



Fairway Oaks Country Club (above) in Abilene, Texas, is one of several properties Fore Star Golf has acquired in the past few months. Fore Star plans to spend \$1 million on irrigation and clubhouse renovations. Fore Star also purchased Mesa del Sol, an 18-hole course with nine Arnold Palmer-designed holes in Yuma, Ariz., and is developing Sonoma Ranch, a Cal Olson design under construction in Las Cruces, N.M., that is scheduled to open next April.

Casper to manage upstate N.Y. track

VICTOR, N.Y. — Billy Casper Golf Management (BCGM), Inc. will provide turnkey management services to private Cobblestone Creek Country Club here in upstate New York.

BCGM will direct clubhouse operations, marketing and public relations, membership sales, turf management, personnel staffing and training, food and

beverage, merchandising, and financial management programs.

Cobblestone Creek opened in 1991. Cobblestone Creek shares several invitation-only members with nearby Oak Hill Country Club.

Cobblestone Creek's 18-hole, 6,973-yard, par-72, course was chiseled through 400 acres by architects Dr. Michael Hurdzan and Craig Schreiner.

OnTee.com

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OnTee.com's U.S. operation.

- Multi-Channel Tee-Time Reservation System — This Internet-based reservation system gives courses control over their inventory and pricing, while allowing golfers to reserve slots via the Internet, phone-activated system, cable TV system or the old-fashioned way.

- Management Software — OnTee.com offers integrated software systems that handle club management, course management, consolidated buying, tournament management, association and handicap management.

- Broadcasting Notification Services — OnTee.com keeps golfers in the loop regarding tee-time availability, course information and e-commerce promotions via wireless messaging to mobile phones, palm-top devices, e-mail or fax stations.

OnTee.com's comprehensive approach to IT also means providing course owners with a built-in multimedia marketing and promotional program. The program includes a presence on the World Wide Web; a direct-mail campaign to golf course users; the private TV network with programming slots dedicated to course promotion of facility offerings (food and beverage, retail); a direct connection to local hotels, travel agencies and tourist bureaus; and cross-selling of each facility nationally and internationally through the private TV network and OnTee.com web sites.

Courses which participate in the OnTee.com network are able to pool their buying power via OnTee.com's consolidated buying service, whereby course equipment and maintenance materials can be purchased in bulk, meaning lower prices from manufacturers.

The Consolidated Buying Service also allows pro shops to more effectively compete with off-site discount operators.

The cost for the OnTee.com service is \$500 per month per course with discounts available for associations and multi-course operations.

Based in Carbondale, OnTee.com is an Internet information and service company concentrating solely on the golf industry. OnTee.com, which also maintains offices in Orlando, Minneapolis and San Francisco, is the U.S. partner of the Swedish firm, Epani, Inc.



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