

Courses added by management firms in recent months

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

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