DEBOARD NAMED PEACHTREE VP

PEACHTREE CITY, Ga. - Peachtree City Development Corp. (PCDC), the primary developer of Peachtree City, has named David G. DeBoard vice president of sales and marketing. In his 20-year career, DeBoard has been involved with the development of planned communities in Florida and Georgia, including PGA National, home of the Professional Golfers' Association of America, in Palm Beach Gardens, Fla., and Polo Golf and Country Club and Country Club West in metropolitan Atlanta. He has sold more than $500 million in residential real estate. DeBoard attended the University of Southern Mississippi and Eckerd College. He is a licensed real estate broker in Florida and Georgia. For 14 years, PCDC has been the primary developer of Peachtree City under a contract with The Equitable Life Assurance Society of the United States.

NEW MEMBERSHIP PROGRAM IN ARIZ.

PHOENIX — Ahwatukee Country Club has added two new programs to increase membership. New and current members are eligible for a grand prize drawing of an all-expense paid trip to the 1994 U.S. Open at Oakmont (Pa.) Country Club. Other prizes are also available. The second program allows potential full members to test drive the club for $175 per month ($125 per month at sister club The Lakes at Ahwatukee). That fee entitles participants to unlimited golf, member cart rates and other benefits.

PALMER MAKES APPOINTMENTS

ORLANDO, Fla. — Arnold Palmer Golf Management Co. recently made several key appointments. These include Daryl Jones, accountant/management systems coordinator for corporate staff; Sheila Posser, general manager of Dakota Dunes Country Club in South Dakota; Charles Dyke, general manager at Deering Bay Yacht and Country Club in Miami; Jody Shaw, general manager of Ballymeade Country Club on Cape Cod, Mass.; and Pamela Rush, controller at Bay Hill Club in Orlando.

CCA SIGNS ON AT IPSWICH CC

Club Corp of America has signed on to manage Ipswich Country Club. Boston-based financier Spencer Alpert headed an investment group that bought the Robert Trent Jones-designed course in 1992. Since then, the new owners have spent $500,000 on course and clubhouse renovations.
ClubCorp’s Maser elected new NCA president

WASHINGTON, D.C. — Club Corp of America Vice Chairman James Maser was elected president of the National Club Association at its recent annual meeting.

Maser has a masters in business administration from Harvard University and a Juris Doctor degree from the University of Chicago.

He joined Club Corp in 1965 as assistant to the president, became executive vice president in 1968 and president in 1976. He has served as vice chairman of the holding company, Club Corp, since 1989.

Maser is past president of the Texas Club Association and sits on the Associate Board of Southern Methodist University.

Serving NCA since 1981, Maser’s positions have included secretary, treasurer and vice president. He succeeds Victor Mauck Jr., president of St. David’s Golf Club in Philadelphia.

“The challenges facing the private club industry are as great as any time in our history. NCA will play a leading role in helping clubs meet these challenges and developing the opportunities for constructive change,” Maser said.

Other officers elected at the annual meeting include Ronald Patterson, vice president; Hugh Jones Jr., treasurer; and Richard McKay, secretary.

Patterson is the former president of the EZ-GO division of Textron. He is a member, past president and director of Westlake Country Club in Augusta, Ga. and a member of Augusta Country Club.

Jones was partner-in-charge of the audit department in the Orlando, Fla., office of KPMG Peat Marwick. He is currently a consultant to Peat Marwick in specialized industry practices.

From 1960 to 1985, McKay was owner of Thornber Group Inc., which specializes in election systems and training programs for election officials. He is currently president of Governmental Business Systems, Inc., providing election management and ballot tabulation services for public, private club and union elections.

Hahn takes over Chicago munis

CHICAGO, — Veteran Kemper Sports Management executive Jim Hahn has transferred back to Chicago to serve as golf director for the recently privatized District facilities. In 1984, Hahn came to Chicago on behalf of Kemper Sports to assume the responsibilities of operations manager, supervisor and head professional at the Rob Roy Golf Course in suburban Prospect Heights.

Hahn, 35 whose most recent executive assignment for Kemper Sports was at Patriot’s Point Golf Course in Charleston, S.C., began his golf management career by assisting in the construction of the Rattle Run Golf Course in his native St. Clair, Mich.

Landmark

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group is expected to be more regional. While the specific properties to be included in Round 2 have yet to be determined, 18-hole Oak Tree Golf Club (site of the 1988 PGA Championship) and 36-hole Oak Tree Country Club in Edmond, Okla., are sure to be there, Zyats said.

“I’m sure [all the Oak Tree properties] will have a lot of appeal,” she added.

David Hardin, one of the developers of nearby Silverhorn Golf Club, said whether his group makes a bid on any Oak Tree property “is contingent on a number of things.”

One is whether the two courses and about 300 acres of undeveloped land are auctioned together or separately. That hasn’t been determined, he said.

The price is also likely to go much higher than originally expected, Hardin predicted, with potential bidders like Toyota and an investment group headed by Ross Perot Jr. rumored to be interested.

“I think the RTC made a good move auctioning off the most prestigious properties first,” Hardin said. “That’s likely to build up interest and the eventual prices of the other Landmark properties.”

Oak Tree’s situation is a little unusual in that the 1,000-odd members have the right to match the highest offer. The membership is considered one of the property’s major assets, meaning the facility will more than likely remain private.

“They [members] have three days to match the top bid,” Hardin said. “They are ready and very well organized. But those three days could be a real gut check time for them.”