

KSL Recreation ventures into Southeastern resort market

GAINESVILLE, Ga. — KSL Recreation Corp., a major recreation and resort management company whose portfolio includes the likes of La Quinta Resort, PGA West and Doral, has assumed management of Lake Lanier Islands, a 1,100-acre resort that is one of the most popular recreational complexes in Georgia.

In a recent meeting, the Lake Lanier Islands Development Authority, which had operated the property since the 1970s, voted to unanimously award the California-based KSL a management agreement. That vote represented a significant step in the privatization of the property, which has

been a goal of Georgia Gov. Zell Miller.

Lake Lanier Islands has two 18-hole golf courses, the 18-hole course at the Lake Lanier Islands Hilton Resort, designed by Joe Lee, and the 18-hole Stouffer Pine Isle Resort, built in 1975 and designed by Gary Player and Ron Kirby Associates. There are also two hotels, beachfront parks, fishing, sailing, horseback riding and other facilities at the resort.

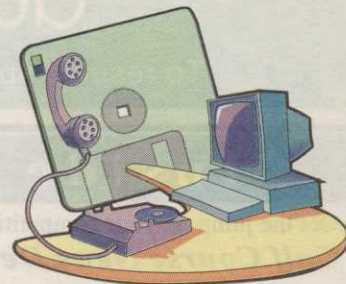
The terms of the pending lease call for KSL to pay the state \$9 million up front for the property and a minimum lease payment of \$3.1 million per year for 41 years, according to KSL officials.

"We're going to take a good thing —

Lake Lanier Islands — and make it even better," said Michael Shannon, chief executive officer of KSL recreation. "Our goal is to make this transition as smooth as possible for all our employees and guests."

KSL has offered every former manager at Lake Lanier a position and left all other hiring decisions up to those managers, who were formerly employees for the state of Georgia.

KSL said it wants to target not only golfers as potential guests, but also entire families. KSL is developing plans to provide more family entertainment, a larger variety of outdoor activities and additional dining and lodging options.



NGF schedules Net seminar for October

BOSTON — Anyone in golf who would like to learn more about taking advantage of today's on-line technology should think about being here in October.

The National Golf Foundation (NGF) will present a special educational conference and exposition, "The Information Superhighway: Applications for the Golf Industry," at the Marriott Copley Place, Oct. 13-15, 1996.

The conference and exposition, the first on-line technology conference of its size, will be designed for those who are already on-line and looking for new ways to leverage their investment, and those who are seriously thinking of making the investment, but want to better understand the on-line world before making the jump.

The program will feature presentations and panel discussions by some of the golf industry's leading Internet users and web site developers. Some of the session topics already planned are:

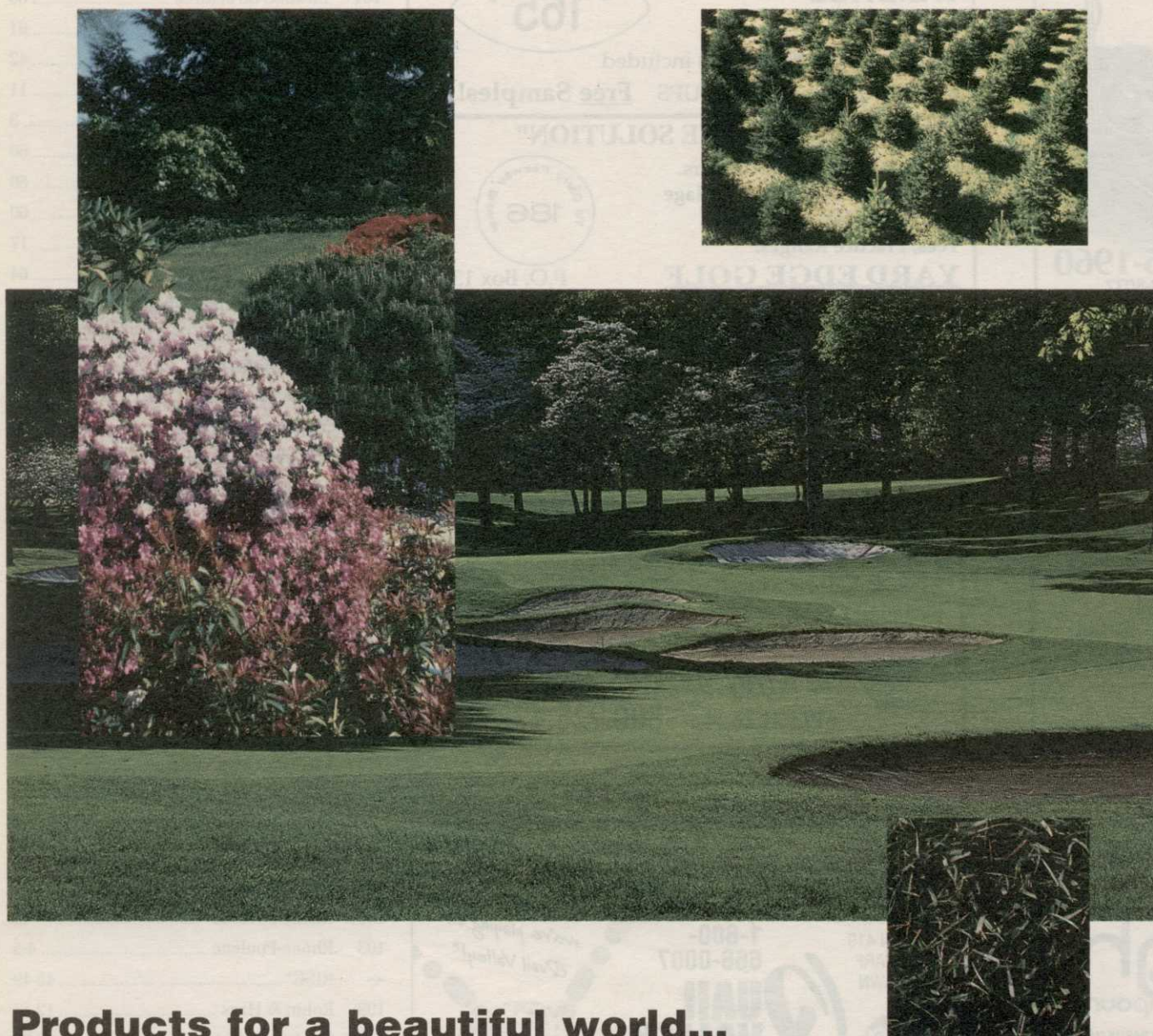
- **Doing Business On-line:** Trends in commercial on-line services, cost/benefits of going on-line, bottom-line issues.
- **Going On-line in Golf:** Opportunities afforded, current new ventures, tactical and strategic alliances, putting your catalog on-line.
- **On-line Marketing Strategies:** Security and privacy in on-line transactions, selling your products and services on-line, creating company/organization awareness, the value of live data, global opportunities.
- **On-line networks:** Concepts, Applications and Technology: Basic equipment and terminology, structure and function of on-line systems.
- **How to select an On-line Provider.**

An exposition will be being held in conjunction with the conference. It will feature exhibits by on-line hardware and software providers. As many as 50 companies and organizations are expected to exhibit.

The Marriott Copley Place is an appropriate site for this conference. The hotel recently became one of the first in the country to provide direct Internet access. This new capability, which was tested to capacity during the Fourth International World Wide Web conference last December, allows the hotel to have up to 1,000 computers on-line simultaneously.

For more information, call the NGF at 1-407-744-6006, ext. 40.

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