USGA turns over U.S. Open mgt. reins to ClubCorp subsidiary

By Peter Blais

PINEHURST, N.C. — The United States Golf Association (USGA) has handed over responsibility for managing June's U.S. Open at Pinehurst No. 2 to an outside party — Pinehurst Championship Management (PCM).

PCM is the sports marketing and division of ClubCorp, the Dallas-based firm that owns and operates Pinehurst. PCM will be responsible for everything from handling transportation issues to developing corporate partners.

The USGA will retain control over what occurs "inside the ropes," according to the USGA's Tim Moraghan, who oversees course preparation for Open events for the USGA Rules and Competition Committee. "Outside the ropes," said PCM head Jon Wagner, "everything with regard to operations, presentation, and volunteer coordination will be done by PCM. Inside the ropes, we will receive guidance from the USGA and do as they tell us."