

BRIEFS



AGCC REASSIGNS CLARK

SANTA MONICA, Calif. — American Golf Country Clubs (AGCC) a division of American Golf Corp., has reassigned Vice President Terry Clark to Palm Desert, Calif. Prior to this assignment, Clark was regional director of AGCC's eastern division. He will be based at Monterey Country Club, one of more than 38 private country clubs in AGCC's portfolio.



Eric Affeldt



Donna Kellerman

KSL PROMOTES PAIR

MANASSAS, Va. — KSL Fairways recently announced the promotion of two top executives, Eric Affeldt was named president and chief operating officer while Donna Kellerman becomes vice president of sales and marketing. KSL Fairways owns and operates 20 courses from Pennsylvania to Florida.

PORT MALABAR RECRUITS ISS

MELBOURNE, Fla. — ISS Golf Services has reached agreement with Port Malabar Country Club to manage the course's maintenance operation. Located 5 miles south of Melbourne, the course is the centerpiece of a residential community owned by Robert Dolci.

KIAWAH HIRES BOLES

CHARLESTON, S.C. — Kiawah Island Resort has named Kathy Boles director of marketing for the Ocean Course. Boles previously served as tournament director for the 1991 Ryder Cup held at the Ocean Course and most recently as event manager for the BOC Challenge, an around-the-world yacht race for vessels sailed solo, starting and ending in Charleston.

CORSO MOVES UP AT CLUB RESORTS

DALLAS — Patrick Corso, president and chief operating officer of Pinehurst Resort & Country Club since 1986, has been appointed executive vice president of operations for Club Resorts Inc. Corso was formerly senior vice president for Club Resorts. He will remain Pinehurst's chief executive.



Patrick Corso



Kissimmee Bay CC is one of the many Florida courses in IGM's growing portfolio.

IGM in midst of ambitious expansion

By PETER BLAIS

LAKELAND, Fla. — International Golf Management's (IGM) recently signed agreement to maintain Brevard County Florida's three municipal courses enhanced the company's self-proclaimed image as the fastest-growing contractual maintenance organization in the country.

The Brevard County deal — which involved Habitat Golf Course (GC) in Valkaria, Spessard Holland GC in Melbourne, and Sykes Creek in Merritt Island — brought the number of IGM-maintained courses to 17, all in Florida. The Lakeland-based firm planned to increase that number to 24 by year's end, according to General Manager Scott Zakany.

"Among our competition, no one has more than 13 or 14 courses," Zakany said. "We're looking to expand into the Southwest United States, Georgia and the Carolinas during 1996."

Contractual grounds maintenance has been popular for many years in the commercial real-estate business. But it

is just in the past five to 10 years that municipal, public and private golf course operators have begun turning over all aspects of their maintenance operation to outside firms.

ISS Golf Services has been one of the most successful contractual maintenance companies. Zakany — a certified golf course superintendent with 18 years of course management experience — worked at ISS for eight years and advanced to vice president, before leaving the Tampa-based firm 18 months ago to start IGM.

"We started as a smaller firm with less overhead," Zakany said. "And we've associated ourselves with some other golf companies that have helped to make us more cost-effective."

When a golf facility first approaches IGM, the company initially reviews the club's entire maintenance operation, analyzing expenditures, course condition, manpower allocations, environmental compliance and liability con-

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LEGAL CORNER

Beauty turns environment into a beast, court rules

By NANCY SMITH, J.D.

The inherent beauty of a golf course has long been recognized by golfers. The attraction of verdant links has now been officially recognized by the California Court of Appeal. A three-judge appellate panel recently ruled it is virtually undeniable that developing a course will invite people to build homes nearby.

The court addressed the question of whether a course and clubhouse, by themselves, could induce residential development in Stanislaus Audubon Society v. County of Stanislaus.

When local officials approved development of a golf course in a rural area in Northern California, environmentalists challenged the decision in court. The environmentalists won, in a unanimous opinion that essentially found the attraction of a golf course to residential development was undeniable.

A local ranching family, the Willms, obtained approval from local authorities to build a 27-hole semiprivate course and clubhouse on 600 acres used since the 1800s for grazing within the family's 2,500-acre ranch.

Although no solid legally binding commitment existed, the Willms indicated they would continue the family's long-standing tradition of ranching surrounding terrain. County authorities approved the project without requiring an environmental impact re-

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Palmer Mgt. announces marketing partnership

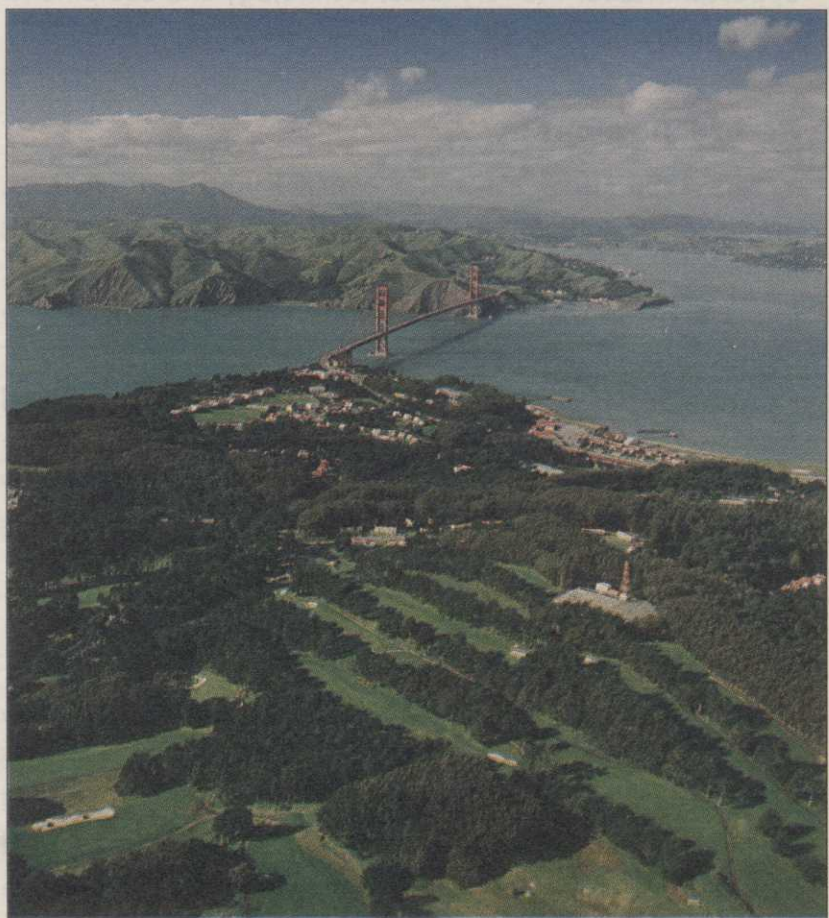
ORLANDO — Arnold Palmer Golf Management Co. and Robinson, Yesawich & Pepperdine Inc. recently announced a marketing partnership to advance Palmer Golf's \$50 million expansion program in the course management industry.

Palmer has been acquiring, leasing and managing private and public courses since 1984. Palmer Golf specializes in adding value to courses and adjacent real estate, including hotels, resorts, residential and commercial developments.

A recent business school study of Palmer properties reported premiums of 10 to 20 percent on adjacent property while dramatically increasing absorption and occupancy rates.

"In aligning ourselves with RY&P, we add the professional marketing services of a major agency to the roster of unique capabilities Palmer Golf provides to add value," said Peter Nanula, president and chief executive officer of the Arnold Palmer Golf Management Co. "The natural alliance between our marketing and brand assets and RY&P's extensive experience will help us accomplish our overall marketing and growth objectives."

RY&P has offices in Orlando, New York and Los Angeles and specializes in serving hotels, resorts, destinations and travel companies.



The Presidio Golf Club in San Francisco is an Arnold Palmer Golf Management property

PGA seeks new standards for golf pros

By MARK LESLIE

PORT ST. LUCIE, Fla. — There are no industry standards for golf pros, and PGA Golf Properties Inc.'s senior director of operations would like to solve that problem.

"The golf industry is one of the major leisure-time industries in the country. But it's run pretty much as a cottage industry," said Marty Kavanaugh from the PGA's new home golf course here. "Everybody's doing something a little bit differently. We [at PGA Golf Club at The Reserve] would like to develop some definable industry standards."

Standards would speak to such questions as: What should be the average number of employees for a 12-month season at a public facility's golf shop? What is the average golf ball loss at a driving range in a season? What is the optimum labor for a 36-hole facility — how many full-time and part-time?

"The answer is: Nobody has these figures," said Kavanaugh,

the 1992 PGA Golf Professional of the Year, national education chairman in 1992-93 and national Bill Strausbaugh Award Winner for work in club relations in 1989. "PGA Golf Properties wants to embody all the knowledge necessary to run any kind of golf operation... We can gather that information through the operation of our own properties and we can test new concepts."

Hands-on handling activities at The Reserve is Bill Cioffeletti,

who was the 1992 Golf Professional of the Year for the Southwestern Chapter South Florida PGA and 1993 Merchandiser of the Year for South Florida PGA.

Saying that some of the PGA pros who visit The Reserve "will come down here with a critical eye," he said: "That's okay. It's their facility. We want their input."

"But we're not interested in doing anything that cannot be replicated throughout the country. If it can't be, what good is it?"



Bill Cioffeletti, left, and Marty Kavanaugh at The Reserve.

IGM expands

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cerns. IGM then provides a maintenance proposal and, if the course operator is interested, negotiates a fixed-price contract.

Among the advantages, he added, of signing an IGM contractual maintenance agreement are:

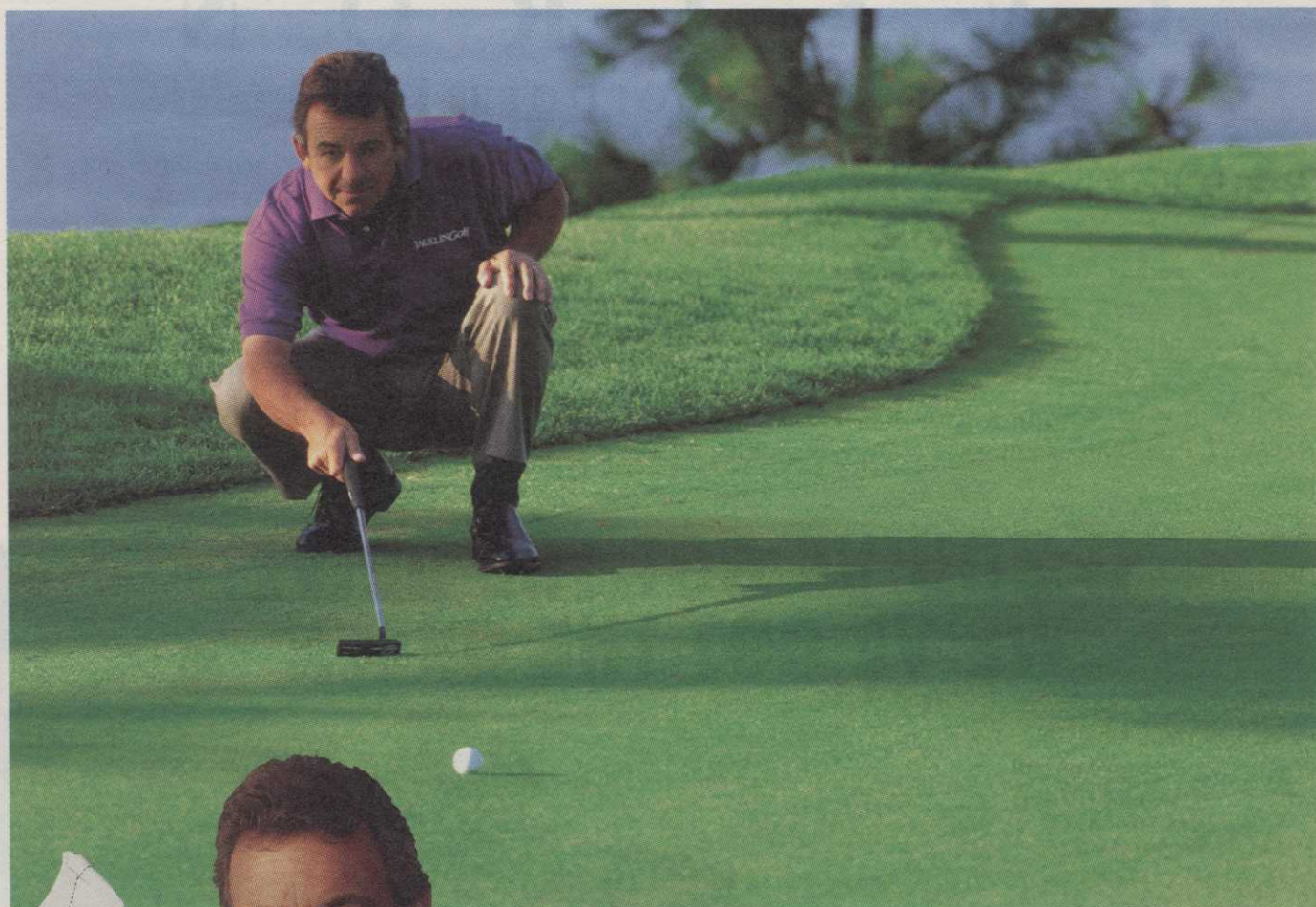
- reduced management headaches and employee problems
- one check to cover all needs;
- professional budgeting and planning;
- reduced employee liability;
- reduced environmental liability; and
- reduced capital expenditures.

Reporting to Zakany are three regional managers — Jim Wells (oversees eight courses), Jim Witt (five courses) and John Carlin (two courses). Wells, a Mississippi State University graduate and certified superintendent who most recently worked with Golf Ventures and Professional Turf Managers Inc., joined the staff in November.

Each course has its own superintendent. Staffing depends on a course's individual needs. Overall, IGM has 230 employees.

"Most of our superintendents have turf degrees," Zakany explained. "We offer a good overall benefit package and more job stability than a superintendent employed directly by a course. If our company were to lose a maintenance contract at a particular course, chances are that superintendent could transfer to another one of our courses. Or an up-and-coming superintendent could transfer to a larger course without having to leave the company and losing the benefits he'd gained."

GOLF COURSE NEWS



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Tony Jacklin is the winner of 14 PGA European Tour events (including the 1969 British Open) and 11 other international events (including the 1970 U.S. Open). Tony is also a four-time European Ryder Cup captain, and can be seen on the Senior PGA Tour.