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:

• Tarkilberry Golf Course in Parker, Colo., an 18-hole Jeff Brauer design that EAGL will manage. EAGL is also a part owner.

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 "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."

The formatted ads generally include a brief description of the course, amenities, course statistics, rates, course address and telephone number. Golfer is available in 16 golf markets nationwide with plans to go to 20 this spring.

"We started with just two publications back in July, 1994, Atlanta and Broward/ North Dade counties in Florida," Ridley said. "It’s been growing fairly quickly. Golfer publishes between three and six issues per year, depending on the length of a particular market’s golf season. This provides courses the opportunity to update their information every 60 days.

Network prints The Real Estate Book, a digest-size publication containing four-color ads, photographs and descriptions of choice properties offered by local real estate agents. The advertised book is published in 460 markets nationwide and distributed free at banks, real estate offices and other locations frequented by potential home buyers.

"We’ve basically taken the same concept to the golf industry," said Product Manager Craig Ridley, referring to The Real Estate Book.

Like its real-estate cousin, Golfer 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.

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EAGL expands management portfolio

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Minn., an 18-hole Jeffrey Brauer design that EAGL will manage for the Iron Range Recreation and Resources Board. EAGL’s other properties include Amana (Iowa) Colonies Golf Course; Bos Landen Golf Club in Pella, Iowa; Champions Club in Denver, Colo.; Cross Timbers Golf Course in Azle, Texas; Crystal Springs Golf Course in Hamburg, N.J.; Iron Horse Golf Course in North Richland Hills, Texas; Ironhorse Golf Club in Leawood, Kan.; Knolls Golf Course in Omaha, Neb.; Lago Vista (Texas) Golf Clubs; Mira Vista Golf Course at Lowry Air Force Base; Northlinks Golf Course in North Mankato, Minn.; Painted Dunes Golf Course in El Paso, Texas; Riverside Golf Course in Austin, Texas; Sammons Park Golf Course in Temple, Texas; Shoreline Links Golf Club in Carter Lake, Iowa; Stanford University Golf Course in Stanford, Calif.; Weeks Park Golf Course in Wichita Falls, Texas.

The key to EAGL’s success, Heward said, has been getting the right people with the right training and providing them the resources they need. Total employment peaked at 850 last summer. Heward anticipates that figure will grow to 1,200 sometime in 1996.

“We stress success through accountability,” Heward said. “We set high standards and hold people accountable. Everyone’s goal is to make EAGL the best operator of golf courses in the industry.”


Her husband, Joel, a Stanford University Graduate School of Business instructor and former national managing partner of Tramwell Crow Co. (among the nation’s largest development companies), also advises Evergreen Alliance.

Chairman and Chief Executive Officer Michael Lohner heads the EAGL staff. Lohner is a Stanford graduate, former consultant with an international management company and one-time landscape company owner. He is responsible for new business development, promoting EAGL’s services and supervising course operations.

Heward, also a Stanford graduate and long-time recreation industry executive, is responsible for operations including finance, systems, legal and personnel.

Curt Grieser is the agronomic and construction specialist. He had 10 years experience at Lincoln (Neb.) Country Club and the Champions Club in Omaha as well as eight years as construc-

Marriott Golf to assume control of nine European facilities

WASHINGTON — Marriott Golf has reached an agreement with Whitbread PLC to operate nine Whitbread facilities in the United Kingdom and Germany under the Marriott banner beginning March 4.

The facilities are all part of Whitbread’s Country Club Hotel Group, a leading European golf operator and host to more than 50,000 corporate rounds annually.


Six major professional tournaments are scheduled at these nine facilities at various times this season.

The Marriott portfolio includes more than 20 additional facilities in the United States, Bermuda and Mexico.

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We present the information in our circulation statement clearly, accurately and objectively. That’s good arithmetic.

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