MCAA'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 (CMAA). 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.

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 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.

STAND JOIN WILSON OO

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.

Rosmarin assumes Hyatt golf reins

By PETER BLAIS


"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."

Continued on page 36

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 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.

Continued on page 36

Looking for Mister Good Greeter Plus

By VINCE ALFONSO

B

 tween 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, "Take Veesa?"

Of course I "tooka Veesa." I also "tooka" 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

Continued on page 38

Vince Alfonso Jr. is a 40-year, golf-industry veteran, president of Alfonso Creative Enterprises Inc., and owner/PGA professional at Kimberly Golf Course near Branson, Mo. He can be reached at 417-759-9797. 
DOMINANT & DOMINANT PLUS Creeping Bentgrass
Blends combine the heat tolerance of SR 1020 with the cold
tolerance of Providence, and our new SR 1J19.

Continued from page 35
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.

Continued from page 35

"We chose Providence for its outstanding perfor-
mance 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

"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 smooth-
ness of our putting surfaces."

Pat Shaw —
The Bog • Saukville, WI

"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

Operationaly, Rosmarin will work
with the directors of
golf at Hyatt locations
to make certain
guests receive the
same quality of ser-
vice (on the course)
that they do at the
hotel. That means excellent
course conditions, the best mer-
chandise and great customer ser-
dvice.

Hyatt has no specific numeric-
al 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 re-
sort,” 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
during 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 al-
ready out there. We’re building
a hotel on St. Lucia that already
has a golf course and we’re hope-
ful of a management agreement
down there."

Hyatt owns several of its golf
properties, has management
agreements on others and is af-
filiated with a handful that are
operated by third parties. "Ev-
every situation is different because
of the ownership of the proper-
ties," Rosmarin said. "Obviously,
we’d like to manage the golf
golf course development, Rosmarin said: "There
involves the four courses at
Cerromar and Dorado Beach in
Puerto Rico. "All four are won-
derful designs by Robert Trent
Jones Jr.,” Rosmarin said. "Over
the years, as happens with most
golf courses, greens tend to get
smaller, bunkers change shape,
and 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 de-
velopment, 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 de-
velopment. 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 Carib-
bean, if you can overcome those
environmental and water issues."

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