

BRIEFS



IGM ADDS THREE NEW FLORIDA COURSES

LAKELAND, Fla.— IGM, a subsidiary of Meadowbrook Golf Group, Inc. has been awarded three new contracts to provide contractual maintenance for golf courses in Florida. The courses are The Ravines in Middleburg, Maple Leaf Estates in Port Charlotte, and Dunedin Golf & Country Club in Dunedin.

ENVIRONMENTAL PROMOTES DINGMAN

CALABASSAS, Calif. — Michael Dingman has been named senior vice president and director of golf at Environmental Golf, a course builder and operator located here. A 20-year Environmental Golf veteran, Dingman has been responsible for the acquisition and management of all corporate real estate, land planning, entitlement processing, public agency relations and major golf asset acquisitions since 1995. He will also oversee all forward planning, acquisition of golf course properties, golf course investment opportunities, marketing and sales and golf course construction projects nationwide.

CMAA SCHEDULES INT'L CONCLAVE

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) will hold its 72nd World Conference on Club Management and 22nd Annual Exposition at the San Francisco Hilton and Towers and the Moscone Center in San Francisco on Feb. 28 through March 4. Approximately 90 educational sessions, pre- and post-conference workshops and a two-day exposition are also planned. For more information, contact CMAA at 703-739-9500.

GOLF TRUST/EMERALD DUNES TEAM UP

BOYNTON BEACH, Fla. — Golf Trust of America has purchased Cypress Creek Country Club, an 18-hole semiprivate course for \$4.2 million. The course will be leased to an affiliate of Emerald Dunes Golf Group, which operates five Florida courses owned by Golf Trust including Polo Trace Golf Club, Bonaventure Golf Course and Emerald Dunes Golf Course. Robert von Hage designed Cypress Creek.



ACQUISITIONS

Trace Golf Club, Bonaventure Golf Course and Emerald Dunes Golf Course. Robert von Hage designed Cypress Creek.

KollStar expands into Florida; plans to double size by 2000

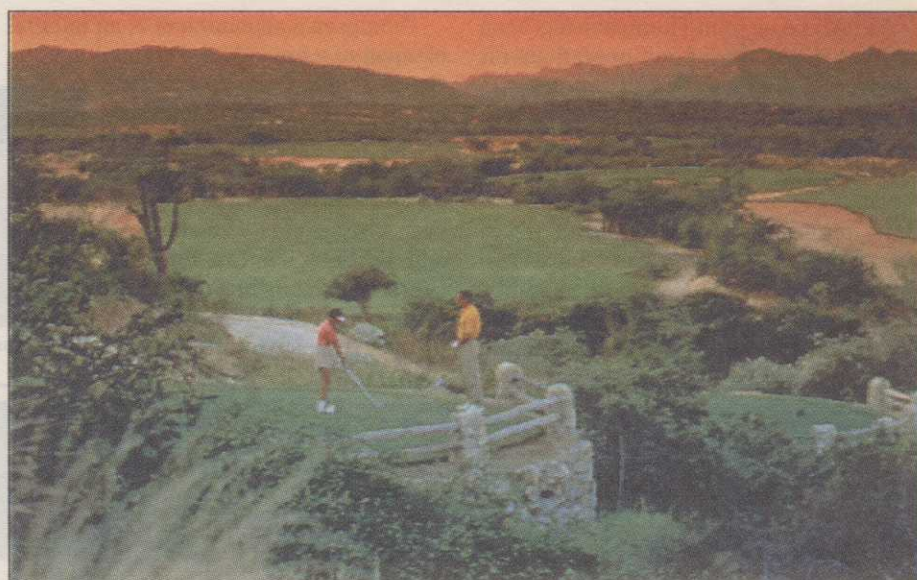
By PETER BLAIS

NEWPORT BEACH, Calif. — KollStar, a major operator and developer of golf courses, has acquired seven courses on the southwest coast of Florida, giving the Newport Beach-based firm a dozen courses nationwide.

KollStar purchased six of the courses from National Fairways Ltd. The acquisition includes Sunrise Golf Club (GC), Rolling Green GC and Sarasota GC, all in Sarasota; Hibiscus GC in Naples; Port Charlotte GC; The Tides GC in Seminole; and Eagle Ridge GC in Fort Myers. Each is an 18-hole, semiprivate club. KollStar also manages Metrowest GC in Orlando, giving the company eight facilities in the Florida market.

According to KollStar Chief Executive Officer Joe Woodard, the company plans to be operating 20 courses by year's end. Despite making its first acquisition just seven months ago, KollStar's goal is to reach 40 by the end of 1999.

KollStar has made improvements at all its properties, Woodard explained, including Houston Oaks (formerly Tinwood) in Houston. KollStar rerouted the 36-hole layout with two separate clubhouses so that it could be served from a single clubhouse, established teaching and corporate outing



KollStar's Palmilla Golf Club in Los Cabos, Mexico.

facilities, undertook cart path and irrigation work and repositioned the complex from a private to a daily-fee facility.

Multi-course purchases, like the recent Florida acquisitions, while attractive, will likely be "pretty rare because the golf course business is so fragmented," Woodard said "We are looking at several purchases now that would involve two or three courses."

Because of the proliferation of manage-

ment companies, good management deals are becoming harder to find and the market more competitive for those courses that do come available, Woodard said. "Money has become tighter the past couple months, which makes it easier for those of us who have capital, though," he added.

Formed in February 1998, KollStar is a joint venture between Koll Resorts Inter-

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Jeff Carlson

Carlson starts own management firm

By MARK LESLIE

NORTH EASTHAM, Mass. — Believing that "the superintendent is always the one who first spends all the money but who never gets the chance to see how it is made," Jeff Carlson has made the move to remedy that rule.

A certified golf course superintendent (CGCS) who has gained national recognition for his work at Widow's Walk Golf Course in Scituate, Carlson left his position in October to start Wild Side Golf Management and Consulting.

"I think golf course superintendents, in many ways, are a natural fit for this type of operation," Carlson said from his office here. "The superintendent is always the one saddled with all the capital projects. Today's superintendent is well educated and adaptable to that situation."

Working with Corcoran-Jennison Hospitality Co. Inc. for 14 years, the last three at Widow's Walk, the country's first environmental test course, prepared him to manage facilities, Carlson said.

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Behrstock departs Meadowbrook for Pride

BEVERLY HILLS, Calif. — Roger Behrstock, founder and former chief executive officer of Meadowbrook Golf Group, has resigned from the company and started a new firm.

Meadowbrook recently merged with International Golf Management, a Florida-based course maintenance and supply company.

Behrstock said he felt the staff in Florida, "who have extensive golf course management skills," could best run the company. "There would be too many conflicts if we did not turn over the reigns to them," Behrstock said.

Meadowbrook was founded in 1996 with Behrstock and Arnold Rosenstein as the only employees. Today, the company has more than 1,800 employees

and 66 courses under management, lease or development. Behrstock said he would hold onto his stock in Meadowbrook.

"With the financial and management capabilities available to the company, I am very optimistic about its future," he said.

Behrstock's new company is called Pride Golf Associates of America and is based in Beverly Hills. His plan is to join with people nationwide who

share his objectives. "It's too early to announce associations," Behrstock said.

Pride will consult with developers and owners to assist them with financing, management contracts, market-

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Roger Behrstock

Meadowbrook completes \$15 million stock sale

BEVERLY HILLS, Calif. — Meadowbrook Golf Group Inc. has completed the sale of \$15 million of additional Class B Convertible Preferred stock to Apollo Real Estate Investment Fund III, L.P.

Arnold Rosenstein, Meadowbrook's chairman, said the company is commencing a program of acquiring existing courses, and the additional equity, together with outside financing, will assist in meeting the company's goals of acquiring approximately \$75 million to \$100 million of golf properties in the near future, and further expanding the company's lines of businesses nationwide.

With this new investment, the Apollo Real Estate Investment Funds have increased their total equity investment in Meadowbrook Golf Group to \$25 million.

Meadowbrook Golf Group is a leading golf course management company, engaged in the maintenance, management and development of golf courses. The company is a major provider of outsourced golf course maintenance services and a supplier and distributor of equipment and products to many courses.

CMAA names student scholarship recipients

ALEXANDRIA, Va.—The Club Foundation has announced the four recipients of its student scholarships for the 1998-99 academic year.

Receiving \$2,500 scholarships are Annette Ferguson of the University of Houston; Sarah Giles of Widener University; Geoffrey Lincoln of Michigan

State University; and Tara Narmita of the University of Massachusetts.

Ferguson is a dean's list student in her junior year at the University of Houston, where she is majoring in hotel and restaurant management at the Conrad N. Hilton College. She is involved in numerous hospital-

ity-related activities, including serving as vice president and subsequently president of the CMAA student chapter.

A past recipient of the "Salute to Excellence" scholarship, Giles is a senior at Widener University in Chester, Pa., pursuing a bachelor's of science degree in hospitality. She is spending this

fall semester at the Australian International Hotel School, which is affiliated with the Cornell University School of Hotel Administration. She was an intern this past summer at the Los Angeles Country Club.

Lincoln is a dean's list student in his junior year pursuing a degree in hospitality business from the School of Hospitality Business at Michigan State Univer-

sity. He is involved in the school's CMAA student chapter and the Business Management Institute III program held at Michigan State.

Narmita is a junior dean's list student pursuing a degree in hotel, restaurant and travel administration at the University of Massachusetts. She is involved with the school's CMAA chapter and has served as president the past two years.

Since 1998, The Club Foundation has awarded more than \$350,000 through its Scholarship and Grant Program in the form of scholarships to students and grants to the student chapters.

Carlson

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"I think I've always been involved in the whole operation," he said. "Corcoran-Jennison gave me the opportunity to look at the revenue as well as expense side — how they interface with each other. You get intrigued by it. That's how it [move] came about."

Carlson, who holds an English degree as well as CGCS status, is already preparing bids to assume management of golf courses in New England, and so expects to be looking for employees in all areas.

"I believe in delegation," he said. "I also believe I don't know how to do a lot of things really well and you need golf pros, club managers, superintendents, expert people in every aspect of course management. If you can't delegate and give those people the authority and ability to manage, then you aren't going to be successful."

The right people, all believing in the goals and mission of the golf course, are "the best ambassadors you can have," Carlson said. "Management is all about people."

The consulting portion of Wild Side will address what Carlson is most experienced in: new construction, establishing properties, locating and building maintenance complexes and clubhouses, and "the entire process of getting a golf course from a dream to reality."

"I'll always be a superintendent," he said. "I'm going to be very actively involved in that area in the initial stages. I'm always going to be that way — get up early, concerned with how the grass is growing."

"When I set this up, It's like a superintendent's golf course. I want to keep that flavor about it."

Carlson can be reached at Wild Side Golf Management and Consulting, P.O. Box 1356, North Eastham, MA 02651; 508-255-2269.

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