EAGL management soars to new heights

Dallas firm doubles in size with last year's acquisitions

By Peter Blais

IRVING, Texas — Evergreen Alliance Golf Limited (EAGL) of Dallas doubled its management portfolio by taking control of 11 courses in the past year, making it one of the most active mid-sized players in the golf course management arena.

The privately-held firm controls 24 courses scattered across the United States including private, resort, daily-fee and municipal operations.

"We think we can grow by 10 courses per year into the foreseeable future," said President Gary Heward. "We're looking for equity and lease arrangements. We're also open to management contracts if the situation is right.

EAGL is a full-service management firm offering operations, marketing, maintenance, merchandising, food and beverage, construction and project management services.

The Dallas-based company has several courses under construction. All except one should open this spring:

• Canberry Golf Course in Parker, Colo., an 18-hole design by Jeff Brauer that EAGL will manage. EAGL is also a part owner.
• Quarry Oaks Golf Course in Lincoln, Neb., a wooded, 18-hole design by John LaFoy located along the Platte River. EAGL will manage the facility.
• Pacific Springs Golf Course in Omaha, Neb. The first nine will open this spring and the second nine and an 18-hole putting course next year. EAGL is an equity partner along with Landscapes Unlimited.

MARKETING IDEA OF THE MONTH

Magazines aid course promotion

By Peter Blais

LAWRENCEVILLE, Ga. — Taking a page from its success in the real-estate market, Network Publications has expanded its reach to golf courses looking to increase their business. Network prints 25,000 copies of each regional issue at its 600-person Atlanta printing facility. Local independent contractors

Like its real-estate cousin, 

Network is also a digest-size, four-color magazine. It contains predominantly full-page ads with photos and descriptions of golf courses within a specific geographical market. There is little if any editorial copy.

Golfers: The Great Golf Values Magazine.

"It's a very targeted distribution that gets into the hands of golfers," Ridley said. "With a free publication, you have to reach a target market. If you print 25,000 copies, you have to get them into the hands of 25,000 golfers.

"Advertisers can promote some sort of an incentive, but this is not a coupon book. The formatted ads are the most popular and we have graphic artists with extensive backgrounds who can tailor specific ads to a certain market."