Arizona management company poised for changes

By PETER BLAIS

SCOTTSDALE, Ariz. — A new name and a new mission. The Masters Group, a Scottsdale-based course management firm, has changed its name to MorningStar Golf International. MorningStar currently operates Great Eagle Golf Club in Surprise and Prescott Golf & Country Club in Prescott. The company hopes to add five courses to its portfolio in the next 12 months, according to Vice President Robert Berkman.

"We're positioning the company to expand and acquire new properties, and we're in the process of doing an equity raise," said MGI President Doug Remy, who predicted rapid and strong growth for the 5-year-old firm.

The new equity will allow MorningStar to focus its expansion efforts on underperforming, mid-tier courses, i.e. green fees between $25 to $60.

"We want to provide good, consistent service at the mid-tier," Berkman said. "Figuring out how to do it with the right economics is where we think there is some opportunity. You need to buy the courses at the right price with the right demographics around it. The service component, if done correctly, can really change and maximize the economics of the golf course."

In addition to Great Eagle and Prescott, MGI also managed the Mountain View Golf Club for Arthur Anderson & Co. as court-appointed trustee, and provided consulting services for the San Marcos Golf & Country Club.

Continued on page 29

Private club launched in Mich. resort area

By PETER BLAIS

OSCOMMON, Mich. — Developers of a private country club community centered around a Tom Weiskopf-designed 18-hole course opening this summer are hoping to attract Detroit-area executives and professionals interested in purchasing second homes at the gateway to Northern Michigan's recreational playground.

Tom Barrett, Jerry Petersen and Payne Palmer have developed second-home, master-planned communities in Scottsdale, Ariz. (Desert Highlands and Troon Golf & Country Club), Payson, Ariz. (Chaparral Pines and The Rim), Seattle (McCormick Woods) and Scotland (Loch Lomond).

Forest Dunes represents their first effort in a Snow Belt area.

"You really have to think about developing amenities like ice skating, and being able to change over the pro shop to cross-country skiing and snowshoeing," Barrett said of the new venue. "We'll have buses bringing kids skiing at Boyne Mountain on Saturdays and Sundays. We need to promote other forms of recreation at a four-season resort."

"Golf runs from May through mid-October. We're so far north and west in the time zone that most of the summer you can tee off at 5:30 p.m. and still get in 18 holes."

The lot sale program, which is similar to ones the developers have used else-