

BRIEFS



ADD ANOTHER TO NGP/AGC PORTFOLIO

SANTA MONICA, Calif. — National Golf Properties has acquired Baymeadows Golf Course in Jacksonville, Fla. for \$4.5 million. The course will be leased to American Golf Corp. Baymeadows features an 18-hole, daily-fee course designed by Gene Sarazen and Desmond Muirhead and includes a driving range, practice facility and clubhouse. NGP has acquired three courses in 1997 for approximately \$19 million. Since its initial public offering in 1993, National Golf Properties has acquired 73 courses representing an aggregate initial investment of \$374 million.

CRESTA VERDE BUYS MEADOW LAKE CC

ESCONDIDO, Calif. — Cresta Verde Inc. of Los Angeles has purchased Meadow Lake Country Club here. The property was sold for \$3.8 million. The seller was The Welk Group of Santa Monica, Calif. The buyer has previously owned and operated golf courses in California and Florida, and plans to make improvements to the Meadow Lake property immediately.

BROWN NAMED ROCKY GAP GM

CUMBERLAND, Md. — Gary W. Brown has been named general manager here at Rocky Gap Lodge & Golf Resort, a \$53.1 million destination golf resort under construction here in western Maryland. Brown, who was just awarded the American Society of Association Executive's "Associate Members Fellows Designation," comes to Rocky Gap from G.W. Brown Hotel Sales & Marketing Services, a Virginia-based hotel consulting firm where he served as president. Prior to that he served for six years as director of hotel sales for Colonial Williamsburg Properties, Inc.

PERDUE NAMED TO CMAA POST

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) has promoted Joe Perdue,



Joe Perdue

CCM (Certified Club Manager), CHE (Certified Hospitality Educator) from director of education and professional development to vice president. Perdue has been

with the Alexandria, Va.-based association since 1986.

Golden Bear finds niche in managing Nicklaus courses

By PETER BLAIS

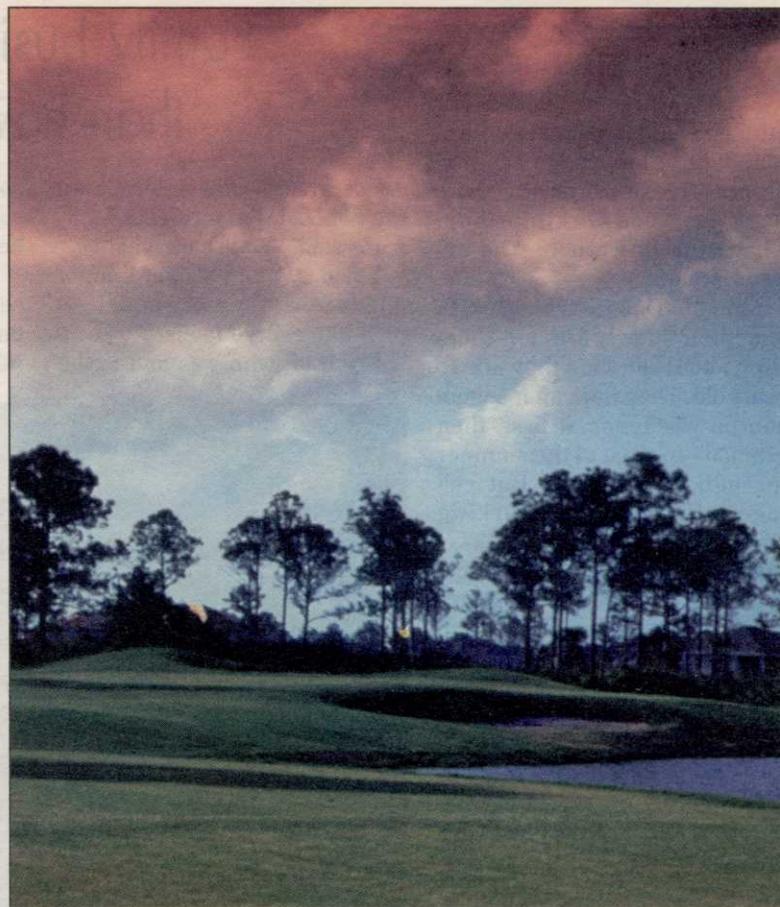
NAPLES, Fla. — The Nicklaus family imprint is all over Twin Eagles Country Club here, the latest project to come under the paw of Golden Bear Club Services, Jack Nicklaus' club management division.

Jack and son Jack Jr. will design the 36-hole private equity club, according to Steve Walser, vice president of Golden Bear Club Services. Nicklaus' construction company, Paragon Golf Construction Inc., will likely do the shaping when construction begins this fall, Walser said. And Golden Bear Club Services will manage the facility once it opens in late 1998.

"Golden Bear Club Services' niche is the management of high-end courses," Walser said. "We plan to have about 15 courses under contract within five years. We're not looking to be the biggest company out there. We have a high-end niche, managing Nicklaus-designed properties in particular. But we'll manage non-Nicklaus courses, as well, if they are in the right market."

The Golden Bear market is worldwide. In addition

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Nicklaus-designed, Golden Bear-managed Hammock Creek GC in Palm City, Fla.

MOVIN' ON UP

Dick Schulz knew something: Take a risk

By PETER BLAIS

COVINGTON, Ga. — Seeing hard-working people at his father's course pay top dollar to play off hardpan turf convinced a teen-aged Dick Schulz that public golfers of average means deserved better for their money.

Seeing that same stoic father break down in tears the day the insurance company fired him after 21 years of loyal service convinced Schulz that he'd free himself from depending on someone else for a paycheck as soon as possible.

"Sometimes it's the little things that

turn out to be very important in getting you started on a particular career path," said Schulz, 40, a former superintendent who owns 70 percent of the moderately priced Oaks Course, located a 32-minute drive from the state capitol building in Atlanta. If all goes as planned, Schulz will acquire several more courses in the near future.

Schulz grew up in Louisville, Ky., and Chattanooga, Tenn. He played some high school golf and worked on a grounds crew summers, but didn't get serious about a golf career until injuries sidelined the University of Tennessee at Chattanooga linebacker from his first love, football.

Schulz transferred to the University of Tennessee at Knoxville and entered the turfgrass management program, graduating in 1979. He soon found an assistant superintendent position at Lords Valley Country Club in the Pennsylvania Poconos, 60 miles west of New York City.

"I had to go North to learn how to grow bentgrass," said the native Southerner. "I saw that knowledge as the key to my goal of one day operating a first-class facility

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Dick Schulz (left) and his superintendent, Trey Rusk III.

Family Golf Centers press on with range consolidation

MELVILLE, N.Y. — Family Golf Centers, Inc. — which owns, operates and manages golf-related facilities — has signed leases to operate six golf properties and letters of intent to acquire three additional centers.

Family Golf has leased or acquired concession licenses to operate College of the Desert Golf Center in Palm Desert, Calif.; Capital Sports Center in Raleigh, N.C.; Randall's Island Golf Center in New York City; Darlington Golf Center in Mahwah, N.J.; Trotter's Glen Golf Course in Olney, Md.; and Green Oaks Golf Center in Arlington, Texas.

Letters of intent or purchase agreements have been signed to acquire or

operate San Bruno (Calif.) Golf Center; Rio Salado Golf Course in Tempe, Ariz.; and Divot City Golf Center in Milpitas, Calif. Final approvals with local municipal authorities are pending in San Bruno, Tempe and Santa Clara, Calif.

Each of the nine properties contains ranges, pro shops, and short-game practice areas or mini-golf courses. Trotter's Glen is a full 18-hole course, located near Washington, D.C., and Rio Salado has a nine-hole executive course near Phoenix. Some facilities will undergo renovations.

The expansion brings Family Golf into new markets in North Carolina and Texas. Following completion of all these trans-

actions, three of which are subject to certain conditions, the total number of facilities owned, operated or under construction will be 45 in 17 states.

The company also announced that Michael P. Kelly, formerly a senior vice president of Golden Bear Golf Centers, Inc., has joined Family Golf as senior vice president and manager of the Southeast region.

Dominic Chang, chairman and CEO, said: "The company has more than doubled its number of operating sites in the last year, and we look forward to continued growth in the future. Mike Kelly brings significant management experience and golf industry knowledge to the company."

Golden Bear

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to Twin Eagles, the North Palm Beach, Fla.-based firm has a consulting service agreement with Classic Golf Resort, a planned 27-hole Nicklaus-designed private/resort project in New Delhi, India, that opened its first nine holes in April.

Golden Bear clubs in the planning stage include Golden Bear Golf Club at Boston, an 18-hole, daily-fee design by Nicklaus scheduled to open in 1999; Dos Mares, an 18-hole Nicklaus design in Puerto Rico that opens next year; and Golden Bear Golf Club at Keene's Pointe, an 18-hole private course designed by Nicklaus that will also open in 1998.

Golden Bear first entered the management business in 1974, when it assumed operational responsibility for the Nicklaus-designed Muirfield Village Golf Club in Dublin, Ohio. Eight years later, Golden Bear took over the neighboring Country Club at Muirfield, another Nicklaus design.

But it wasn't until the mid-1990s that the firm decided "the management business was a direction the company really wanted to go after," Walser said. "It was a natural complement to the other services Nicklaus offered and we saw it as a significant opportunity."

In the past two years, the company has added four more Nicklaus-designed courses to its management portfolio, including Golden Bear Golf Club at Hammock Creek in Palm City, Fla.; The Country Club of Purchase in Purchase, N.Y.; Golden Bear Golf Club at Laurel Springs in Atlanta (scheduled to open in July); and Old Works Golf Course in Anaconda, Mont. (scheduled to open in June).

Among the services Golden Bear provides are operational plans; maintenance/agronomy programs; staffing consultation and capital-expenditure planning; customized club budgets, monthly reviews and financial forecasting; membership marketing, recruitment and fee structuring; planning and design support for the clubhouse and other amenities; and development of club policies, service manuals and job descriptions for all facets of club operations.

Golden Bear Club Services generally restricts itself to management contracts, Walser said, although it also owns Golden Bear Golf Club at Hammock Creek and is a partner in the Golden Bear Golf Clubs at Laurel Springs

and Keene's Pointe.

Walser is part of a Golden Bear Club Services management team headed by Senior Vice President Mark Hesemann, who has been with Nicklaus since 1982. Walser came to Golden Bear in 1995 from Palm Springs, Calif., where he served as director of construction and development at PGA West and LaQuinta Resort for KSL

Recreation Corp.

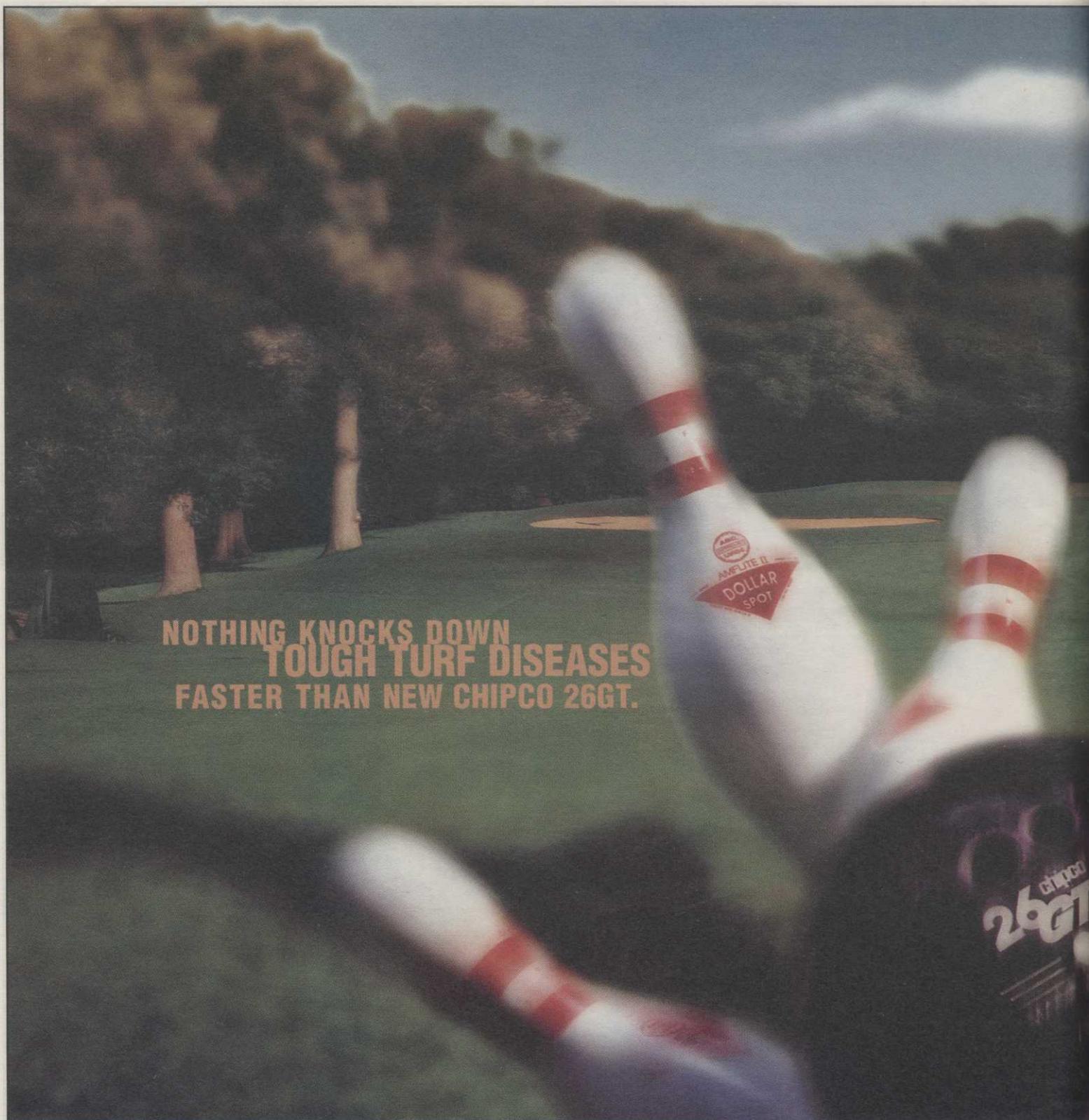
"Management companies, like Golden Bear, will continue to grow in the golf industry," Walser predicted. "We got into the business through Nicklaus Design. Now we can provide a developer with one-stop shopping providing golf course design, construction, agronomic services and club management."

Marriott to remain at Toftrees Resort

STATE COLLEGE, Pa. — Marriott Golf's management contract has been extended here at Toftrees Resort and Golf Club. Marriott has managed the facility since 1991.

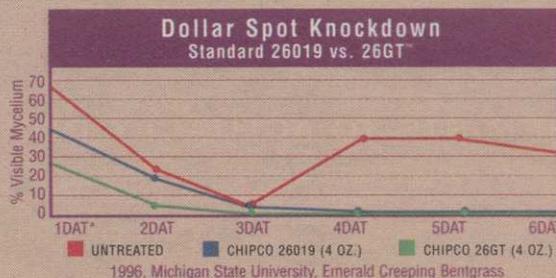
Marriott Golf will continue to manage the 18-hole facility designed by Edmond Ault.

"We are excited the contract has been extended," said Claye Atcheson, vice president-operations for Marriott Golf. "Toftrees Resort and Golf Club is consistently recognized as one of the top 10 golf facilities in Pennsylvania and we take pride in being associated with them."



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