

Business briefs

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at Pelican Hill and Oak Creek golf courses in California as well as strategic business planning and project support.

NGCOA launches Beginner Friendly program

The National Golf Course Owners Association launched a Beginner Friendly Course Certification program through its "Get Linked. Play Golf" player development program. The purpose of the program is to help people locate courses in their area that welcome new golfers. About 500 courses have been certified as Beginner Friendly.

Hinckley resigns from ClubCorp

Jim Hinckley resigned in July as president and chief operating officer of Dallas-based ClubCorp after more than 30 years.

GCSAA Growth Has Been 'Steady'

Since January 1994, GCSAA says its membership has grown 58 percent — from 13,300 to an all-time high of 22,000. What's with the big increase?

"The biggest reasons for the growth are the increase in member services that GCSAA provides, the value employers see in the association and our more aggressive recruiting activities," said GCSAA spokesman Jeff Bollig.

Bollig downplayed the growth spurt, though.

"I would not classify the increase in membership from one year to the next as huge," he said. "We have been on a fairly steady pace since 1996 of about 1,000 added members per year. I would agree that the jump from 13,300 to 22,000 over eight or nine years is significant, but it is not as if it was a spike in growth. It has been steady."

GCSAA's membership includes superintendents, assistant superintendents, golf course management executives, educators, students, corporations, industry representatives and others. The superintendent membership, including assistants, is about 17,000. "Superintendent still account for the majority of our membership growth over the extended time period," Bollig said.



Scanning the Web

Frank Andorka reviews www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/index.htm

(All sites are preceded by <http://> unless otherwise noted)

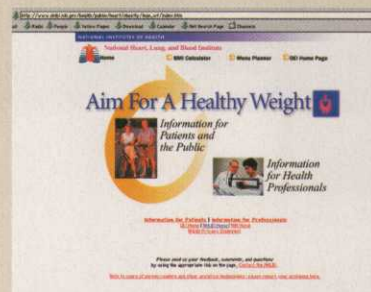
Are you trying to lose weight and revamp your lifestyle? Then the "Aim for a Healthy Weight" initiative from the National Heart, Lung and Blood Institute (NHLBI) is for you. This interactive Web page offers numerous tools to help you figure out your ideal weight and how to get there.

It starts by giving you the tools to determine whether or not you're overweight in the first place. If you click on the Body Mass Index (BMI) calculator, it will ask you to enter your height and weight. Then it will give you a number between 18 and 30, which you can compare to a chart to see how you measure up.

If you determine that you're overweight (or obese — there's a clinical difference), don't despair. Click over to the "Meal Planner" page, which offers suggestions of what foods you can eat to

stay within a predetermined calorie count. You should visit the "Smart Shopping" module, which gives you tips on how to read nutrition labels more effectively. The site also provides tips on what kind of exercise program will take off those unwanted pounds and low-fat recipes that will have you eating good-tasting, healthy food in no time.

It's no surprise that this site is so useful and extensive: The NHLBI is a sub-institute of the National Institutes of Health (NIH) (www.nih.gov), a national clearinghouse for the latest health information. If you're suffering from health-related problems, this would be a good place to start educating yourself about them. They have an index of common (and not-so-common) health problems and extensive information on all of them. The NIH re-



mains true to the mission it established for itself in 1887 — "to uncover new knowledge that will lead to better health for everyone."

Golfdom's managing editor Frank H. Andorka Jr., who discovered that he was overweight (but not obese) when he visited this site, compiles *Scanning the Web*. You can reach him at fandorka@advanstar.com with future column suggestions or sites you think he should visit.