

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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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>.

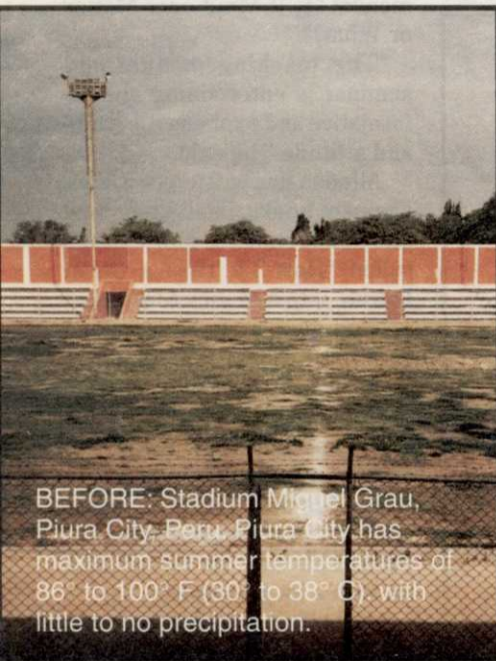
- Getting Around the Planet Review is a general travelogue with golf courses featured. See <http://www.pathfinder.com/Travel>.

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>).

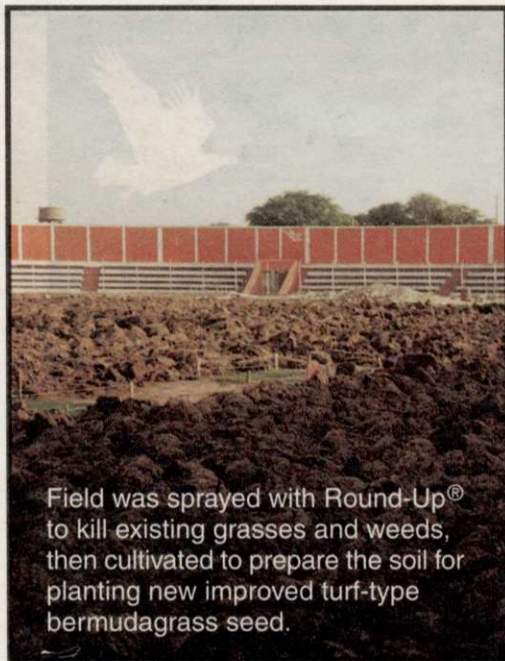
Whether you build your own Web page or piggyback, you need an E-mail address and yours should contain your own domain name for maximum exposure of your golf course's name. The domain name in an E-mail address such as DMS94122@aol.com is the segment after the @ sign. Network Solutions of Herndon, Va., 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.

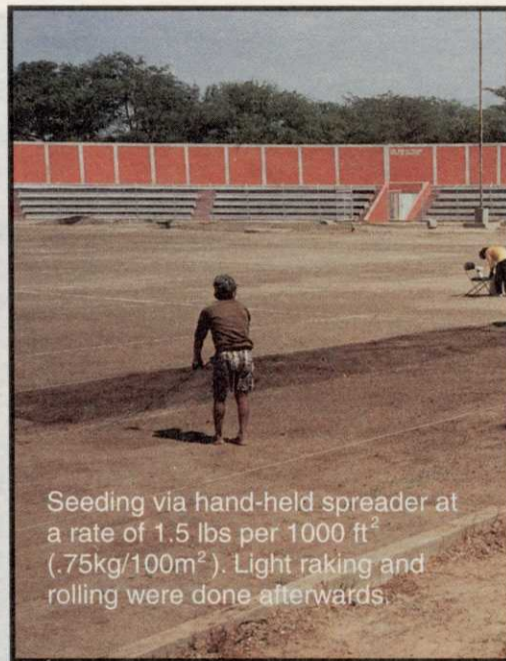
Smaller companies would register a domain name through AT&T, PSI, or any other Internet service provider, which searches the database and then on behalf of you submits your application to Network Solutions.



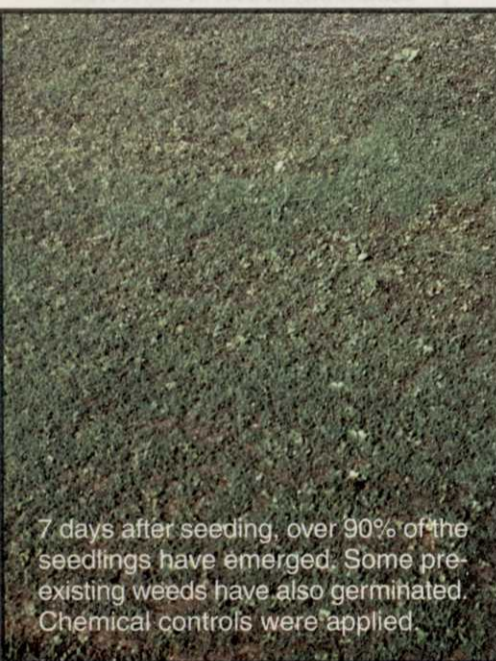
BEFORE: Stadium Miguel Grau, Piura City, Peru. Piura City has maximum summer temperatures of 86° to 100° F (30° to 38° C), with little to no precipitation.



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.



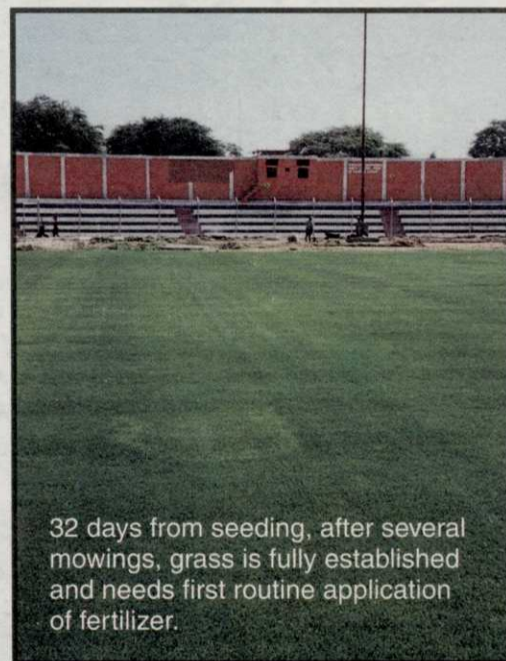
7 days after seeding, over 90% of the seedlings have emerged. Some pre-existing weeds have also germinated. Chemical controls were applied.



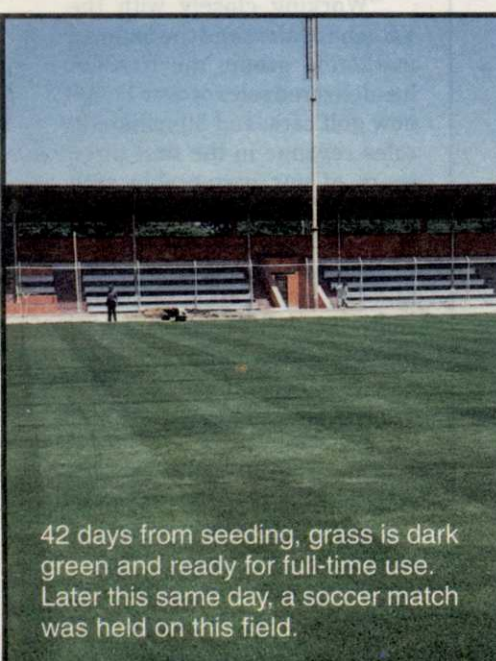
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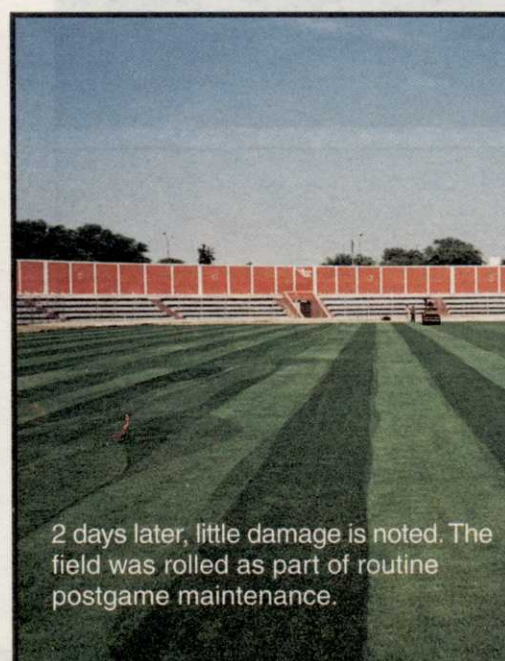
1-800-872-4272 (USA)
(602) 437-4058 FAX: (602) 437-0245



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.