

Say 'no' to booze

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surrounding courses sell it, forcing the issue onto operators who would rather not.

Having faced only rare cases of "angry drunks," Alfonso keeps alcohol low-profile.

"I think putting it in the cart at the clubhouse is a better way to do it," he said. "I contend that that method would be equally financially successful, and it was at The Rail."

But, again, do course operators really need to sell — or even allow — booze out on the course? What about the message to those youths everyone describes as golf's new harvest of players?

The course is, in fact, where young people are getting their initial impressions of the game of golf.

"Yes, the idea is increased revenue," said Golden, where his state does not yet allow sales on the course. "But in the long term, what would that do to the image of golf as it relates to young people and the family atmosphere, and what might it do through lost revenue from slow play?"

Imagine, if you will, a public restaurant you walk into. It's bright, it's sunny — even beautiful. Your children are with you and you have promised to show them a good time, provide training in etiquette in a "restaurant experience" — and, indeed, the restaurant advertises itself as "a family affair." Seated beside you, four men are slamming down beers. They're spending so much time with the waitress that it's slowing down your own service. That might have even been offensive language you just heard.

Two questions: Will you bring your kids back to this restaurant, and will they want to come along?

A friend of mine who travels widely to courses across the country said recently that there are three major problems at daily-fee facilities: drinking on the course; cell phone use; and cigar butts.

Let's keep the alcohol where it belongs: in the clubhouse.

As for the PGA, LPGA, USGA, National Golf Course Owners Association, etc., etc., we'll be looking for your Public Service Announcements calling for "A Ban on Booze."

As for you golf course operators, it should not have to be integrity versus revenue.

Making the best

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filed for bankruptcy protection and plans to come out with a reorganization plan this fall. Company President Warren Stanchina has always been very helpful, forthcoming and prompt when I've approached him regarding stories about his company and the golf industry in general.

It obviously pained him not to be able to answer my questions regarding the bankruptcy filing and potential lawsuits and instead refer me to GCA's attorney. Although my dealings with Stanchina have only been over the phone, my gut tells me he is one of the industry's nice guys.

Good luck, Warren.

Golf Course News Stock Report

Name	Symbol	Stock Price	%Change	%Change	P/E	52-week Range	Projected 5-yr. Earnings Growth
		8/13/99	Since 1/1/99	Since 7/15/99			
Astrazeneca	AZN	36.94	-17.69	1.55	29.13	31-48.94	8.50%
Deere & Co.	DE	42.13	26.93	18.87	14.74	28.38-45.94	9.50%
Dow Chemical Co.	DOW	128.56	41.37	2.75	23.81	74.69-138	8.00%
Family Golf Centers	FGCI	1.19	-93.99	-85.16	20.23	0.72-24.5	
Golf Trust of America	GTA	22.00	-20.72	-5.88	16.73	20.5-31.88	11.70%
Ingersoll-Rand	IR	63.06	33.47	3.38	18.3	34-73.82	11.50%
Lesco Inc.	LSCO	16.63	29.13	-13.07	19.33	9-19.5	15.00%
Nat'l Golf Properties	TEE	22.94	-20.73	-5.41	20.68	21.19-30	9.80%
Toro Co.	TTC	38.00	33.33	-0.16	49.83	16.5-39.5	13.00%
Textron Inc.	TXT	82.75	8.97	-6.36	5.71	52.06-98	14.30%

* — Data provided by the Value Trend Links

GCN begins tracking the market through Value Trend

EL CAJON, Calif. — This issue begins a monthly tracking of key golf industry businesses in the stock market. The figures will be provided by Jeff Provence at Value Trend Links Fund, headquartered here.

Established last Jan. 1, Value Trend Links Fund is a no-load fund dedicated to companies associated with golf. It tracks 180 companies and owns businesses that are producers of prod-

ucts for the golf industry and major sponsors of golfing events, as well as Real Estate Investment Trusts, which are involved in the golf industry. For more information, Value Trend Links Fund may be reached at 800-590-0898, or on the Web at www.golfmotualfund.com.

We hope that our readers find the stock price, change and earnings ratios, and especially the projected earnings growth rate.

Let's all prove character does count — even in business.

...

Joe and Frank Jemsek have instituted proactive practices regarding drinking at their Cog Hill and St. Andrews facilities.

They include training sessions for bartenders and offering to provide rides home for customers who have overindulged.

"I have actually taken keys away from people and driven them home," Frank said.

...

Architect Rees Jones recalls meeting David McClay Kidd, whose first course design, Bandon Dunes in Washington

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— Joe Golden, course owner

State, has received universal acclaim.

Rees said he joked with Kidd: "What an awful thing to have happen to you in your career. Your first course is on one of the greatest sites you'll ever see. It's all down-

hill from here."

Rees' first job when he went on his own in the 1970s was on a farm in Tennessee. "I actually staked the irrigation myself, worked for the farmer to move the dirt and built this low-budget, pretty good golf course," he said.

...

Ask Michigan State University Prof. John "Trey" Rodgers how his Spanish is and he'll reply, "Mui poco."

But two-year turfgrass students at MSU will have the inside track on communicating with Hispanic golf course workers now that the class "Spanish for Golf Course Management" is mandatory for graduation. (See story page 13.)


Great idea, Trey.

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