

BRIEFS



MCCARLEY TO HEAD MOUNTAINBROOK

SCOTTSDALE, Ariz. — SLV Golf Properties has named Mack McCarley director of golf operations for the Scottsdale-based golf development and management company, which is developing the new MountainBrook Golf Club in Gold Canyon as a joint venture with UDC Homes. Prior to joining SLV, McCarley served as director of golf for the Phoenician Resort in Scottsdale, Superstition Springs Golf Club in Mesa, and most recently Cottonwood and Palo Verde country clubs in Sun Lake.

BRASSIE NAMES DEVELOPMENT DIRECTOR

TAMPA, Fla. — Brassie Golf Corp. has appointed Peter Tom "P.T." Willis as director of business development. Willis most recently was a member of the Celebrity Golf Association Tour, where in 1995 he ranked second in earnings. Prior to that, the Florida State University All American quarterback played for the National Football League's Chicago Bears.

LAKE LANIER GETS PRESIDENT

GAINESVILLE, Ga. — KSL Lake Lanier Islands Inc. has named entertainment industry veteran Ray Williams its first president and chief executive officer. Williams will be responsible for overseeing the day-to-day operations of LLI Inc. as well as managing capital development of the 1,100-acre, state-owned property, which includes two golf courses. Williams previously served as president of Salt Lake City-based Arrow Dynamics, a leading manufacturer of theme park rides and attractions.



Ray Williams

CMAA CONFERENCE SET FOR JANUARY

ORLANDO, Fla. — The 70th Annual World Conference on Club Management and 20th Exposition of The Club Managers Association of America (CMAA) will be held here Jan. 20-24. The conference will bring together club industry professionals for five days of education, social events and the largest trade show in the Association's history. Industry leaders, experts and instructors will present nearly 80 education sessions during the week-long Conference. For information, contact CMAA at 703-739-9500.



Pyford Golf Club in Surrey, England, is a private golf club operated by American Golf Country Clubs, which has instituted a reciprocal play policy at its 55 properties.

Heacock goes far with the biggest of the big

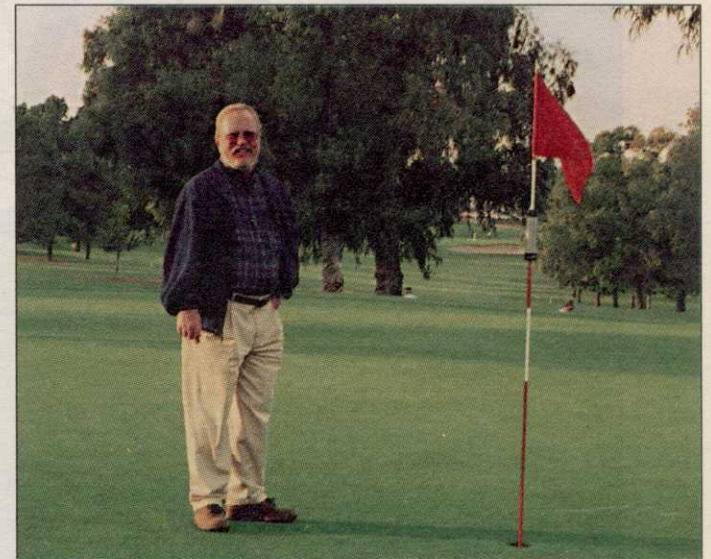
By PETER BLAIS

Understanding one's own values, what is important on a personal and professional basis, is the key to becoming an upper level manager in a large course management company, according to the vice president of agronomy with the world's largest management firm.

"For an aggressive person with a real technical competency for growing grass, there are more pros than cons and a chance at a great career with a course management company," said Mike Heacock of American Golf Corp. "But for a guy who wants to run or own his own course, be home weekends and take long fishing trips, it's probably not the way to go."

Heacock has parlayed his managerial aggressiveness and technical knowledge into a position as lead agronomist for the 250-course chain, assisting and advising AGC superintendents throughout the United States and United Kingdom. He is also director of maintenance for the firm's 38 Southern California public courses, where he oversees a \$20 million annual maintenance budget.

Heacock got into the course maintenance business by accident. After bouncing in and out of college the previous eight years, he enrolled in California Polytechnic University



Mike Heacock on the 13th green at Recreation Park GC in Long Beach, Calif.

at Pamona's landscape architecture program in 1972. The registrar's office scheduled him into the wrong class, a 400-level turf management class.

"I went the first day just to be polite," he recalled. "Dr. Kent Kurtz was the instructor. He told me landscape architects needed to understand turf. I liked what he talked about and by the end of the week I was still in the class and had a part-time job raking traps and operating a 21-inch rotary

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Club financials focus of new CMAA report

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) has released the results of its 1996 Operations and Financial Data Survey, conducted by Public Opinion Research, Inc.

A significant departure from earlier Operations and Financial Data Surveys undertaken by CMAA, the 1996 survey was expanded to collect vital club income and expenditure figures as well as information on membership policies, club privileges and membership categories. It also collected information on dues, initiation fees and capital funds, among other areas.

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Palmer/Olympus team on Herculean task

ORLANDO, Fla. — Arnold Palmer Golf Management Co. and Olympus Real Estate Corp., a Dallas-based private real estate equity firm, have announced they have formed a partnership to provide more than \$35 million in equity capital to fuel Palmer Golf Management's aggressive growth plans.

Palmer Golf Management, founded by Arnold Palmer in 1984, acquires, leases and manages quality golf facilities worldwide, working with developers, corporations, municipalities, universities and private owners.

Headquartered here at Palmer's Bay Hill Club, the company currently manages a network of 20 golf facilities.

"Palmer Golf Management is all about providing value and access to the game of golf for everyone," said Arnold D. Palmer, founder of Palmer Golf Management.

Member Advantage Plan now in effect worldwide

SANTA MONICA, Calif. — American Golf Country Clubs (AGCC), a division of American Golf Corporation (AGC), has announced a new enhancement to its Member Advantage Plan, The Club To Club Transfer Advantage.

Members at any AGCC property can now transfer their membership to other participating AGCC clubs outside a 50-mile radius of their current club. With more than 55 private country clubs throughout the United States and United Kingdom, this new member advantage allows members to retain their initial investment by applying the initiation deposit paid to the original club to the deposit at another AGCC club.

"We look forward to providing

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