HOT SPRINGS, Va. — Hospitality industry veteran Gary Rosenberg has been named president and chief operating officer of The Homestead, a historic 189-year-old resort recently taken over by Club Corporation of America subsidiary Club Resorts Inc. Rosenberg has been with Club Resorts for three years, most recently at Pinhurst (N.C.) Resort and Country Club, where he spent a year assessing the properties, special projects and business development opportunities worldwide. The Homestead also named Wayne Nooe director of golf operations.

CRANBURY, N.J. — The Resolution Trust Corp. has named Matrix Hospitality to manage Jumping Brook Golf Club until the club is sold. Matrix is a major New Jersey investment development company and manages two other golf courses — Fosegate Country Club in Jamesburg, N.J., and Commonwealth National Country Club in Horsham, Pa.

LARGO, Fla. — Theresa L. Oechsle has been appointed vice president and general manager of Bardmoor/Bayou Club, a 780-unit residential golf course community north of Orlando. Oechsle previously was general manager of the Country Club of Mount Dora, a 780-unit residential golf course community north of Orlando.

LAKE GENEVA, Wis. — Reflecting the extensive renovations underway, Marcus Hotels Inc. is changing the name of American Lake Geneva Resort to The Grand Geneva Resort and Spa. Work is scheduled for completion next spring at the facility, located roughly midway between Chicago and Milwaukee. The two courses will be upgraded and a new clubhouse added.

NEW MONIKER FOR GENEVA RESORT
LARGE RESORTS TAKE OVER BAYOU CLUB

PALMER MANAGEMENT, Pacific Golf Join Forces

California-based Pacific Golf has teamed with Orlando's FTA-based Arnold Palmer Golf Management Company (APGMC) with an eye toward expansion. Pacific Golf, the holding company of Apex Investment Partners, a Chicago-based venture capital firm, has made a substantial investment in APGMC. The transaction is the first step in a plan to acquire and lease over 50 million dollars of golf facilities, according to Apex principal John Regan.

Peter Namula and Blake Sonne, the founders of Pacific Golf, have assumed ownership of the recapti
talized company. Namula will be responsible for pursuing and evaluating all new business opportunities. Blake Sonne is APGMC's new chief operating officer, heading the company's day-to-day operations and the development of marketing strategies.

NGP snaps up second property: Southwyck

HOUSTON — National Golf Properties (NGP) has acquired Southwyck Golf Club in Pearland. The property, which is NGP's second acquisition since its initial public offering in August, was acquired from Realty Advisory Group Inc. for $4.2 million. Located south of Houston, the 17,015-yard public course, which has won three consecutive National Golf Foundation Achievement Awards (1990, 1991 and 1992), is the home course of the University of Houston golf team and has hosted numerous local Professional Golf Association events.

The management contract for Southwyck Golf Club has been awarded to American Golf Corp. •

NGP announced a 30.14 per share dividend on its common stock for the quarter ending Sept. 30, the company's first dividend since its initial public offering in August.

The difference between other programs and ours is that we've tried to make it people friendly," said General Manager Michael Hatten. A long-time food and beverage manager before taking over Otter Creek, Hatten brought skills honed in that customer-service-oriented industry to Otter Creek's table.

"Speed of play programs have always had kind of a police mentality. It seems to be that way across the country. Here we promise to help golfers get around the course in no more than 4-1/2 hours. They really seem to appreciate it."

The golf industry is notorious for assuming people know what to do and how to speed play, Hatten said. But that isn't necessarily so. In fact, by asking
CW Golf Partners to manage Chester Washington GC

LOS ANGELES—CW Golf Partners has acquired the management lease for the Chester L. Washington Golf Course from the County of Los Angeles, a move designed to improve the course and benefit inner-city youth.

CW Golf Partners is a joint venture between American Golf Corp. and three prominent African-Americans—businessman and former Cleveland Browns linebacker Sidney Williams, Los Angeles Raider quarterback Vince Evans and business consultant Edward K. Waters.

Under the agreement, Williams and Walters collectively own 20 percent and Evans 5 percent of the partnership. AGC controls the remaining 75 percent. Williams, Walters and Evans have the option to double their interest to 50 percent after five years.

“We are extremely pleased to have acquired the management lease for Chester L. Washington Golf Course,” read a partnership statement. “We are committed to restoring the course and increasing the number of recreational opportunities available to inner-city residents and children of our community.”

During the first 18 months, CW Golf Partners will invest $900,000 to renovate the irrigation system, rebuild lakes and cart paths, and install protective fencing. Where possible, work will be awarded to ethnically diverse contractors.

To help the area’s youth, CW Golf Partners will donate 1 percent of annual greens fees and golf cart revenues to fund an annual charity golf tournament at the course with the Los Angeles Department of Parks and Recreation.

As part of the 25-year management lease, CW Golf Partners will also maintain Jack Thompson Golf Course, a nine-hole layout popular with inner-city junior golf programs.

NCA testifies on clubs’ tax-emempt status

WASHINGTON, D.C.—The National Club Association (NCA) has submitted testimony to the House Ways and Means Subcommittee on Select Revenue Measures. The subcommittee, chaired by Rep. Charles Rangel (D-NY), is holding hearings on a variety of unrelated revenue measures.

In its testimony, NCA stressed that it does not endorse discrimination, but rather, urges club members to adopt policies of selective membership which fulfill the conceptual goals and purposes of the particular club. “Joining a club is not a rejection of those who do not belong. It is simply a private decision on how an individual will spend some of his or her time,” said Elizabeth Kirby Hart, NCA vice president for legal and government relations.

“The freedom to select one’s fellow members is the essence of freedom of association in the context of a private social club. Government intrusion upon the membership selection process encroaches upon this freedom,” Hart added.

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The Fairways Group

Continued from page 21

Afeldt pointed to the Washington, D.C. area as an existing example of the type of arrangement the company envisions. Fairways currently leases from the U.S. Golf Association, near the nation’s capital — Prince William Golf Club and Montclair Country Club in Northern Virginia and Patuxent Greens Country Club in Laurel, Md.


Fairways owns 11 of the facilities and leases one. “We prefer ownership situations,” Affeldt explained. “It provides stability. Many companies prefer strictly management situations. It’s so much easier to get into the business if you don’t own. To acquire courses takes capital, and not everyone has that.”

Chairman of the Board Charles Staples is the company founder. He also holds the titles of president and chief executive officer.

Staples has 31 years experience in the golf industry, spending a dozen years as a head pro and superintendent at various facilities before getting into course management. He founded U.S. Golf Properties in 1978, which evolved into Fairways. A Class “A” member of the PGA of America, he has lectured widely on course management and wrote the PGA book Buying or Leasing a Golf Course in 1985.

Joining Staples on Fairways board of directors is Michael Shannon. Shannon was president of Vail Associates from 1985 through 1991. In his leadership, Vail went from a $100 million real estate/recreational enterprise in the Colorado Rockies to a $400 million operation that is ranked among the top ski resorts in the nation. In 1992 he teamed with Henry Kravis of Kohlberg, Kravis Roberts & Co. to establish KSK.

The management team includes Affeldt, Vice President of Operations R. Daniel Mays, Vice President of Finance/Accounting Keith M. Antinori Software Inc. of Atlanta since 1990. He also wrote two golf novels and several golf-related articles for Atlanta and Golf Illustrated. The Arthur Hills-designed Golf Club of Georgia won Golf Digest’s Best New Private Course in the U.S. award and is the second-ranked course in the state behind Augusta National.

The Freedom to Select One's Fellow Members is the Essence of Freedom of Association in the Context of a Private Social Club. Government Intrusion Upon the Membership Selection Process Encroaches Upon This Freedom.