

SIGNET MOVES ON ATLANTA

ATLANTA — Chestatee developers McRae & Stolz and partner Brian Ferris have selected Signet Golf Associates to manage the community's golf club. Chestatee's 18-hole, daily-fee course is being designed by Denis Griffiths and is slated to open late this spring.

TSC

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Shop Operations survey.

In addition to Diamond Back and Wachesaw Plantation, TSC also manages John Daly-designed Wicked Stick Golf Links and Deer Track Golf Resort in Myrtle Beach, River Bend Links in Tunica, Miss., and the Country Club of Beaufort (S.C.). The firm also has a consulting/management contract on

a course in Black Lake, Mich.

"We're trying to grow at a deliberate pace," Schaal said. "We'd like to grow at a couple courses a year for three to five years... And we are looking at properties outside of the Carolinas.

"The consolidation trend [in the golf industry] will continue. Our company strategy is to be sensitive to alliances wherever we can. We're also building alli-

ances when we do new projects. That's the case in Myrtle Beach and unilaterally across the country. We're allying ourselves with golf courses similar to the ones we operate in Myrtle Beach, plus the accommodations people.

Schaal, Steven Taylor and F. Darrell Childers are the three principals in the Myrtle Beach-based firm. The three originally teamed up as investors in Wicked

Stick, where they also consulted during construction and assumed management when the course opened in 1995.

Schaal has more than 25 years experience as a golf course owner. He is a PGA pro, past president of the PGA of America and has been involved in the ownership and operations of Deer Track, Indigo Creek Golf Club, Wicked Stick, Cotton Creek Golf Club and Country Club of Beaufort.

Taylor, with more than 25 years of business experience, anchors the management side of TSC. His expertise is in business planning, budgeting and financial management, with experience in golf course construction, maintenance and management.

Childers' expertise is in personnel and resources. He has more than 20 years experience in the day-to-day operations of golf organizations.

The firm provides any level of service from feasibility studies to turnkey design-build-manage agreements.



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Cobblestone

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Texas: The Hills CC, Live Oaks Golf Course and Yaupon Golf Course at the Clubs of Lakeway, Austin; Whitestone GC, Benbrook; Stonebridge CC and The Ranch CC, McKinney; Trophy Club DFW, Dallas/Fort Worth; Lost Creek Golf Course, Aledo; and Woodcrest CC, Grand Prairie.

American Golf was allocated 23 courses. National Golf acquired ownership of 20. The American Golf properties are located in Arizona, California, Georgia, Texas and Virginia. They include:

Arizona: Ahwatukee CC, Phoenix; The Foothills GC, Phoenix; The Lakes at Ahwatukee, Phoenix; Red Mountain Ranch CC, Mesa.

California: Balboa Park GC, San Diego; Carmel Mountain Ranch, San Diego; Eagle Crest GC, Escondido; El Camino CC, Oceanside; Saticoy Regional GC, Ventura; The Vineyard at Escondido, Escondido.

Georgia: Trophy Club of Apalachee, Dacula; Trophy Club of Atlanta, Alpharetta.

Texas: Blackstone GC, Frisco; Los Rios CC, Plano; Pecan Grove Plantation CC, Richmond; Ridgeview Ranch GC, Plano; Thorntree CC, Desoto; Sweetwater CC (2 courses), Sugar Land; Woodlake CC, San Antonio.

Virginia: Brandermill CC, Midlothian; Kiskiack GC, Williamsburg; Virginia Oaks GC, Gainesville.

GEI, an American Golf subsidiary, operates Sweetwater Country Club. Blackstone Golf Club in Frisco, Texas is to be built.