

BRIEFS



NEW FIRM TAKES OVER NH LAYOUT

JAFFREY, N.H. — Championship Golf Enterprises — which runs courses on the island of Antigua, Atlanta and Connecticut — is the new owner of 18-hole Shattuck Inn Golf Course. The company has pledged to improve course conditions and facilities, and add more housing. CGE recently bought the challenging, craggy 391-acre course from developer Richard H. Bryant of Capitol Heights, Md., and his mortgage holders which include the Resolution Trust Corp.

LINKSCORP BUYS DALLAS TRACK

DESOTO, Texas — LinksCorp Inc. has acquired private Thorntree Country Club in this Dallas suburb. GATX Golf Capital financed the purchase of the 18-hole course from the previous owner, Pexim Inc. This is Northfield, Ill.-based LinkCorp's second Texas acquisition, joining Northcliffe Golf & Country Club in San Antonio. LinksCorp owns 19 courses nationwide.

CLUB RESORTS PROMOTES PAIR IN OHIO

CONCORD, Ohio — Richard McLennan is the new general manager and Martha Heagany the new director of sales at Quail Hollow Resort and Country Club. The two were part of the successful management team that revitalized The Homestead, another Club Resorts Inc. property located in Virginia. The pair will direct growth activities for the Quail Hollow resort and the new Tom Weiskopf/Jay Morrish Golf Course scheduled to open in May.

AGC AWARDED PA CONTRACT

FLEETWOOD, Pa. — American Golf Corp. has been awarded a long-term operating lease for Golden Oaks Country Club in this Reading suburb. "We are thrilled to add this exceptional semi-private course to our management portfolio," said AGC Executive Vice President Joe Guerra. The Jim Blaukovitch-designed, 18-hole layout opened for play in 1994.



Joe Guerra

WESTERN GOLF OPENS ARIZ FACILITY

FOUNTAIN HILLS, Ariz. — The Golf Club at Eagle Mountain, a Western Golf Properties-managed facility here, opened in late January. Scott Miller designed the 18-hole, daily-fee layout. The in-season green fees rate is \$130.

EAGL management soars to new heights

Dallas firm doubles in size with last year's acquisitions

By PETER BLAIS

IRVING, Texas — Evergreen Alliance Golf Limited (EAGL) of Dallas doubled its management portfolio by taking control of 11 courses in the past year, making it one of the most active mid-sized players in the golf course management arena.

The privately-held firm controls 24 courses scattered across the United States including private, resort, daily-fee and municipal operations.

"We think we can grow by 10 courses per year into the foreseeable future," said President Gary Heward. "We're looking for equity and lease arrangements. We're also open to management contracts if the situation is right."

EAGL is a full-service management firm offering operations, marketing, maintenance, merchandising, food and beverage, construction and project management services.

The Dallas-based company has several courses under construction. All except one should open this spring:

- Canterbury Golf Course in Parker, Colo., an 18-hole Jeff Brauer design that EAGL will manage. EAGL is also a part owner.



The 8th hole at Painted Dunes Golf Club in El Paso, Texas, one of the award-winning EAGL facilities.

- Quarry Oaks Golf Course in Lincoln, Neb., a wooded, 18-hole design by John LaFoy located along the Platte River. EAGL will manage the facility.
- Pacific Springs Golf Course in Omaha, Neb. The first nine will open this spring and the second nine and an 18-hole putting course next year. EAGL is an equity partner along with Landscapes Unlim-

- ited, a golf course construction company.
- Lake Park Golf Course in Lewisville, Texas. EAGL and partner Landscapes Unlimited are renovating the existing 18-hole layout and building a new executive-length nine.
- Scheduled for a later opening is Giant's Ridge Golf Course in Biwabik,

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MARKETING IDEA OF THE MONTH

Magazines aid course promotion

By PETER BLAIS

LAWRENCEVILLE, Ga. — Taking a page from its success in the real-estate market, Network Publications has expanded its reach to golf courses looking to increase their business.

Network prints *The Real Estate Book*, a digest-size publication containing four-color ads, photographs and descriptions of choice properties offered by local real-estate agents. The advertiser-supported book is published in 460 markets nationwide and distributed free at banks, real-estate offices and other locations frequented by potential home buyers.

"We've basically taken the same concept to the golf industry," said Product Manager Craig Ridley, referring to *Golfer: The Great Golf Values Magazine*.

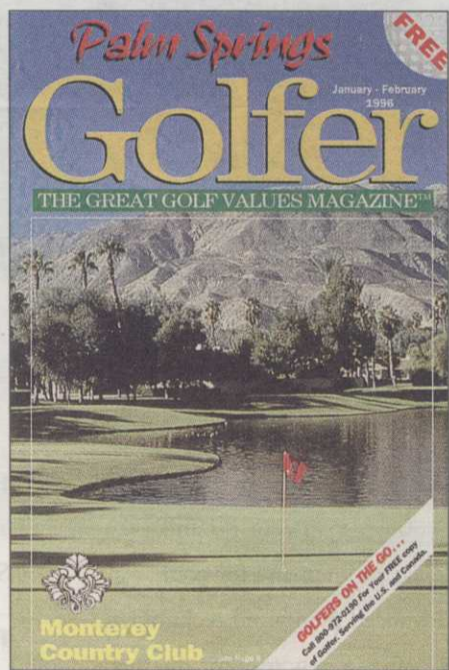
Like its real-estate cousin, *Golfer* is also a digest-size, four-color magazine. It contains predominantly full-page ads with photos and descriptions of golf courses within a specific geographical market. There is little if any editorial copy.

The formatted ads generally include a brief description of the course, amenities, course statistics, rates, course address and telephone number. *Golfer* is available in 16 golf markets nationwide with plans to go to 20 this spring.

"We started with just two publications back in July, 1994, Atlanta and Broward/North Dade counties in Florida," Ridley said. "It's been growing fairly quickly."

Golfer publishes between three and six issues per year, depending on the length of a particular market's golf season. This provides courses the opportunity to update their information every 60 days.

Network prints 25,000 copies of each regional issue at its 600-person Atlanta printing facility. Local independent contractors



sell ads and distribute magazines free to courses, ranges, retail shops, bars, restaurants, hotels and other places golfers visit.

"It's a very targeted distribution that gets into the hands of golfers," Ridley said. "With a free publication, you have to reach a target market. If you print 25,000 copies, you have to get them into the hands of 25,000 golfers."

"Advertisers can promote some sort of an incentive, but this is not a coupon book. The formatted ads are the most popular and we have graphic artists with extensive backgrounds who can tailor specific ads to a certain market."

In addition to golf course ads, *Golfer* also features ads from nine-hole courses, golf getaway package dealers, practice ranges and golf pros.

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LEGAL CORNER

Golf car lawsuits bewilder courts, course operators

By NANCY SMITH, J.D.

The quick and easy operation of a golf cart enhances the game for many enthusiasts—until someone gets hurt. Injuries occur in various ways, from backing into a player loading clubs on the rear of the cart to falling out of the cart on a sharp turn taken too fast.

But the common factor after any injury is a search for who is at fault—often in the form of a lawsuit. Suit may be filed against the driver, the manufacturer, the servicer, the seller or the owner or operator of the golf course where the accident occurred.

In a comprehensive study of golf cart lawsuits, legal author Boyd J. Peterson, J.D. analyzed lawsuits across the country which involved injuries from carts.

"A golf cart may not be a dangerous instrumentality in all situations, however, many actions are brought against various persons and entities to recover for injuries resulting from the operation of a power golf cart," Peterson said.

Anyone involved in the chain of causation of the accident can be held responsible for an injury. Although state laws vary, most states permit recovery from anyone whose negligent conduct caused the injury. Historically, many states had a rule of "contributory negligence" which prohibited an

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NCA celebrates 35th anniversary with special events

WASHINGTON — The National Club Association will conduct several special events this year in observance of the private club association's 35th anniversary.

Special events in the coming year include a continuing series of Club Director magazine bites about NCA's formation and various accomplishments over the years, recognition of early NCA club members and associate members, and an anniversary edition of Club Director in October to celebrate the association's incorporation date.

Also planned are the introduction of new

services and technologies that will expand the NCA Resource Center and enhance the scope of information provided to National Club Association member clubs. A new fax-on-demand service will allow NCA members to request information 24 hours per day and receive an immediate response.

Also underway is further development of NCA's database and an improvement to the association's consultative services.

NCA promotes the business, legal and legislative interests of the approximately 1,000 private clubs it represents.

New club marketing firm formed

SILVERSPRING, Md. — WTS International, a tennis facility design and management firm, has formed a new wholly owned subsidiary called ClubServ to provide private golf club marketing and membership development services.

ClubServ will offer membership evaluation, planning, implementation and supervision of membership marketing for private golf and country clubs, city clubs and racquet/sports clubs worldwide.

Two key principals have been added to help with the start-up. Tom White, senior vice president, joins ClubServ with 17 years experience as general manager at three separate clubs and as a club consultant. He will be responsible for new business development.

Cheryl Joyce, vice president of club marketing and development, brings extensive experience in private club marketing and membership promotion. She has worked at numerous East Coast clubs including the Robert Trent Jones Golf Club at Lake Manassas, Va., as well as many other East Coast clubs.

WTS International has provided design, consulting and management services for tennis programs and fitness centers at private and commercial clubs, real-estate projects, hotels and resorts, spas and residential projects throughout the United States and overseas for the past 23 years.

WTS International and ClubServ are located at 12501 Prosperity Drive, Ste. 460, Silver Spring, MD 20904; telephone 301-622-7800.

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Golfer magazine

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Distribution is not limited to just courses that advertise. This spring's Southeast Massachusetts/Rhode Island issue, for example, will go to 100 courses, even though just seven facilities have placed ads, according to regional Associate Publisher Sharon Francoeur.

"Private and public courses stock it," said Francoeur, when asked why a facility would carry a publication containing ads promoting competing courses. "It's a nice-looking magazine and provides golfers with something to read. Seeing how they move off the counter gives the course operator an idea of whether it would be worth advertising in the future."

Full-page ads cost roughly \$700 per issue, Ridley said. "We can get four-color ads to the marketplace for about the same price as spot-color or black-and-white tabloid ads in other publications."

The 5 1/2-by-8 1/4-inch, digest size is also a benefit, Ridley said. "If you put a pile of magazines on the table and ask someone to arrange them, the digest-size always ends up on top, which makes it the one people see first," he said.

Golfer is also available in Toronto; Simcoe/Muskoka (north of Toronto); Northern New Jersey; Southern New Jersey; Detroit; Columbus, Ohio; Sand Hills (Pinehurst), N.C.; South Carolina Sunbelt (Columbia/Greenville); Houston; Phoenix/Scottsdale, Ariz.; Palm Springs, Calif.; Tampa, Fla.; and Piedmont (Winston-Salem/Greensboro), N.C.

For more information contact Ridley at 770-962-7220.