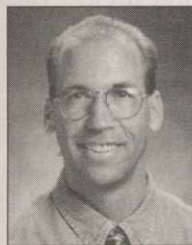


BRIEFS



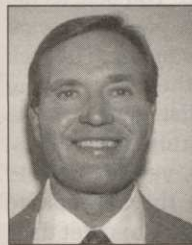
TRON PROMOTES PAIR

SCOTTSDALE, Ariz. — Scott Heideman has been named director of golf and facility manager at Talking Stick Golf Club, located on the Salt River Pima-Maricopa Indian Community near here. Talking Stick is Troon Golf's newest Arizona golf project and features 36 holes of Bill Coore/Ben Crenshaw-designed golf that will open Nov. 1.



Scott Heideman

Jack Elliott has been named director of golf and facility manager for Troon North Golf Club. Elliott most recently served in the same capacity for Legend Trail Golf Club in Scottsdale, another Troon Golf facility.



Jack Elliott

NGCOA ELECTS BOARD

TARPON SPRINGS, Fla. — The National Golf Course Owners Association recently elected its board of directors for 1997 at its 15th annual conference here. Three new board members were Ray Finch III of Emerald Dunes in West Palm Beach, Fla., Frank Romano of Scenic View Country Club in Slinger, Wis., and Mike Protos of Chestnut Hill Country Club in Darien, N.Y. Re-elected president was Cliff Rampy of Treeline Golf Club, Inc., in Tomball, Texas, and Dan Clark of Willow Creek Golf Course in Des Moines, Iowa, as vice-president. Other officers re-elected were Bill Stine, Kissimmee (Fla.) Bay Golf Club, Kissimmee, Fla., secretary, and Jerry Hollingsworth, Singing Hills Golf Club, El Cajon, Calif., treasurer.

NO. CALIF TRACK NAMES MANAGER

BURLINGAME, Calif. — Tom Sullivan has been named operations manager here at Crystal Springs Golf Course. He will oversee golf operations and food & beverage services, while working with course superintendent Raymond Davies to "super-visualize the physical rejuvenation of Crystal Springs and establish a first-class operation across the board," Sullivan said. CourseCo, a Northern California-based management and development firm, operates Crystal Springs and four other courses.

Legacy seeks to keep owner involved in management

By J. BARRY MOTHES

WELLINGTON, Fla. — Originally, Steven Braley thought he wanted to start a golf management company for the newest phase of a successful golf industry career that has spanned more than 20 years.

He quickly decided, however, that that idea was too simplistic and restricting. Braley — who worked for Landmark Land Co. for nearly 20 years alongside some of the most active, visionary and successful golf management executives and became vice president himself — did want to manage golf courses. But he wanted to do it in a way that directly involved owners and operators in a hands-on, give-and-take, learning relationship. And so, the Legacy Golf Group, a golf management consulting firm offering everything from nuts-and-bolts, day-to-day management plans and construction supervision to clubhouse and golf course business plans and financial evaluations, was born.

"We're not a typical management company," Braley said. "We're an alternative to the stereotypical management-type company. I'm not really pursuing long-term management contracts, that's not what I set out to do. My services diminish the longer I'm involved with a project and the more the owner becomes comfortable and understands the business."

Braley, who is also a former professional golfer, launched the Legacy Golf Group in 1994. His first project was the Virginia Oaks golf course outside Manassas, Va., which opened in the spring of 1995.

"I got a call one day from P.B. Dye and Brian Bowles and they were looking for professional management

Continued on page 49



The Oasis Golf Club (above) recently signed OB Sports to manage the 45-hole complex.

OB Sports strengthens itself in Vegas

MESQUITE, Nevada — OB Sports' recent agreement to manage the 45-hole Oasis Golf Club has solidified the Portland, Ore.-based firm's position as one of the leading, if not the leading management company, in the Las Vegas market.

WSR Inc., the parent company for Si Redd's Oasis Resort Hotel and Casino and the Mesquite Vistas planned residential community, selected OB to manage the project's golf operations. OB Sports already owns and manages two upscale public golf properties, The Legacy and Angel Park in Las Vegas with several similar properties on the West Coast.

The Oasis Golf Club has received national attention for its Arnold Palmer-designed course, which was named in the top five new resort courses in 1995 by *Golf Digest* magazine. The Oasis Resort has 1,000 hotel rooms and a 300-room golf village, which OB plans to use to help promote stay-and-play golf programs.

"We felt their [OB Sports] expertise in high-end, resort-style operations and their extensive network in Las Vegas made them a perfect fit for our management needs," said WSR Inc. President Alan Green.

OB named Van Batchelder project manager for The Oasis. For the past nine years, Batchelder served as director of golf for Los Callaberos Golf Club in Wickenburg, Ariz.

"We view The Oasis as a very prestigious project deserving of a golf professional familiar with the Southwest market, and one who will produce the premium level of services and conditions desired by The Oasis and OB Sports," said OB Vice President of Southwest Operations Phil Green.

Green and Bob Marshall were recently named to their vice president of operations posts. Marshall will oversee the development and operations of all Pacific Northwest facilities while Green will assume a parallel role for all properties in the Southwest.

Marshall was an original co-founder of OB Sports along with current president Orrin Vincent (Orrin and Bob = OB), and has managed all operations for Teton Pines Golf Club in Jackson, Wyo., for the past 11 years.

"Bob and I remained best friends even though he stayed with Teton Pines under the new ownership," remarked Vincent. "Now that we have two operations in Portland, and are

Continued on page 47



MANAGEMENT FIRMS LISTED

LinksCorp, a golf course acquisition and management company based in Northfield, Ill., recently opened The Country Club of Arkansas, a daily-fee layout in Little Rock, Ark., and one of the courses found in our updated list of management company-operated facilities on pages 50-51.

Intrawest Co. takes golf to new heights

By PETER BLAIS

COPPER MOUNTAIN, Colo. — The folks at Intrawest have reached the literal pinnacle of North American golf with the recent purchase of Copper Creek Golf Club, reputed to be the highest golf course on the continent.

The Pete Dye-designed layout at the Copper Mountain ski resort plus January's acquisition of the Tom McBroom-crafted Mont Ste. Marie ski resort and golf course near Ottawa, Canada, brings the number of Intrawest golf properties to five.

The British Columbia-based "mountain resort company" as it likes to be called, plans to open a Doug Carrick-designed 18 at Panorama ski resort in

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Legacy

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help on a course in northern Virginia near Washington, D.C.," Braley said. "I came on as Virginia Oaks was 75 percent finished and helped them complete the course. I basically opened the golf course for them and ran it for two years."

Virginia Oaks has become a successful, semiprivate facility on Lake Manassas overlooking the Robert Trent Jones National, where the first two Presidents Cup competitions have been staged. Today, as he envisioned, Braley is involved "only on a consulting basis," checking in by telephone and visiting the course a few times a year when and if needed.

Since then, the Legacy portfolio has expanded around the south, up the Atlantic coast, into the Midwest, and into south Texas. Legacy was recently selected to manage two, 18-hole golf courses in Maryland's Eastern Shore market for the Ruark Family Trust. Rum Pointe Seaside Golf Links, near Ocean City, Md., is a new P.B. Dye and Pete Dye daily-fee design overlooking Assateague National Seashore Park with dramatic bay views. Rum Pointe will open to the public this month. Braley, who got involved about halfway through construction of the course, is now consulting on setting up the clubhouse and developing an overall business plan for Rum Pointe.

The other Ruark Family Trust-owned course that Legacy will serve as management consultant for is Nutters Crossing, a semiprivate course designed by Ault, Clark & Associates that opened in 1990.

"I find there's much less conflict between my organization and the owner than you often get with a typical management arrangement," Braley said. "In my scenario, we're both on the same page."

Moving into the Midwest, Legacy is managing the construction of a new 18-hole public course for the city of El Reno, Okla., a western suburb of Oklahoma City. P.B. Dye and Bowles will design the \$4 million project. There are also hopes for a new project in south Texas.

Not all of Legacy's projects are from the ground up. Braley and Legacy were involved in the purchase and \$2 million renovation of the former Calussa Country Club in Miami into what is now known as the University Country Club, a semi-private layout that has become the official club for the University of Miami for social and alumni functions. The University Country Club, which

reopened last September, is also the home course for the University of Miami's golf team.

"I find most people are looking for long-term management situations that exclude input from the owner," Braley said. "I think there's an untapped market of people that want to be involved and are smart enough to know that they need some guidance to learn the

business, but they enjoy golf and the golf business and they want to be involved."

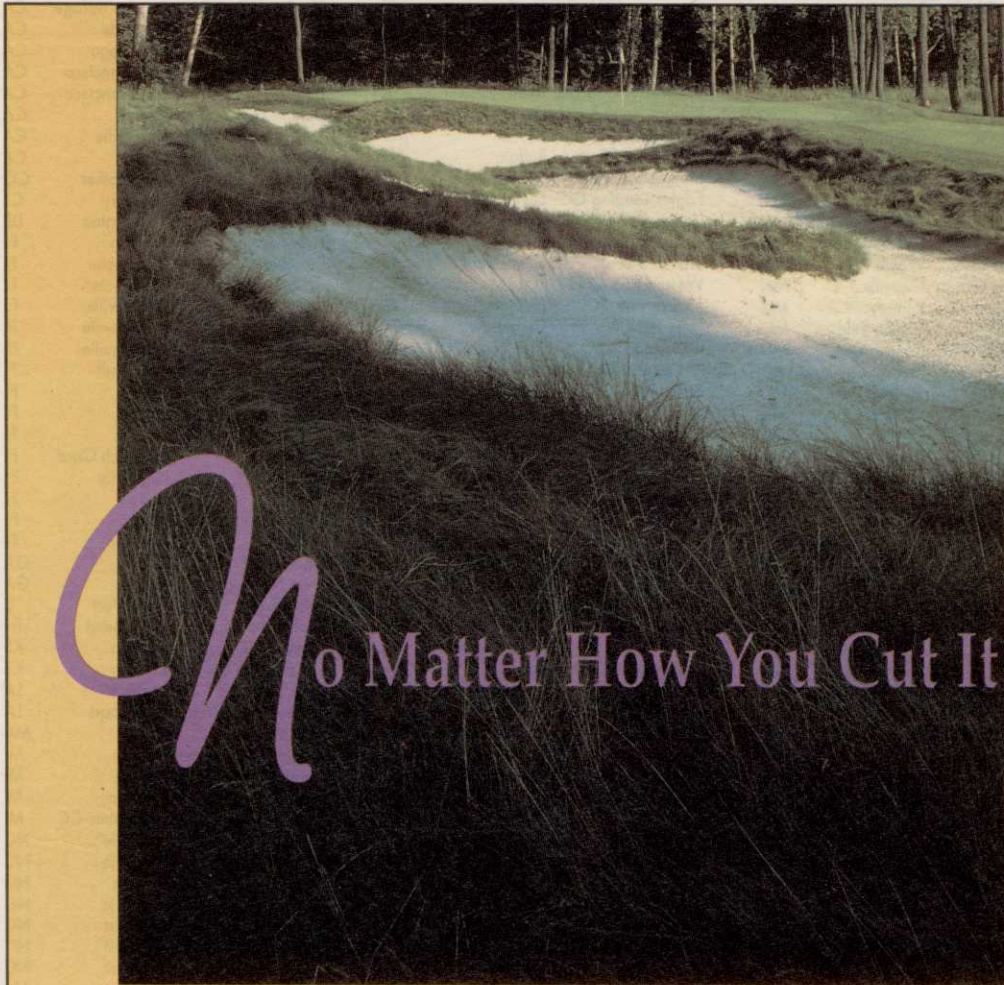
Beyond day-to-day, week-to-week, or month-to-month management consulting, the Legacy Golf Group also offers what Braley calls "asset management" services for absentee golf course owners, like banks and investment houses, who find themselves

owning a golf course, but may not necessarily know much about the golf business.

Legacy recently handled an evaluation and study of a semi-private, 18-hole course in Princeton, N.J.

"I get the greatest pleasure helping people avoid the common mistakes in the business," said Braley. He mentioned quality hiring

procedures as an example of the kind of important, but often neglected, detail that can make a business successful. "You want to make sure your project employees are the right employees rather than maybe relying on an acquaintance. You should interview multiple people, ask the right questions. You want to get it done the correct way the first time."



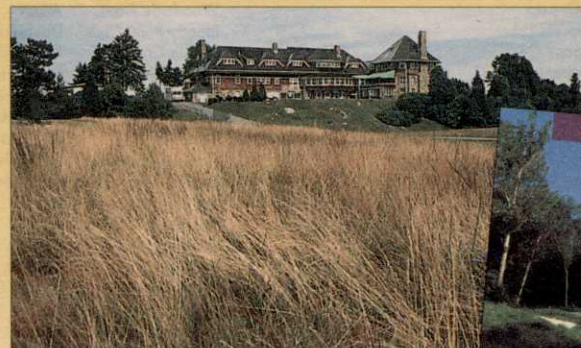
Wolf Run GC, IN



The Links at Spanish Bay, CA



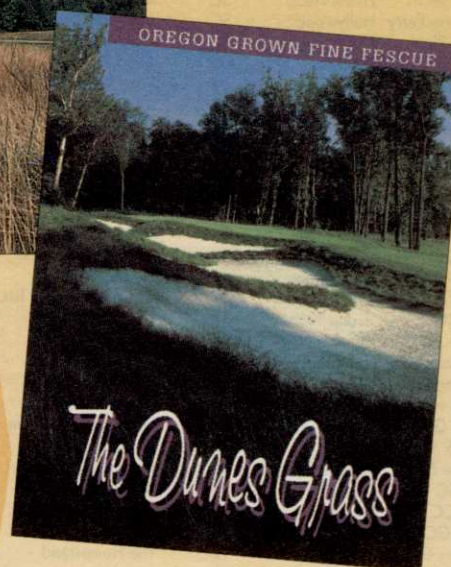
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