

BRIEFS



BRASSIE APPOINTS THREE

TAMPA, Fla. — Brassie Golf Corp. recently made three new appointments. Janet Mulroy will become director of membership marketing with Kristen Thomas and Kim Fox the new directors of business development. Brassie and its Hale Irwin Golf Design division acquire, design, construct and operate courses throughout the United States.

ISS NAMES HICKMAN VP

TAMPA, Fla. — ISS Landscape Management Services golf division recently named Paul Hickman vice president. Before joining ISS, Hickman spent 22 years at the Grenelefe Resort in Haines City, Fla. Grenelefe's West course was rated Florida's No. 1 course six times by *Golf Week*. Hickman will be responsible for the overall operation of the golf division. ISS maintains 225 holes of golf across Florida.



Paul Hickman

GIBSON JOINS HERITAGE

INDIANAPOLIS — Heritage Golf Management has named James Gibson director of operations. Gibson will oversee the Indianapolis-based firm's four Indiana courses. Gibson spent 19 years at Chemlawn Services Corp. and brings extensive experience in internal corporate operations, including business planning and organization, personnel training and customer service.

KOLL, COBBLESTONE INK DEAL

ESCONDIDO, Calif. — Koll Real Estate Group recently sold Rancho San Pasqual Golf Club to Cobblestone Golf Group for \$6 million. Formerly known as Eagle Crest, the public course will be the centerpiece of KREG's 872-acre Rancho San Pasqual gated residential community. Cobblestone will build a clubhouse once home construction begins.

LEBAY LANDS AT PUTNAM CC

MAHOPAC, N.Y. — Wes LeBay, a 20-year hospitality industry veteran, has been named the new general manager of Putnam Country Club here. An expansion of the club's current 18-hole course, upgrading the dining facilities and the construction of 200 homes on adjacent property are among the future plans.



Wes LeBay

Just what are Legends made of? The Youngs

Myrtle Beach company moves on Williamsburg and perhaps other Southeastern points

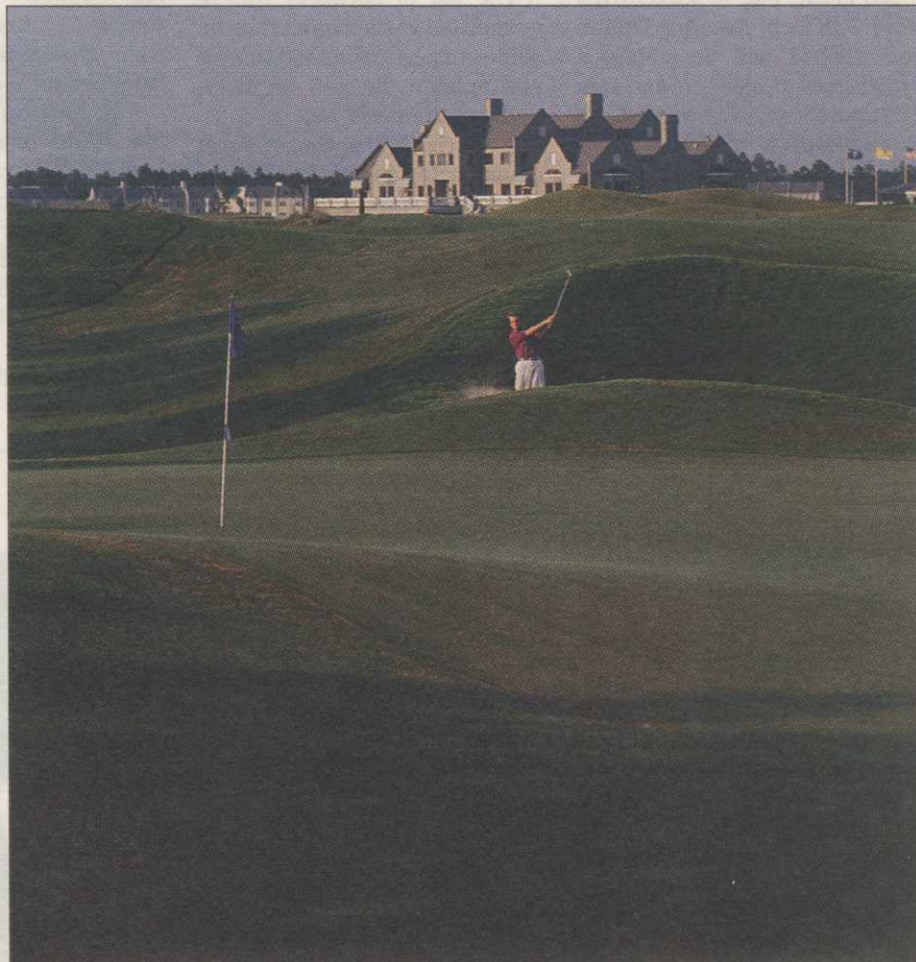
By PETER BLAIS

MYRTLE BEACH, S.C. — A "visionary" is how Danny Young describes his dad, Larry, president of The Legends Group, one of the major course operators in the Myrtle Beach and Williamsburg, Va., markets.

"There were no upscale courses in Myrtle Beach in the late 1970s," said Danny, vice president of operations. "The Surf Club and Arcadian Shores were nice. But they weren't as good as those in Pinehurst and Hilton Head. Myrtle Beach had a strong hotel base and Dad saw an opportunity. Golfers were coming to Myrtle Beach and he figured they'd drive a little farther to play a great course. He was right."

Added Chief Operating Officer Brad Blair: "We feel there are some additional options for us in Virginia [where Young recently opened two new courses near Williamsburg]. The golf package business hasn't been exploited in that market near as well as it could. And we're looking at other options up and down the coast."

Young first tested his theory in 1980 that Myrtle Beach golfers would travel a little farther to play a better course when he opened Dan Maples-designed Marsh Harbour in Calabash, N.C., just over the South Carolina border. The



The Moorland course is part of The Legends complex near Myrtle Beach, the Youngs' stronghold.

course won numerous accolades from golfers and golf magazines. Young followed that in 1983 with Maples-designed Oyster Bay in Sunset Beach, N.C., and three years later added the

Heritage Club, also a Maples design, near Pawley's Island, S.C. All received positive reviews.

Young wasn't done. Between 1990

Continued on page 55

KSL Fairways names Affeldt to lead public golf management firm

MANASSAS, Va. — KSL Fairways has promoted Eric Affeldt to president and chief executive officer.



Eric Affeldt

Affeldt joined KSL Fairways in 1993 as vice president of acquisitions. He was then promoted to Northern regional director of operations in 1994 and president, chief operating officer last August. Since Affeldt joined KSLF, the company has grown from 11 to 26 courses, with a similar percentage growth in revenues and profits.

Affeldt succeeds Charles Staples, who is leaving the Virginia-based company to pursue other interests.

"Eric has proven his leadership skills in a variety of capacities since joining," said KSL Recreation President Michael Shannon.

"We are extremely grateful for Charlie's many contributions and wish him all the best in his new endeavors."

KSL Fairways' 26 courses are scattered throughout Florida, Virginia, Pennsylvania, Maryland, Tennessee and Wisconsin.

Buying programs growing in popularity

By J. BARRY MOTHES

The group buying craze is sweeping the golf industry — and the newest target is superintendents.

Earlier this summer, a group called the National Turf Cooperative, Inc. (NTC) near Baltimore announced plans to sign up at least 250 members for discounts on seeds, fertilizers and other golf course maintenance goods from manufacturers and suppliers.

Now, VGM Golf, an Iowa-based buying group that has been operating mostly in golf equipment and pro shop supplies for golf pros and owners the past two years, is looking seriously into expanding its services to seeds, fertilizer and possibly even golf course maintenance equipment like mowers and aerators.

"We want to be able to help the whole golf course," said Kent Dirks, vice president of marketing for VGM Golf, "not just the pro shop."

The people behind VGM Golf are hardly strangers to group buying. Its parent company, VGM Associates, is the largest player of its kind in the home medical equipment field. VGM — the name derives from the initials of founder Van G. Miller — has more than 2,000 clients in the home medical equipment field and 11 years of experience.

The 2-year-old VGM Golf was started with the idea of going after independent golf professionals and golf course owners to offer them discounts on hard and soft golf equipment so they could compete with off-site discount retail golf shops. Golf professionals and golf course owners have seen their share of pro shop

VGM Golf currently has about 800 members in the U.S. and works with 60 participating manufacturers and vendors.



equipment sales drop significantly in recent years due to off-course discount shops. It's been estimated that 75 percent of golf merchandise is currently sold off-course.

Dirks said VGM Golf currently has about 800 members in the U.S. and works with 60 participating manufacturers and vendors, from Active Gloves and Cross Creek clothing to H&B Powerbilt, Maxfli, Munsingwear, Spalding, Imperial Headwear and Wilson. The members range from course owners and individual

Continued on page 55