

BRIEFS



**CMAA'S SINGERLING HONORED**

ALEXANDRIA, Va.—The 1998 Industry Leader of the Year Award from the Tourism and Convention Department at the University of Nevada, Las Vegas (UNLV), was presented to James Singerling, executive vice president of the Club Managers Association of America. Singerling has headed CMAA since 1990 and has long been a champion of education. Under his leadership, CMAA's presence on university campuses has grown to 32.



James Singerling

**IGM TAKES OVER ROSS LAYOUT**

LAKELAND, Fla.—International Golf Maintenance (IGM) has been selected by Dunedin Country Club to oversee its golf course maintenance operations. Under the three-year agreement, IGM provides all aspects of golf course maintenance for this Donald Ross-designed, 18-hole layout. The 6900-yard course has been in operation since 1927. The city of Dunedin took ownership in 1962.

**GOLF TRUST ACQUIRES PAIR**

CHARLESTON, S.C.—Golf Trust of America, Inc. has closed its acquisitions of Tierra Del Sol Country Club, an 18-hole golf facility located near Albuquerque, NM, for \$3.6 million, and Ohio Prestwick Country Club, an 18-hole upscale private golf facility located near Akron, Ohio, for \$6.4 million.



ACQUISITIONS

**STAND JOIN WILSON GG**

WHITE BEAR LAKE, Minn. — The Wilson Golf Group, a White Bear Lake-based course ownership and operations company, named Greg Stand director of acquisitions. Stand also is general manager of one of the group's Oak Glen, a 27-hole public facility in Stillwater, Minn. The Wilson Golf Group owns and operates six facilities: Oak Glen and Applewood Hills in Stillwater, Minn.; Gem Lake Hills in White Bear Lake; North Links GC in North Mankato, Minn.; Adobe Creek in Fruita, Colo.; and Chipeta in Grand Junction, Colo.



Hyatt Dorado Beach course in Puerto Rico.

**Rosmarin assumes Hyatt golf reins**

By PETER BLAIS

CHICAGO — Hyatt Hotels Corp., which operates 23 courses in the United States and Caribbean, has hired former Golden Bear Golf Centers executive Gary Rosmarin as the hotel chain's director-golf operations.

Rosmarin will oversee management, marketing, operations and development of Hyatt's golf facilities. Hyatt has Caribbean golf operations in Aruba, Grand Cayman and Puerto Rico. Its U.S. facilities are located in Scottsdale, Ariz., Indian Wells, Calif., Vail, Colo., Orlando, Fla., Incline Village, Nev., Hilton Head, S.C., San Antonio, Texas, Koloa, Kauai and Lahania, Maui, Hawaii.

"My responsibilities deal with specific operational issues as well as new golf development and remodeling of some of our existing properties," said the Tulane and Florida State University graduate.

"We're getting ready to make a significant investment in Puerto Rico to bring Dorado Beach and Cerromar back to the wonderful condition they were in many years ago and make them the jewels of the Caribbean. When people traditionally thought about the Caribbean and golf, they thought about Puerto Rico and Dorado Beach as the places to go. We're also working on new resort properties on St. Lucia and St. Kitts."

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**Meditrust realigns management staff**  
Cobblestone Golf to benefit

NEEDHAM HEIGHTS, Mass. — The Meditrust Companies announced that Abraham Gosman has resigned from the positions of chairman of the boards, chief executive officer (CEO) and director and that Thomas Taylor has been appointed interim chairman. David Benson, president of Meditrust Corp. since 1991, will serve as interim CEO.

Over the next 60 days, Meditrust anticipates filling the chairman and CEO positions, reviewing and approving a modified investment and operating strategy for The Meditrust Companies, and selecting an appropriate corporate structure through which to conduct the business activities in response to the recent paired share REIT legislation.

Said Gosman: "Following the successful completion of the acquisitions of La Quinta Inns, Cobblestone Golf Group and Santa Anita over the past nine months, I feel that I have accomplished my mission in assembling these premier assets. The Meditrust Companies is no longer just a healthcare REIT but has evolved into a business that requires complex capital markets and operating expertise on the part of whomever serves as the chairman

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**Nicklaus, ClubCorp join development forces nationwide**

DALLAS—Two of the golf industry's leading family-operated dynasties have formed a new joint venture to build, own and operate as many as three dozen Jack Nicklaus Signature courses worldwide over the next 10 years.

Officials of Golden Bear International Inc. of North Palm Beach, Fla., and Dallas-based ClubCorp said the joint venture will build three golf course products: private golf and country clubs; upscale daily-fee courses; and "The Bear's Best," a series of daily-fee courses that will feature replications of Nicklaus-designed golf holes.

Course layouts will be by Nicklaus Design. Certain projects might be co-designed by Nicklaus and other family members involved in Nicklaus Design, including son Jack Nicklaus II. The courses and country clubs will be operated by Club Corporation of America (CCA), a unit of Dallas-based ClubCorp founded by Robert Dedman Sr., and now headed by his son, Bob Dedman Jr.

The management committee for the

PERSONNEL CORNER

**Looking for Mister Good Greeter Plus**

By VINCE ALFONSO

Between 1977 and 1982, when I was general manager and head professional at Holiday Golf Club in Olive Branch, Miss., a significant contingent of Japanese golfers from the Sharp plant in Memphis, Tenn., frequented our course every Saturday and Sunday.

I cannot tell you the number of times one of them would remove a set of irons or woods from my shelf, walk to the cash register and ask this question, "Takea Veesa!?"

Of course I "took a Veesa". I also "took" Cash, Check, Master Card and American Express. I was happy to take whatever method of payment they wanted to give me.

However, if I had just been there to take their Visa or cash, etc., I wouldn't be telling you this story.

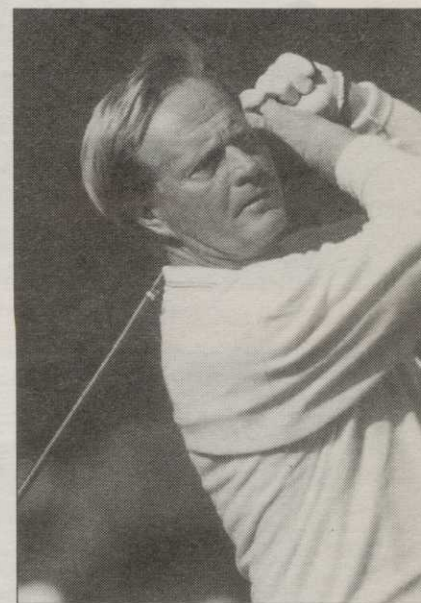
Taking their money, or any other customers' money for that matter, although essential to the business, was just a very small part of my job.

You see, my real job was to make them feel appreciated and welcome, to make them smile and have fun, to make them want to come back again and again.

One of the ways I feel I accomplished

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*Vince Alfonso Jr. is a 40-year, golf-industry veteran, president of Alfonso Creative Enterprises Inc., and owner/PGA professional at Kimberling Golf Course near Branson, Mo. He can be reached at 417-739-4370.*



Jack Nicklaus

venture includes: Ira Fenton, president of Golden Bear Financial Services; Tim Kenny, senior vice president of business development of Golden Bear International; Tom Bennison, senior vice president of new business for CCA; and Dave Richey, senior vice president of development for CCA.

The joint venture's first project is The Golden Bear Golf Club at LionsGate in Overland Park, Kan. A

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## Meditrust/Cobblestone

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and chief executive officer."

With the addition of La Quinta's hotels and Cobblestone's golf course facilities together with its healthcare portfolio, The Meditrust Companies owns approximately 800 health care-, lodging-, and golf/entertainment-related facilities and employs more than 12,000 people.

Cobblestone recently acquired Carolinas Golf Group, a Raleigh, N.C., company that operates seven courses on the East Coast.

## Rosmarin

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A 20-year golf industry veteran, Rosmarin spent 14 years working for Golden Bear. He ran the Nicklaus/Flick golf schools, was involved in public golf course development, served as president of Golden Bear Golf Centers and was vice president of Jack Nicklaus Golf Management. He most recently served

as chief executive officer of Greylock Associates, a management consulting firm where he recruited such notables as Nicklaus and NBA coach Lenny Wilkens to be featured in a business-to-business video titled "The Art of Coaching in Business."



Gary Rosmarin

Operationally, Rosmarin will work with the directors of golf at Hyatt locations "to make certain guests receive the same quality of service [on the course] that they do at the hotel. That means excellent course conditions, the best merchandise and great customer service."

Hyatt has no specific numerical goals in terms of adding courses. "We can't say we're going to double our numbers by a certain time because it takes so long to develop a quality resort," Rosmarin said. "Hyatt's a private company that looks at resorts on a case-by-case basis...We have quite a bit of activity in the Caribbean as well as some projects we are looking at in the continental United States. Hyatt Development has more projects now than it has had in many years.

"We're very close to starting construction on St. Kitts. Hyatt also has a project in Las Vegas (Henderson) that is associated with two Nicklaus courses already out there. We're building a hotel on St. Lucia that already has a golf course and we're hopeful of a management agreement down there."

Hyatt owns several of its golf properties, has management agreements on others and is affiliated with a handful that are operated by third parties. "Every situation is different because of the ownership of the properties," Rosmarin said. "Obviously, we'd like to manage the golf wherever that's feasible."

The biggest restoration involves the four courses at Cerromar and Dorado Beach in Puerto Rico. "All four are wonderful designs by Robert Trent Jones Sr.," Rosmarin said. "Over the years, as happens with most golf courses, greens tend to get smaller, bunkers change shape, drainage needs to be added. We're working with the Raymond Floyd group. The chief designer [Harry Bowers] spent many years working with Robert Trent Jones."

In terms of Caribbean development, Rosmarin said: "There seems to be more competition there than ever before. We're building resort properties in St. Kitts and St. Lucia and we're looking at Eleuthera.

"Water is always a problem [in Caribbean golf course development]. To build Tierra del Sol on Aruba, we had to run a pipeline seven miles to get the water to the golf course site. It was very costly, but we had a beautiful golf course when it was done. You get some beautiful locations in the Caribbean, if you can overcome those environmental and water issues."

# Providence is Still Number 1.

Leading superintendents rate Providence the best creeping bentgrass for the northern U.S. and Canada.



Seed supplied by United Horticultural Supply

"We chose Providence for its outstanding performance all over the U.S. and particularly in the Northeast. We established greens in the hot, dry summer of '95 and they have performed beautifully. Our new practice putting green was open for play eight weeks after seeding. My membership is very pleased with the quality of our putting surfaces."

**Bob Miller —**  
The Golf Club of Purchase • Purchase, NY



Seed supplied by L.L. Olds Seed Co.

"Providence has performed as expected; with its upright growth characteristics, fine leaf texture, uniform density and color, it has truly been a winner for us. Since the day we opened, our customers have loved the consistency and smoothness of our putting surfaces."

**Pat Shaw —**  
The Bog • Saukville, WI



Seed supplied by Professional Turf Center

"This is my fifth grow in and my first with pure Providence greens. It's a very fine, upright turf. Slightly slower to establish because of our cold and rainy fall, but now that we are maturing it's showing its true colors to be a great putting surface."

**Gregg Radak —**  
The Reserve Vineyards and Golf Club • Aloha, OR



SEED RESEARCH  
OF OREGON, INC.

**DOMINANT & DOMINANT PLUS** Creeping Bentgrass  
Blends combine the heat tolerance of SR 1020 with the cold tolerance of Providence, and our new SR 1119.