MCCARLEY TO HEAD MOUNTAINBROOK

SCOTTSDALE, Ariz. — SLV Golf Properties has named Mack McCarley director of golf operations for the Scottsdale-based golf development and management company, which is developing new Mountainbrook Golf Club in Gold Canyon as a joint venture with UDC Homes. Prior to joining SLV, McCarley served as director of golf for the Phoenixian Resort in Scottsdale, Superstition Springs Golf Club in Mesa, and most recently Cottonwood and Palo Verde country clubs in Sun Lake.

BRASSIE NAMES DEVELOPMENT DIRECTOR

TAMPA, Fla. — Brassie Golf Corp. has appointed Peter Tom “P.T.” Willis as director of business development. Willis most recently was a member of the Celebrity Golf Association Tour, where in 1995 he ranked second in earnings. Prior to that, the Florida State University All American quarterback played for the National Football League’s Chicago Bears.

LAKE LANIER GETS PRESIDENT

GAINESVILLE, Ga. — KSL Lake Lanier Islands Inc. has named entertainment industry veteran Ray Williams its first president and chief executive officer. Williams will be responsible for overseeing the day-to-day operations of LLI Inc. as well as managing capital development of the 1,100-acre, state-owned property, which includes two golf courses. Williams previously served as president of Salt Lake City-based Arrow Dynamics, a leading manufacturer of theme park rides and attractions.

CMAA CONFERENCE SET FOR JANUARY

ORLANDO, Fla. — The 70th Annual World Conference on Club Management and 20th Exposition of The Club Managers Association of America (CMAA) will be held here Jan. 20-24. The conference will bring together club industry professionals for five days of education, social events and the largest trade show in the Association’s history. Industry leaders, experts and instructors will present nearly 80 education sessions during the week-long Conference. For information, contact CMAA at 703-739-9500.

PALMER/OLYMPUS TEAM ON HERCULEAN TASK

ORLANDO, Fla. — Arnold Palmer Golf Management Co. and Olympus Real Estate Corp., a Dallas-based private real estate equity firm, have announced they have formed a partnership to provide more than $35 million in equity capital to fuel Palmer Golf Management’s aggressive growth plans.

Palmer Golf Management, founded by Arnold Palmer in 1994, acquires, leases and manages quality golf facilities worldwide, working with developers, corporations, municipalities, universities and private owners.

Headquartered here at Palmer’s Bay Hill Club, the company currently manages a network of 20 golf facilities.

“Palmer Golf Management is all about providing value and access to the game of golf for everyone,” said Arnold D. Palmer, founder of Palmer Golf Management.

“Our goal with our new partners at Olympus is to build a national network of golf courses and clubs, which will provide an entertaining, quality golf experience for entry-level and serious golfers alike,” said David B. Deniger, Olympus Real Estate President and chief Executive Officer.

“Olympus is excited to commit capital to support the legendary Arnold Palmer and Palmer Golf Management’s CEO, Peter Nanula, in their efforts to grow and, at the same time, provide golfers with superior services and the highest quality. Arnold Palmer has been a leader in expanding public interest in golf, and Palmer Golf Management’s quality operations are consistent with Olympus’ desire to partner with world-class operators. Palmer Golf Management is an excellent addition to our portfolio,” Deniger noted.

“Pyford Golf Club in Surrey, England, is a private golf club operated by American Golf Country Clubs, which has instituted a reciprocal play policy at its 55 properties.”
Heacock
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mower at Candlewood Country Club in Whittier. Heacock left Cal Poly in 1974 and took an assistant superintendent's position at Lakeside Golf Club (GC) in Los Angeles, the home course of many Hollywood celebrities. Hacienda GC in La Habra Heights hired him as superintendent in 1976, but he returned to Lakeside two years later as head superintendent. He began to travel nationally as AGC expanded from 34 to 160 courses over the next 10 years. As the company grew, one of Heacock's major responsibilities was finding individual superintendents who could be promoted to regional superintendents capable of overseeing multiple facilities within the course clusters AGC had developed. Heacock soon discovered that the people he recruited into those positions had many of the same strengths he possessed. "When I was in an executive position in a management company, regional superintendents must be able to do more than grow grass," he explained. "You need to be a management person who can grow grass." What does that mean exactly? According to Heacock it means:
• Having formal business training.
• Being considered one of the top agronomists in your area of the country with the ability to solve agronomic problems and develop maintenance plans.
• Being able to get things done through other people.
• Having the ability to communicate orally and in writing.
• Being aggressive and energetic.
• Being a team player rather than a lone ranger.
• Understanding the whole golf business and how the agronomic function affects the entire operation.

"To be an effective manager, you have to be able to stand back and deal with the individual superintendent whose one course is his professional world," Heacock said. "You have to make him understand that everyone can't oversee an Augusta National. If you have a $6 green fee, you have to give the customer the best $6 course in your market, perhaps what he'd expect to pay $10 for elsewhere. If you have a $150 fee, you must give the customer a $200 course. But you have to do it at the lower cost than your $150 green fee competition. That's the challenge."

Heacock still spends three to four days a week on the golf course during summer, although most of his winetime duties involve administrative functions in the office. He still considers time on the course the best part of his job. In 1996, as an interim course superintendent, he successfully hosted the nationally televised final round of the Bob Hope Chrysler Classic PGA Tournament on greens that had been dead just seven weeks prior to the event.

"But I know I could never have stayed at one course, unless I'd gotten heavily involved with the superintendent's association," said Heacock, who has spoken at many golf association events and is past president of the California and Southern California GCSSAs. "Working as head superintendent at Lakeside was a great experience. But I know I couldn't go back and do that again."