

## Former NGCOA president forms own consulting company

By MARK LESLIE

WILLIAMSVILLE, Ill. — Vince Alfonso Jr., who led The Rail Golf Course into national prominence and spearheaded major growth of the National Golf Course Owners Association (NGCOA) while serving as its president, has formed his own company.

While Alfonso will continue his popular educational and motivational speaking and golf instruction, Alfonso Creative Golf Enterprises will focus on consulting

for golf course managers.

"We will implement as well as consult," Alfonso said of his consulting program GHOST, which stands for Golf Help On Site Today. "We want to carry a project through to the end. We will go to a golf course and stay a few days, a few weeks, whatever is needed to work on merchandising, television, radio, etc."

Alfonso is also available on retainer, he said.

He has been in golf for more than 30 years, the last 13 as head

professional and general manager of The Rail, which hosts the LPGA State Farm Rail Classic each year. A Class A member of the Professional Golfers Association, the 49-year-old served the NGCOA as president from 1993-95 and this year received its Don Rossi Award, given annually for long-time service to the organization.

But in late winter, he sold his interest in The Rail to majority owner Leonard Sapp when Sapp decided to sell the course. That

led to creation of Alfonso Creative Golf Enterprises.

Alfonso's management ideas — using the media, increasing trade in the pro shop, tee slots to the time sheet — are legend and he has spoken extensively about them around the country. This he intends to continue, partly through Jim Melton's speakers bureau in Palm Springs, Calif.

Additionally, Alfonso is continuing his teaching, leading clinics at various indoor and outdoor facilities and using his manual "Is It Mind over Matter or What?"

"The teaching manual and seminar is entertaining and informative and explains the game and attitude," he said.

Alfonso has written two management books, including a new one about running golf outings called "How To Turn a Clean Latrine into a Money Machine."

"God gave me a tremendous opportunity here," he said. "A lot of people don't have a chance to hop on a wagon, take their wares and head out. We've [he and his wife Sally] made a conscientious decision not to operate a golf course seven days a week. This way, we can share a lot with a lot of people."

At The Rail, I grew a lot, used my authority to interact with the community in a lot of ways. Now I've moved on."

## Owners, Yamaha ink new agreement

MT. PLEASANT, S.C. — The National Golf Course Owners Association (NGCOA) has signed a new agreement with Yamaha USA Golf Car Group that will provide funding and programs to all NGCOA members through the year 2000.

"This announcement is a solid endorsement of the success of our Smart Buy Program, and the impact of our member golf course owners in the national golf market," said Mike Tinkey, director of the NGCOA Smart Buy Program.

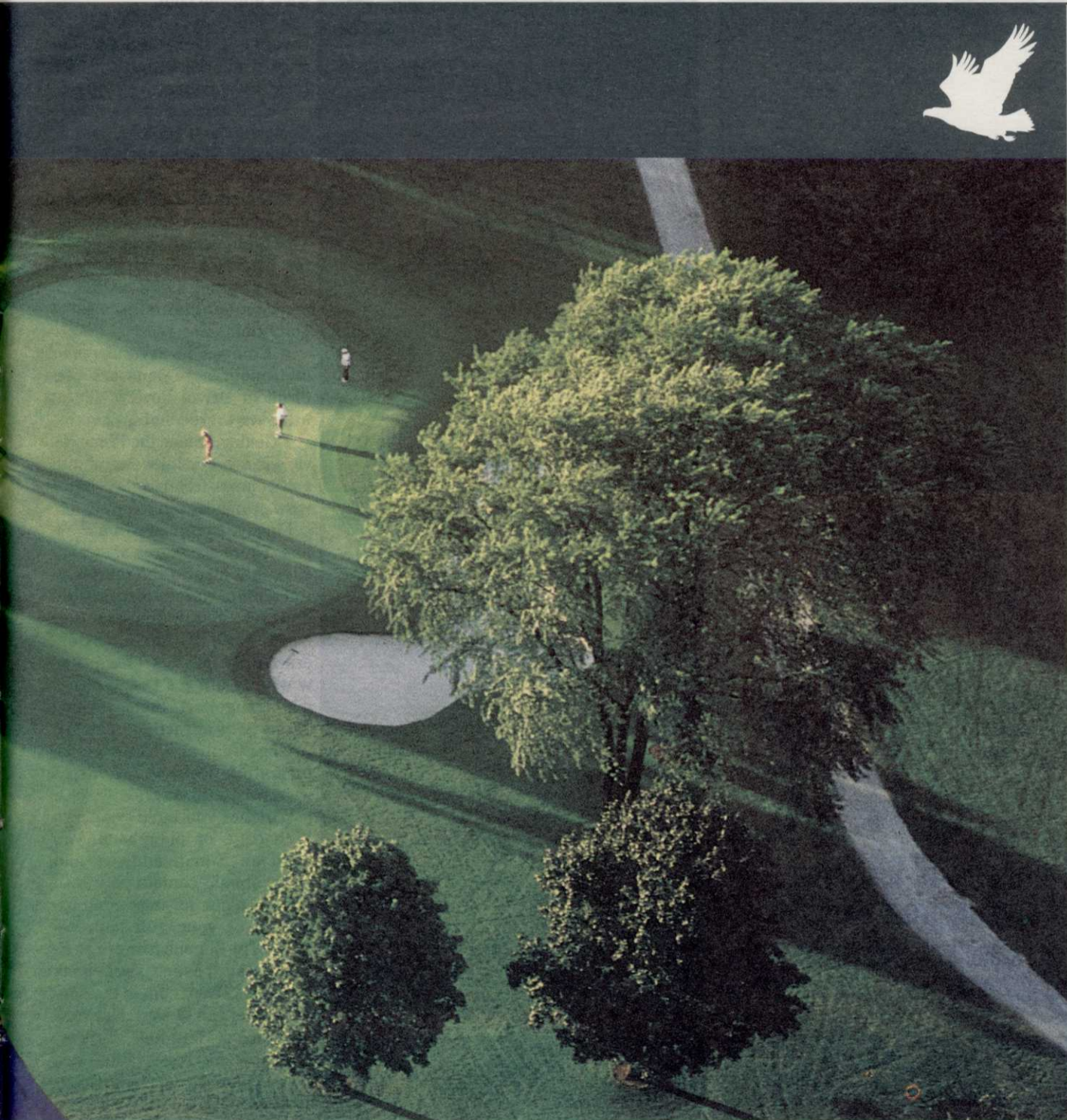
"Working closely with the Yamaha dealers and the national marketing group, the NGCOA has delivered sales of over 11,000 new golf cars, and 30 million in sales revenue in the first three years of our partnership with Yamaha."

According to Yamaha National Account Manager, Mike Muetzel, the NGCOA programs and relationships, coupled with the strong reception to Yamaha's new products, have been the catalyst for Yamaha's growth in the past three years.

"This program has been critical to our incremental growth in Southern and Western markets, especially with our new electric car, the Yamaha Ultima 48V with PaceSetter," said Muetzel.



Vince Alfonso



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