

Palmer pares 45 minutes from average Presidio round

SAN FRANCISCO — In addressing the pace-of-play issue, Arnold Palmer Golf Management Co. (APGMC) has enlisted support of the one group that can effectively reduce on-course delays: golfers themselves. By making players continually aware of speed expectations, Palmer Golf has reduced the average round by

45 minutes here at the prestigious Presidio Golf Club.

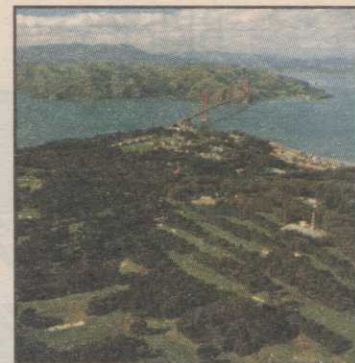
"It's all about setting expectations and, as a team, working to exceed those expectations," explained Jeff Levine, APGMC's regional general manager for Palmer's 12 West Coast facilities. "We have taken a scientific approach and combined it with

the practicalities of course operations. It's been very effective here and I'm confident we'll get the same results elsewhere."

APGMC will soon implement the same pace-of-play blueprint at its Palm Springs facility, the 36-hole Tahquitz Resort. By the close of 1998, the policy should be in place at all 30 Palmer facilities,

according to Tim Tierney, APGMC vice president of operations.

Opened for play in 1914, the Presidio Golf Club long served as the private golfing conclave for San Francisco's military establishment. Managed by APGMC since it went public in 1995, the Presidio immediately became one of San Francisco's premier daily-fee facilities. How-



The Presidio

Robert Campbell photo

ANY DAY... ANY SEASON

YOU CAN MOVE MOUNTAINS...



Load small topdressers and work vehicles in only 7 to 10 seconds, **no wasted travel, no labor.**



Attach any tow type chipper and do all your winter clean up in a fraction of the time and cost.

Material handling is a long term proposition... with exceptional versatility the MH-400 is your best long term solution.

WORK EVERY DAY...

WITH THE SUPER VERSATILITY OF THE MH-400 MATERIAL DELIVERY UNIT AND QUICK ATTACH OPTIONS - NO TOOLS REQUIRED.



Topdress large areas from 15 to 40 feet wide in minutes using sand, lime, gypsum or compost, without disrupting play.



Fill bunkers and traps, build retaining walls... Perfect for construction and renovation tasks. **Reach over 15 feet from the back of the unit.**



Backfill ditchlines, build cart paths, or place wood chips and compost around trees, plants and in flower beds. **The cross conveyor can move in any direction.**

Exceeding our customers expectations for performance and reliability since 1978.

TY-CROP
TURF EQUIPMENT INC.

IN CANADA: 48945 Yale Road East
Chilliwack, B.C. Canada V2P 6H4
Tel (604) 794-7078 • Fax (604) 794-3446

IN THE USA: PO Box 1603 Sumas WA 98295-1603

1-800-845-7249

Call today for more info or a free demo

CIRCLE #139

ever, because it's a demanding, tree-lined, hilly track with small greens and unpredictable weather conditions, five-hour rounds were all too common.

Levine first commissioned the Northern California Golf Association to officially time an ideal round at The Presidio. The NCGA came back with a figure of 4:45. "Some courses simply aren't four-hour golf courses," said Levine. "We don't have one here. So we set our target pace at 4:35."

Palmer's Pace of Play Policy, like any public awareness or advertising campaign, relies on repetition and uniformity. First and foremost, the Presidio staffers, who earn cash incentives for consistently speedy rounds, make sure golfers have been repeatedly apprised of the 4:35 goal in advance of their tee times: On the phone immediately after reserving a tee time; at the counter when they check in; in the cart staging area; and just prior to stepping onto the first tee.

"Setting expectations is the biggest part of it," Levine explained. "The entire course staff — from greeters to pro shop personnel to starters to on-course player assistants — must participate in this effort. It must be system-wide or it won't have the same impact. It's also important to remind the golfing guest that we've gone to great lengths to address the pace-of-play issue because 'you've told us it's important.'"

Four target times — two for the front nine, two for the back — are printed on every scorecard at The Presidio, enabling players to chart their own speed or lack thereof. Players are also warned before leaving the first tee that "if you fall behind, we may ask you to skip half a hole," Levine explained. "It's unusual for us to actually ask a group to skip ahead more than once a week. Nine times out of 10, setting the expectation for a faster, more enjoyable round is enough."

When reminding slower groups of pace expectations, player assistants are instructed to be proactive by "assisting" players in finding golf balls, tending pins and raking bunkers. After meeting players as they

Continued on next page

GOLF COURSE NEWS

Palmer adds second franchise

CROWN POINT, Ind. — White Hawk Country Club, which is scheduled to open here in late June, recently came under the Arnold Palmer Golf Management franchise banner.

"They've helped us with everything, from the design process right through to course operations," said Jack Slager, vice president of Hawk Development Corp. "Palmer helped us find, interview and hire a superintendent; they've also assisted in locating and sizing up candidates for general manager."

Designed by Tim Nugent of Dick Nugent and Associates, White Hawk is the second facility to become a Palmer Golf franchisee. The first, Reflection Ridge in Wichita, Kan., partnered with Palmer last spring.

White Hawk is an ambitious residential development featuring a championship-caliber golf course, surrounded by more than 300 housing units. Having completed several projects in northwest Indiana, Hawk Development Corp. is an experienced residential developer. However, White Hawk CC is the firm's first golf development.

"We're land developers," Slager said. "The piece of land we came upon in Crown Point lent itself nicely to golf, but we needed an experienced hand — a company that would partner with us, not dominate the development's golf component."

White Hawk is located an hour south of Chicago. Next month the staff will visit Orlando for training at Palmer Management University.

Palmer/Presidio

Continued on next page

come off the 18th green, "greeters" report each group's time to the general manager.

Four official rounds are tracked each day; the timed results of these spotlighted loops are charted on the "Big Board" then reviewed "to see what's working and what's not," said Levine.

"The Big Board also comes in handy should a golfer complain about the speed of his round. We can bring him inside, show him the Big Board, and explain what we're doing to alleviate the problem."

"Those instances are becoming ever more rare. We're becoming more consistent and our guests have noticed."

After implementing the Pace of Play Policy in Palm Springs, Levine said Palmer will institute the program at the firm's Los Angeles facility, Whittier Narrows Golf Course.

Eventually, the policy will be installed at all of Palmer's properties.

GOLF COURSE NEWS

Jay Bastian, Palmer's senior vice president of acquisitions, said the company is "thrilled" to have a presence in the growing Chicago-area market. "White Hawk is our first franchise to test the brand's draw prior to opening," he said. "We have every confidence they will see positive results in their real estate activity."

Cobblestone introduces Trophy properties into Atlanta

DELMAR, Calif. — Cobblestone Golf Group, Inc. has introduced the "Trophy Club Collection" into the Atlanta market.

The first two Trophy Club properties will be The Trophy Club of Gwinnett and The Trophy Club of Apalachee Farms. These were formerly known as The Champions Club of Gwinnett and The Champions Club of Apalachee Farms. "We've made significant upgrades to the course

and clubhouse, since purchasing these properties and continue to do so," said Bob Husband, president of Cobblestone. "As we continue to purchase additional golf facilities in the Atlanta area, we anticipate additional properties to be included in the "Trophy Club Collection".

Cobblestone Golf Group acquired The Trophy Club of Gwinnett in April 1997 and The Trophy Club of Apalachee Farms this February.



for your



TORO NATIONAL SUPPORT NETWORK DEDICATED IRRIGATION SUPPORT FOR SUPERINTENDENTS

We're always prepared to answer your call for help. With 17 licensed irrigation experts on staff, the Toro National Support Network (NSN) offers fast system troubleshooting, problem-solving, remote diagnostics, or just friendly advice. Enroll your course today. Call 800-ASK-TORO, or contact your Toro distributor. With NSN, there's always help at the end of the line.

©1998 The Toro Company



IRRIGATION