Heideman has been named director of 36 holes of Bill Coore/Ben Crenshaw-best Arizona golf project and features Scott Heideman.

SCOTTSDALE, Ariz. — Scott Heideman served in the same facility manager role for Troon North Golf Club. Elliott most recently served in the same capacity for Legend Trail Golf Club in Scottsdale, another Troon Golf facility.

TROON PROMOTES PAIR

NGCOA ELECTS BOARD

BRIEFS

OB Sports strengthens itself in Vegas

LEGACy seeks to keep owner involved in management

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OB Sports strengthens itself in Vegas

By J. BARRY MOTES

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. 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.

NGCOA ELECTS BOARD

TARON 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 “simplify the course” and reduce superintendents’ workload. Sullivan said. CourseCo, a Northern California-based management and development firm, operates Crystal Springs and four other courses.

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.

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OB Sports strengthens itself in Vegas

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 McBrein-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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In our study we did not or could not identify when a facility adopted one or more of the items, but probably should have. We don't contend that all 77 items are useful to all clubs. Even clubs that competed aggressively for members or customers were no better in adopting these TQM procedures than clubs that had virtually no competition. One might think the stress in clubs with declining memberships or small revenue reserves would induce innovation quicker. This was not true.

One might think innovations that required significant capital would be adopted more slowly than those that did not. Again, this was untrue. We could not find any correlation, but then again, our sample size is rather small.

One might think that clubs where either the managers had a higher education, or the members had advanced degrees would be most likely to implement TQM procedures. Again, no correlation.

Why is the pace of innovation in golf so slow? Perhaps they are insulated from competitive pressures that would force them to stay on the cutting edge of good management in attempts to please the stakeholders. Each facility differs from all others. Some are more convenient for a certain group of stakeholders. Others have a more prestigious atmosphere and some degree of market power that enable them to resist the competition. They can draw from a larger market area. Some have their markets assured, so they are not particularly responsive to innovation.

It appears, therefore, that golf and country clubs are indeed insulated from many competitive pressures. But when either the supply of clubs begins to meet and exceed the demand — and this will happen within the next five years — or when the facility begins to take a TQM approach like the Japanese automobile industry did in the 1960s, the playing field will be changed.

No longer will facility managers operate reactively. Their agendas will not be molded by who screams the loudest. Short-term problems will not be as important as the large picture.

A TV ad for an oil filter says, "Pay me now, or pay me later." I say, "Innovate and use TQM principles now, or suffer later."

OB Sports

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pursuing several possibilities in Seattle and other prominent Western markets, we both knew it was the right time for him to rejoin the company."

Green, who has managed OB's Angel Park Golf Club in Las Vegas for the past 18 months, is a former president of the Southwest Section PGA. In 1994, he was named the section's Golf Professional of the Year while serving as director of golf at Club Terravita in Scottsdale, Ariz.

In other OB Sports Golf Management news, Bill Campbell has been named vice president of construction and agronomy, and Stacey Little has been promoted to director of merchandise.

Campbell was instrumental in the redesign and construction of Edgewood Tahoe along with Vincent back in the late 1970s and has worked in various capacities for OB Sports since that time. He also served as superintendent for Sahalee Country Club, host of next year's PGA Championship, from 1979-1988.

Little has coordinated the buying and golf shop presentation for The Legacy Golf Club since 1990 and now oversees the long-term direction and philosophy for all OB golf shops.

At John Fought Design, the golf course design division of OB Sports, Todd Schroeder has been hired as a design associate. Schroeder's background includes three years of experience with Wadsworth Golf Construction, where he supervised key areas of construction including Rush Creek Golf Club in Maple Grove, Minn., a course Fought designed along with Bob Cupp.