

BRIEFS



CORCORAN TO MANAGE WIDOWS WALK

SCITUATE, Mass. — The town has selected Corcoran Jennison Hospital-ity (CJH) to manage Widow's Walk Golf Course, an 18-hole, daily-fee facility designed by Michael Hurdzan and scheduled to open by July 1997. CJH also manages Ocean Edge Resort and Golf Club on Cape Cod and Glen Ellen Country Club in Millis.



Heather Siegel



James Bailey

NGCOA APPOINTS PAIR

MT PLEASANT, S.C. — The National Golf Course Owners Association has named James Bailey director of membership and sponsorship and Heather Siegel communications director. Bailey was formerly vice president of marketing for CNA Insurance Companies in Chicago. In his new position he will focus on member recruitment and retention, chapter development and member benefits. Siegel has been with the association for a year. She will create and edit industry-specific publications, focus on media relations and serve as associate editor of the association's monthly publication, *Golf Business*.

KSL FAIRWAYS ADDS TO PORTFOLIO

KSL Fairways has acquired two new courses, Tantallon Country Club in Ft. Washington, Md., and Willow Run Golf Club in Pewaukee, Wis. Tantallon is KSL Fairway's fifth course in the Washington area. Willow Run is located just 15 minutes from downtown Milwaukee.

CASPER NAMES NEW DIRECTORS

VIENNA, Va. — Billy Casper Golf Management has named new directors of golf at two of its facilities. Bill May — formerly of Tee and Tee Golfland in Portland, Maine and Bath (Maine) Country Club — is now at Kennebec Heights Country Club in Augusta, Maine. Thomas Beidleman — formerly of Cattail Creek Country Club in Glenwood Md. — has joined the soon-to-open Links at Caledon in Mount Airy, Md.

ARIZ FIRMS TEAM UP IN DENVER

DENVER — Troon Golf Management and Suncrown Development have joined forces to build Castle Pines North Golf Club in south suburban Denver. The same team developed and operated Troon North Golf Club in Scottsdale, Ariz. Tom Weiskopf will design the facility.

Maryland family battles elements, government to keep course going

By PETER BLAIS

The Shields family has been in the Maryland golf business for 55 years. Family members have seen their courses wither in the heat, drown under heavy rains, become overgrown when fathers and brothers were away at war and unable to care for them.

Despite the worst Mother Nature and foreign dictators could throw at them, the Shields always brought their courses back into play. But John Shields isn't sure whether his family and other private course operators can overcome their newest adversary, the government.

Short on funds and long on hope that golf is the answer to their financial woes, local and state governments have become major golf course developers. With free land, no taxes, and the ability to subsidize operations that fall below projections, government-owned facilities start with a tremendous advantage over private course operators like the Shields, owners of Glenn Dale (Md.) Golf Club and Twin Shields Golf Course in nearby Dunkirk.

"It's welfare golf and it makes it very hard on the private sector," Shields said. "With all the munis coming on line, we [United States] could end up with more courses than we need and private, daily-fee operators could get squeezed out. The only choice our family may eventually have is to turn our land into house lots."

That prospect unnerves Shields, whose father, Ray, and uncle, Roy, moved from Ohio to Maryland in the mid-1930s. The twin brothers worked at East Potomac

Park for the Loeffler family, operators of East Potomac and other courses, including Annapolis Country Club.

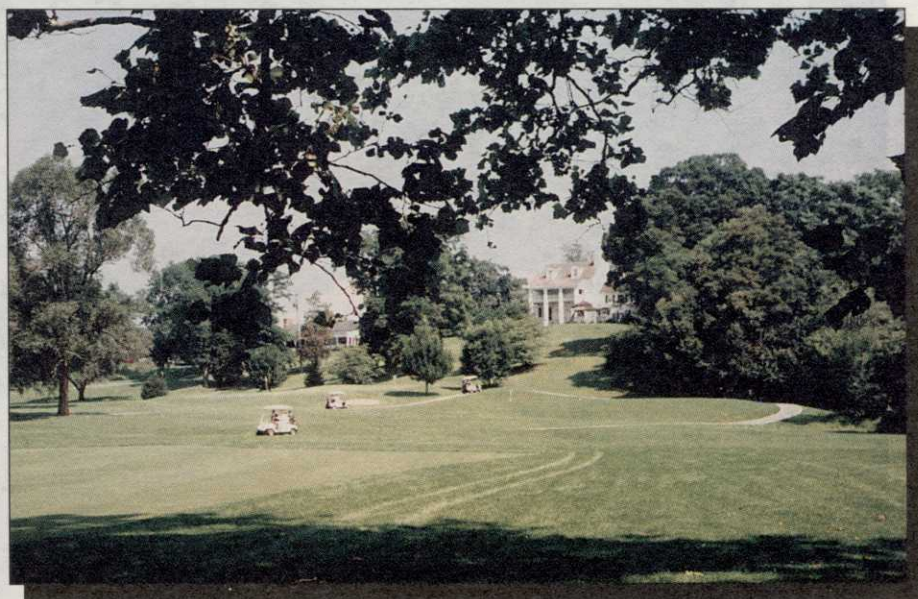
Ray and Roy bought the Annapolis club in 1941, but were shortly thereafter called into the service in World War II. With no one available to maintain Annapolis Roads, weeds and small saplings took over. When the hostilities ended, the two returned and began the work of reclaiming the neglected facility. Older brother Bob (who later became head superintendent at nearby Woodmont Country Club in Rockville) helped restore the course.

The Shields sold Annapolis CC in 1958, but not before a brief, four-year fling operating White Flint Golf Club from 1950-54 and acquiring the property to build Glenn Dale Golf Club in 1957. Ray and Roy later designed and built Twin Shields Golf Club in Dunkirk, which opened in 1969.

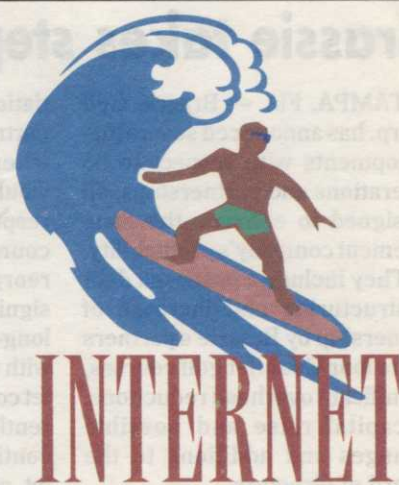
Ray died in 1980 and John, a graduate of the University of Maryland's associate turfgrass program, returned home to help his mother, Hinky Shields, manage Glenn Dale. Ray's surviving brother, Roy, took over full-time operation of Twin Shields, leaving Glenn Dale to John and his family. John, brother Jeff and sister Pam Jasper bought Glenn Dale from their mother in 1984. (Roy, 80, his daughter Karen and head pro of 20 years John Dodson operate Twin Shields.)

Glenn Dale underwent some major changes beginning in 1984. The family redesigned the course and reconstructed all the tees. They planted 1,000 additional

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The Shields family has operated Glenn Dale (Md.) Country Club for almost 40 years.



MARKETING IDEA OF THE MONTH

Marketing on the 'Net' wave of golf's future

By DEBORAH SANDERS

As a course owner or general manager, you market your course locally and perhaps in national periodicals. But how about marketing in the newest forum, the Internet?

The World Wide Web with its nicely formatted text and its pictures, and often its sound and video clips — and almost always its hypertext links that allow the user to go from the Web site to an E-mail address or to another Web site — are highly attractive features that draw users. That last feature — the immediate transportation to your E-mail address — is probably the most important aspect of marketing on the Web. If you're piggybacking on the Web site of another golfing entity, it enables potential customers to reach you directly and immediately.

You may want to build your own Web page, for an investment. You may want to find your own designer, or you may want to use DesignSite (tm) LLC, which has put together sites for a recording studio, an industrial equipment company, and many law firms.

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Deborah Michelle Sanders, Esq., is a small-business lawyer in San Francisco. She can be reached via E-mail at DMS94122@aol.com.

California writers ass'n honors American Golf Corp.'s Price

PEBBLE BEACH, Ca. — American Golf Corp. Chairman of the Board and Chief Executive Officer David Price has been awarded the California Golf Writers Association's (CGWA) Golden State Award, recognizing the golf operations entrepreneur's contributions to the game of golf in the state of California. The award presentation was made by *San Francisco Chronicle* sports writer Pat Sullivan during the CGWA's Annual Awards Banquet HERE.

Price joins an impressive list of past Golden State Award winners that includes Bing Crosby, Dinah Shore and golf course



David Price

developer Sandy Tatum.

"I am thrilled to be honored by the California Golf Writers Association and to join such a renowned list of past recipients," said Price upon accepting the award. "It is especially gratifying to be recognized in my home state, where American Golf has worked hard to provide golfers with unsurpassed service, value and a high-quality golf experience... In addition to expanding the opportunities for Californians of all levels and backgrounds to learn and play the great game of golf."

Price's outstanding service and contributions to the game began nearly 30 years

ago when, with the down payment of a single dollar bill, he acquired a financially-challenged country club in Yorba Linda, Calif. His innovative concept of applying the business principles that had proven effective in other industries to golf course operations led to profits where others had failed. He subsequently leveraged these profits into other acquisitions, and by the mid-70s had established American Golf as the premier operator of public golf courses in the world. In 1994, the company went international with the acquisition of six properties in the U.K., and today its management portfolio includes an additional 200 quality private, resort and public golf courses — 63 in California — in 23 states.

AGC sets sights on 400 golf courses

SANTA MONICA, Ca. — American Golf Corp. (AGC) plans to add nearly 30 quality courses to its prestigious portfolio each year for the next four years — bringing the number of private, resort and daily fee courses it operates to more than 400.

In the past 18 months, AGC has undertaken management of 31 new properties, including 10 private country clubs and 21 daily fee and resort

courses. President David Price credits this growth, which has conveniently been accompanied by increased profitability, to an innovative corporate re-engineering initiative launched in 1995.

Eight functional areas were scrutinized as part of the initiative, resulting in a more streamlined, efficient structure that lends itself to increased focus on specific course/club operational issues.

Internet markets

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Managing Director Fred Willard can be reached at E-mail fred@designsite.com.

You may want to piggyback on an existing Web page. At last count, there were 2,973 Web sites devoted to golf or golf courses. Of these, I have selected nine potential collaborators, plus a bonus. If your course is owned by a larger company, your organization probably already has a Web page. If not, as an independent course, you probably wouldn't want your marketing

material on a page the competition has generated.

Here are some selected sites:

- S PlusNet's Golf Information Center (the URL or address is <http://www.splusnet.com/golf>) is actively looking for sponsors. It is owned by an employment agency, which can be reached by phone at (508) 799-9599 or by fax at (508) 798-2731.

- If you are in the market for a new course or to sell yours, you will be interested in Golf Courses & Hotels Across the Country for 1031 Exchange or Sale (<http://www.maui.net/%7Eqmartyn/>

1031exchangesNNNinvestments.golf). You should know, however, that there was only one course listed when I looked at the site at the end of February.

- The Masters 96.com Review is an example of an event-specific site. Of course, this April championship event will have been held by the time you read this, but you can get in line for inclusion on the Masters 97 site. The URL is <http://www.masters96.com>.

- The GolfWeb Home Page Review has many journalists on staff and covers many stories like a newspaper. Look at <http://www.golfweb.com>.

- The Golf Network Review covers key events like the four majors and the Ryder Cup. See <http://www.golfnetwork.com>.

- iGolf - the Players' Exchange Review is the "People" magazine of the golf Web. You can find it at <http://www.igolf.com>.

- Golfers Delight Review features electronic golf equipment. This high-tech site might be just the place for you to advertise your course. Look at <http://www.webcomm.com/~dms/golf.html>.

- Courses in several major metropolitan regions are featured in Drive! Review. It's at <http://www.greengrass.com>.

- Getting Around the Planet Review is a general travelogue with golf courses featured. See <http://www.pathfinder.com/Travel>.

Finally, I promised you a bonus. There are scores of locality sites that feature the tourist attractions of various places in the country. Some feature golf courses only like Michigan Golfers Online Review (see <http://www.iquest.com/michigangolfer>). Some include all sorts of attractions like the Arizona Central — Travelers Information Review (at <http://www.azcentral.com>).

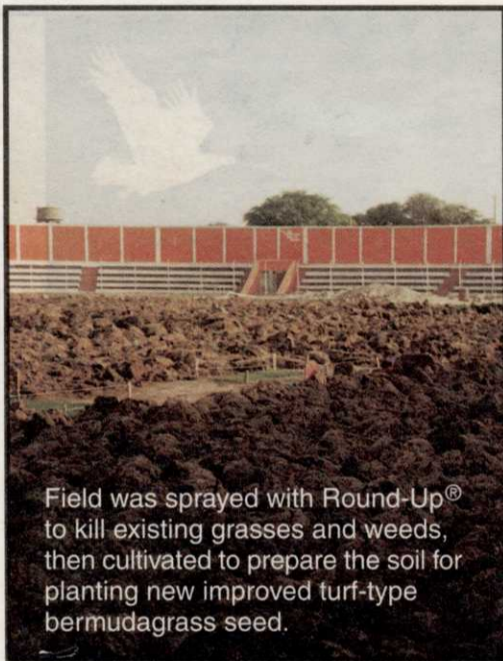
Whether you build your own Web page or piggyback, you need an E-mail address and yours should contain your own domain name for maximum exposure of your golf course's name. The domain name in an E-mail address such as DMS94122@aol.com is the segment after the @ sign. Network Solutions of Herndon, Va., is responsible for registration services for domain names. Registration costs \$50 per year with the first two years payable in advance.

Only large companies register directly with Network Solutions, which requires the firm to have a pair of independent computer servers (at physically separate locations and on different networks if possible) of its own to service the domain.

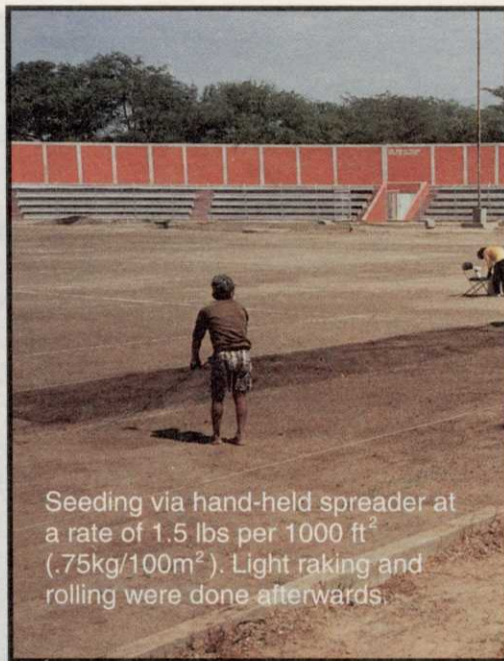
Smaller companies would register a domain name through AT&T, PSI, or any other Internet service provider, which searches the database and then on behalf of you submits your application to Network Solutions.



BEFORE: Stadium Miguel Grau, Piura City, Peru. Piura City has maximum summer temperatures of 86° to 100° F (30° to 38° C), with little to no precipitation.



Field was sprayed with Round-Up® to kill existing grasses and weeds, then cultivated to prepare the soil for planting new improved turf-type bermudagrass seed.



Seeding via hand-held spreader at a rate of 1.5 lbs per 1000 ft² (.75kg/100m²). Light raking and rolling were done afterwards.



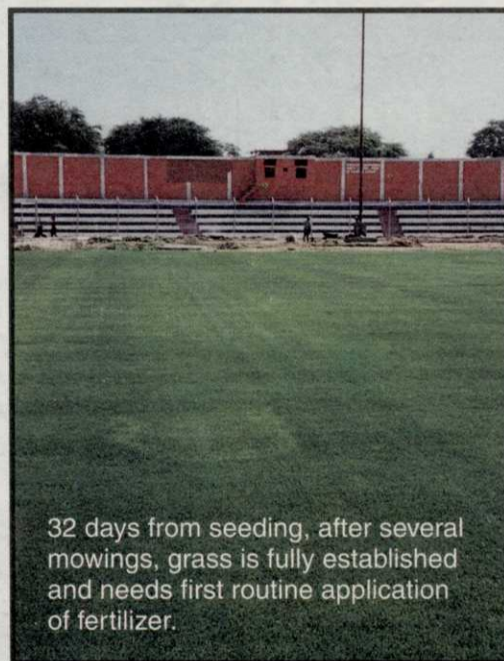
7 days after seeding, over 90% of the seedlings have emerged. Some pre-existing weeds have also germinated. Chemical controls were applied.



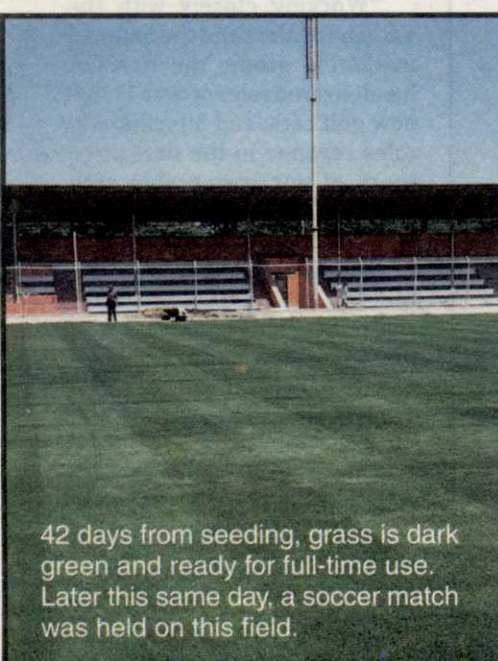
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32 days from seeding, after several mowings, grass is fully established and needs first routine application of fertilizer.



42 days from seeding, grass is dark green and ready for full-time use. Later this same day, a soccer match was held on this field.



2 days later, little damage is noted. The field was rolled as part of routine postgame maintenance.



Ing. Agr. Carlos Benavides Puertas fully satisfied with a successful SEEDS WEST turf-type bermudagrass renovation.