

## Business briefs

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design and the latest development project from University Clubs of America, a joint venture between Arnold Palmer Golf Management and the University Clubs Group.

Developed and managed by UCA, The Capstone Club is one of several university-themed clubs in some stage of development/operation: The University Club of South Carolina has been operating since 1995; the Auburn University Club opened in the fall of 1999; and work has begun on retrofitting an existing 36-hole facility in Lexington, Ken., to be rechristened The University Club of Kentucky. Construction of the Cardinal Club (at the University of Louisville) began in March.

### ClubCorp teams with LifeCast

Dallas-based ClubCorp has partnered with LifeCast.com to create members-only Web sites for ClubCorp's more than 230 private clubs worldwide. The sites will deliver targeted, customized, club-related and lifestyle content for ClubCorp's more than 500,000 members.

In other company news, ClubCorp announced it has contracted with Tom Weiskopf to design a second course at La Vista Vallarta, a public access golfing property in Puerto Vallarta, Mexico.

### Broyhill acquires Yazoo/Kees

Broyhill has acquired the turf business of Yazoo/Kees in Chetek, Wis. All operations will be consolidated in Broyhill's Dakota City, Neb., facility.

### Textron, Pebble extend agreement

Racine, Wis.-based Textron Turf Care And Specialty Products will supply equipment to Pebble Beach Golf Links for the next five years, according to an extended agreement.

### Golfplan changes name

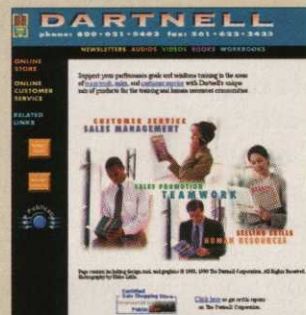
Golfplan, The Ronald Fream Design Group, has changed its name to Golfplan/Fream and Dale to reflect the new partnership status of vice president and senior golf course architect David Dale.

# Scanning the Web

Communication is the key for creating a productive work environment. After all, if the employees aren't speaking to each other, how are they going to accomplish your course's goals? Here are a few sites that will give you tips on how to get everyone at your course working together. (All sites start with <http://> unless otherwise noted):

**(\*\*\*\* - Bookmark it and return frequently \* - Look at only if absolutely necessary)**

▶ **\*\*\*\*www.dartnellcorp.com** - This is the Web site of Dartnell Corp., a consultancy group specializing in building communications skills. The site's clean look makes it simple to navigate, and it contains a specific area designated for team-building tools. You can order newsletters, audio tapes videos and books that will give you communication tips in easily digestible pieces.



**\*\*\*www.inspiredpro.com** - Start with the theory that being personally fulfilled will help everyone at your course communicate better together. Add a little popular psychology, and you have the essential components of this Web site. Its electronic magazine has sections designed to help you better understand your own goals as well as the goals of those around you. All that's missing from this new-age site is the sitar music.

**\*www.clement.com** - Like something out of a Dilbert cartoon, this site provides managers a sure-fire way to raise morale and build teamwork for a horribly overworked staff: posters. There are posters located on the site you can try for free, but for the REALLY inspirational posters, The Employee Development Co. requires that you give them money.

*Scanning the Web is compiled by noted misanthrope Frank H. Andorka Jr., Golfdom's associate editor, who works hard to get along with absolutely no one. You can reach him at [fandorka@advanstar.com](mailto:fandorka@advanstar.com) with future column suggestions or sites you think he should visit, but don't expect him to use any of your ideas.*



## Calling it Quits

Former golfers over 40 give these reasons for loosening their grip on the old putter. Oddly enough, they don't admit to throwing in the towel simply because their swings suck.

### Men

Work responsibilities: **50%**

Family responsibilities: **46%**

Too expensive: **33%**

### Women

Other hobbies or interests: **60%**

Too expensive: **52%**

No friends or family played: **45%**