

Courses added by management firms in recent months

		_
Company/Course	City	State
American Golf Corp.	310-315-4200	
Bidwell Park GC	Chico	CA
Hiddenbrooke CC	Vallejo	CA
Silverhorn GC	Oklahoma City	OK
Ruffled Fearthers GC	Lemont	IL
Arnold Palmer Mgt	407-876-6700 -	MILES OF
Brierwood CC	Buffalo	NY
Billy Casper Golf Mgt	703-761-1444	THE CHIEF
The Links at Challedon	Mount Airy	MD
Chantilly Manor CC	Rising Sun	MD
Kennebec Heights CC	Augusta	ME
Brassie Golf Corp.	813-621-4653	FOLL LATITU
Panama CC	Panama City	FL

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Company/Course	City	State
Brassie (cont.)	- where resident that the	-
Nort Port National	Lake of the Ozarks	MO
Village at Sands Point	Sands Point	NY
Riviera CC	Dublin	ОН
Carefree Resorts	602-953-6400 -	
Ventana Canyon G&RC	Tucson	AZ
Classic Golf Group	941-299-0900 -	-
Hamptons GC	Auburndale	FL
Club Resorts Inc.	214-243-6191 -	1,500
Columbia Lakes Resort		TX
ClubCorp	214-243-6191	IX
		۸7
Gainey Ranch GC	Scottsdale	AZ
Hunter's Green CC	Tampa	FL

Company/Course	City	State
ClubCorp (cont.)	NO OI FIN	· VIII
Stonehenge G&CC	Chesterfied County	VA
Golf Enterprises Inc.	214-247-1199 -	down.
Heritage Links GC	Gainesville	FL
Smokey Mountain CC	Smokey Mountain	NC
Corvallis CC	Corvallis	OR
Indian Creek GC	Carrollton	TX
Manassas Park GC	Prince William Cnty	VA
GolfCorp	214-888-7766 -	
Bele Terre CC	La Place	LA
Greenlinks	615-373-3200 -	
Old Natchez CC	Nashville	TN
KSL Fairways	703-330-5300 -	and a l
Club at Hidden Creek	Navarre	FL
Marriott Golf	704-850-0077	
Kierland GC	Scottsdale	AZ

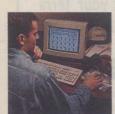


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Discount coupons

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 ques-

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 incudes 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 48084: tel. 810-637-8400.