members of those clubs take an average of 7.2 trips every year and 33 percent of them play golf, according to company figures.

"What you have is many national corporations using their money to promote golf at these courses," said Golf Program Director Bob McHenry. "We're looking for golf courses that are interested in generating more business, especially during their down times."

Established in 1962, Entertainment develops, distributes and promotes numerous publications containing discounts on lodging, dining, travel, sports and other leisure activities, including golf. Over 100,000 participating merchants are under contract. The company has 900 em-



Turtle Creek Golf Club in Rockledge, Fla.

ployees staffing its Troy headquarters and 85 local offices. Entertainment Publications Inc. is a wholly-owned subsidiary of CUC International, a public company traded on the New York Stock Exchange.

"It's worked surprisingly well," said Scott Hutchinson, head pro at Turtle Creek Golf Club in Rockledge, Fla. "We were first listed in one of their publications back in November and within two days people were redeeming coupons. That's surprising considering how many discount books are available in Florida."

"The nice thing is that the coupons bring in two golfers. The first golfer pays full price and the second one just pays for a cart. We don't have any time, day or seasonal restrictions on the coupon's use."

The new golf directory is similar to the 4-by-8 1/2-inch hotel directory the company has published for many years. It will contain a limited number of sporting goods, dining and hotel listings, but will be primarily devoted to golf. It should be available by this spring, McHenry said.

The agreement between Entertainment International and the course requires

Continued on page 80

## Friels become major players in New England

*'I'm enthralled by the joy public golfers exhibit on the course. To walk into the clubhouse at 4:30 a.m. and see people already there waiting to get out and play is a real thrill.'*

— Phil Friel

By PETER BLAIS

Golf has been a part of Phil Friel's life for 71 of his 80 years, and as the above suggests, it still gives the patriarch of the Friel organization a charge.

Friel and his sons — Phil Jr., David and Tom — own 10 public courses in New Hampshire, Massachusetts and Maine. He visits the courses daily, puts in significant time at the company's Nashua, N.H., office and still shoots in the low 70s, a reflection of his 55 years as a teaching pro and seven PGA National Championship appearances.

Friel began playing and caddying at Woburn (Mass.) Country Club at age nine, rising through the ranks to caddymaster, assistant pro and head professional. World War II and the Army called him away for several years before he returned to New England where he became head pro at Nashua Country Club.

"I loved teaching, but I was always looking for land," said Friel, who, like many club pros, dreamed of one day building his own course. "There isn't much longevity in this business for golf pros. I wanted something with a little more stability."

The opportunity presented itself in the late 1950s. With the help of a friend who oversaw a trust fund, Friel purchased some farm land in



Phil Friel

Continued on page 77

## Golf Enterprises Inc. reportedly for sale

DALLAS — Golf Enterprises Inc. (GEI) is engaged in preliminary discussions with a potential buyer concerning the sale of the company for cash and securities totaling \$12 per share of GEI common stock, according to a company statement.

GEI is a Dallas-based national operator of public, private and resort courses. The company owns, leases or contracts to 43 courses in 17 states.

Discussions were preliminary and it was impossible to say whether or when a definitive merger agreement would take place.

Meanwhile, GEI is moving forward in its efforts to increase its portfolio. The company recently purchased the leasehold interest and other assets used in connection with the operation of two existing courses located at the Lely Resort and Country Club in Naples, Fla. GEI will lease the Lely Flamingo Island Club and the Classic at Lely Resort layouts.

**MANAGEMENT COMPANY UPDATE**

Gainey Ranch in Scottsdale, Ariz., is a recent addition to the ClubCorp portfolio. For a look at other management companies and their new courses turn to page 80.



## Courses added by management firms in recent months

Company/Course	City	State	Company/Course	City	State	Company/Course	City	State
<b>American Golf Corp. 310-315-4200</b>			<b>Brassie (cont.)</b>			<b>ClubCorp (cont.)</b>		
Bidwell Park GC	Chico	CA	Nort Port National	Lake of the Ozarks	MO	Stonehenge G&CC	Chesterfield County	VA
Hiddenbrooke CC	Vallejo	CA	Village at Sands Point	Sands Point	NY	<b>Golf Enterprises Inc. 214-247-1199</b>		
Silverhorn GC	Oklahoma City	OK	Riviera CC	Dublin	OH	Heritage Links GC	Gainesville	FL
Ruffled Feathers GC	Lemont	IL	<b>Carefree Resorts 602-953-6400</b>			Smokey Mountain CC	Smokey Mountain	NC
<b>Arnold Palmer Mgt 407-876-6700</b>			Ventana Canyon G&R	Tucson	AZ	Corvallis CC	Corvallis	OR
Brierwood CC	Buffalo	NY	<b>Classic Golf Group 941-299-0900</b>			Indian Creek GC	Carrollton	TX
<b>Billy Casper Golf Mgt 703-761-1444</b>			Hamptons GC	Auburndale	FL	Manassas Park GC	Prince William Cnty	VA
The Links at Challedon	Mount Airy	MD	<b>Club Resorts Inc. 214-243-6191</b>			<b>GolfCorp 214-888-7766</b>		
Chantilly Manor CC	Rising Sun	MD	Columbia Lakes Resort	West Columbia	TX	Bele Terre CC	La Place	LA
Kennebec Heights CC	Augusta	ME	<b>ClubCorp 214-243-6191</b>			<b>Greenlinks 615-373-3200</b>		
<b>Brassie Golf Corp. 813-621-4653</b>			Gainey Ranch GC	Scottsdale	AZ	<b>KSL Fairways 703-330-5300</b>		
Panama CC	Panama City	FL	Hunter's Green CC	Tampa	FL	Club at Hidden Creek	Navarre	FL
						<b>Marriott Golf 704-850-0077</b>		
						Kierland GC	Scottsdale	AZ

**RAIN BIRD**  
GOLF IRRIGATION

Conserving Nature's Resources Since 1933.™

## Discount coupons

Continued from page 73

certain things of both parties.

Entertainment bears all the expenses of promoting the golf course to travel members in its various publications; actively pursues new travel members; provides literature on the program's operation to supplement training of the golf course staff; anonymously verifies throughout the year the level of service and Entertainment program knowledge provided by course staff to Entertainment members; and provides a customer service number to answer guest and golf course staff questions.

It costs nothing for a course to be listed in the directory. But the course is responsible for honoring the terms and conditions of the agreement; understanding and implementing the Entertainment Golf Program in its daily sales and marketing activities; educating course staff on the program's use; and providing Entertainment travel members the same quality service and amenities offered every paying customer.

Courses wanting to reach a regional rather than national audience can place the same offer in coupon form in one of Entertainment's 130 city/area editions that contain coupons for a variety of lodging, dining and other leisure-activity facilities.

For example, the Greater Boston & North listing includes discount coupons at six Massachusetts golf facilities — i.e. Apple Country Club (CC) in Chelmsford, Atlantic CC in Plymouth, Merrimack Golf Club (GC) in Methuen, Berlin CC, Max's Country Golf in Tyngsboro and Groton CC — as well as Pocasset CC in Portsmouth, R.I.

"The golf program has been very successful with those courses that have tried it," McHenry said.

"It's a way to attract people to those unsold tee times and earn the course some extra money."

For more information, contact McHenry at Entertainment Publications Inc., 2125 Butterfield Road, Troy, MI 48064; tel. 810-637-8400.

## Open a Window of Opportunity

Rain Bird's MAXI® for Windows™  
Makes Irrigation Management Easy.



No three-day training marathons. No complicated instructions and no difficult line commands. Just one growing family of incredibly easy-to-use central control systems. Introducing **Stratus™** and **Nimbus™** — the MAXI central control systems designed to take irrigation management to new heights. Developed



for the popular Windows operating system, the MAXI for Windows series provides an intuitive, graphical way to manage your irrigation system. Stratus and Nimbus can easily be learned and operated, even by computer novices. Don't let this opportunity pass you by.

**RAIN BIRD**  
GOLF IRRIGATION

Call your Rain Bird Golf Distributor at 800-984-2255.

CIRCLE #158/GCSAA BOOTH #3961 & 4073