

BRIEFS



MADISON NAMES NEW PARTNERS

MADISON, Wis.— Bill Reller and Steve Stumbras have become partners in Madison Golf and Development Group's ownership. Reller, a PGA member, is director of golf operations. Stumbras is director of food and beverage operations. Both will continue in their respective capacities. Madison Golf's portfolio includes three golf facilities plus residential and commercial developments in and around the Madison area. An additional 27-hole, daily-fee facility with residential lots in the town of Verona is currently in the development stages.

CMAA'S SINGERLING GIVEN NEW TITLE

ALEXANDRIA, Va.— The Club Managers Association of America (CMAA) has changed the title of its executive vice president, James Singerling. The CMAA board voted to amend Singerling's title to executive vice president/chief executive officer, a title that more appropriately represents Singerling's capacity at the CMAA national headquarters. "Jim's performance as CMAA's executive vice president was the catalyst for this change in title," said CMAA President Paul Skelton.

Epani introduces one-stop shop for IT purchases



Photos such as The Woodlands Course at Craft Farm in Gulf Shores, Ala. available on OnTee.com.

CARBONDALE, Colo. — Epani, Inc. has announced an autumn roll-out of its comprehensive information technology (IT) system, OnTee.com.

OnTee.com claims to have signed on 5,000 European courses and has hundreds of U.S. facilities signing on each month. Founded in 1994, Epani is the official IT provider to national golf federations in Sweden, Denmark, Norway and Finland. Epani has also secured contracts and commitments from golf associations in England, Scotland, Ireland, Wales, Germany, Austria, Spain and Iceland.

OnTee.com provides course owners and operators a range of Internet-based IT tools and solutions: a private golf media network, a worldwide family of web sites, a multi-channel tee-time reservation system, a suite of course management software products, and state-of-the-art messaging to communicate these offerings to golfers.

"We're intent on simplifying the IT equation for course owners and operators, while at the same time expanding their horizons to the cost and promotional benefits our system makes possible," said OnTee.com's U.S. President Gary Barr. "Golf's IT market is crowded and confusing; there are so many new

vendors out there, most of them peddling individual products that don't work with each other and are basically unproved. We're a single vendor, so our products are fully integrated."

The services that comprise the OnTee.com network fall into five main categories, which may be employed as a wholly integrated system or in parts. They include:

- Private Golf Media Network — Multiple television screens at the golf course show golf and health tips, travel and business videos, and live streams of local and global information, all transmitted via the Internet. While the OnTee.com network is similar to CNN's Airport Network programming, a local screen area allows each course to provide marketing information about its facility; a global area downloads up-to-the-second news, stock quotes, sports scores and weather.

- Worldwide Family of Cross-Promotional Web Sites — OnTee.com provides a localized web site for every region where the system is employed. Each site provides local course news, regional features and the ability to complete tee-time, travel and merchandise purchase transactions. These sites also feature photos by Mike Klemme, a founding partner in

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Clubhaus makes play for PGA European Tour Courses network

By TREVOR LEDGER

Clubhaus PLC, the British-based golf course management company, is looking to expand its portfolio (and put a sizable dent into its reported bank facilities of £40 million) with its £25 million bid for PGA European Tour Courses PLC — a valuation of 40 pence per share.

While some 32 percent of the company's shares are in the hands of institutional and private investors, the remaining 68 percent is shared between International Management Group (19 percent), PGA European Tour (19 percent) and ClubCorp (30 percent).



ACQUISITIONS

Somewhere in among all the financial spaghetti is a 4.5-percent personal holding by American Golf Corp. Owner and Chairman David Price.

Initial responses from PGA are disparaging toward the bid as Rudy Anderson, managing director of Surry-based ClubCorp explained: "Following a meeting of the board of PGA European Tour Courses, at which we were obviously represented, the board notified Clubhaus that their preliminary approach to evaluate the possibility of making an offer for the company has not received the support of either the board of the company's principal shareholders. We consider that [the bid] materially undervalues the company and the board doesn't wish to take it any further."

The lure of the PGA company is obvious: valued at 90 pence per share at its launch in 1996, the company has traded around or below 30 pence pretty much ever since. This despite the fact that PGA's portfolio contains Woburn Golf & Country Club, Quinta do Lago in Portugal, Kunsangen in Sweden and PGA Golf de Catalunya in Spain — as

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ClubLink adds to Montreal cluster

KING CITY, Ontario — ClubLink Corp. has purchased 50 percent of Quatre Domaines Golf Club in Montreal, a 36-hole daily-fee facility designed by architect Graham Cooke.

ClubLink has subscribed for treasury shares representing 50 percent of Golf des Quatre Domaines, Inc., whose other shareholders include the family of contractor Robert Dion and developer Gilles Debut, both of Montreal. The facility is on a 346-acre site leased until 2073 from the municipalities of Blainville, Mirabel, Boisbrind and Ste-Therese, which jointly own the property.

The first 18-hole course — a par-72, 6,780-yard layout — opened in May along with a practice range and a three-hole academy course. Construction on the 7,100-yard second course, also designed by Cooke, is to begin this fall. It is scheduled to open in June 2001.

Quatre Domaines is ClubLink's second course in Montreal, following the acquisition of private Cedarbrook Golf Club in Ste-Sophie in March. Quatre

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ClubCorp takes over Mexico's Palmilla

DALLAS — ClubCorp Resorts has acquired the management contract for Palmilla, an oceanfront property on the Sea of Cortez in Los Cabos, Mexico.

"We have long been interested in expanding our resort division to the Latin American market," said Robert Dedman Jr., ClubCorp president and CEO. "In addition to the Los Cabos location giving us a very exclusive address, the resort is rich with history and the golf is known as tough and almost distractingly beautiful."

GS Emerging Market Real Estate Fund L.P. retains ownership of Palmilla. ClubCorp Resorts assumed management of Palmilla effective July 1.

Palmilla sits on 900 acres on the southern tip of the Baja Peninsula.

The resort is home to a Jack Nicklaus Signature-designed course. The Palmilla Golf Course, which opened in 1992, was Nicklaus' first in Latin America.

An expansion of the Palmilla course will bring the total number of holes to 27. In addition to the existing Moun-



Palmilla has become a ClubCorp property.

tain Nine and the Arroyo Nine, the Ocean Nine is under construction and is expected to open in the fall.



Fairway Oaks Country Club (above) in Abilene, Texas, is one of several properties Fore Star Golf has acquired in the past few months. Fore Star plans to spend \$1 million on irrigation and clubhouse renovations. Fore Star also purchased Mesa del Sol, an 18-hole course with nine Arnold Palmer-designed holes in Yuma, Ariz., and is developing Sonoma Ranch, a Cal Olson design under construction in Las Cruces, N.M., that is scheduled to open next April.

## Casper to manage upstate N.Y. track

VICTOR, N.Y. — Billy Casper Golf Management (BCGM), Inc. will provide turnkey management services to private Cobblestone Creek Country Club here in upstate New York.

BCGM will direct clubhouse operations, marketing and public relations, membership sales, turf management, personnel staffing and training, food and

beverage, merchandising, and financial management programs.

Cobblestone Creek opened in 1991. Cobblestone Creek shares several invitation-only members with nearby Oak Hill Country Club.

Cobblestone Creek's 18-hole, 6,973-yard, par-72, course was chiseled through 400 acres by architects Dr. Michael Hurdzan and Craig Schreiner.

## OnTee.com

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OnTee.com's U.S. operation.

- Multi-Channel Tee-Time Reservation System — This Internet-based reservation system gives courses control over their inventory and pricing, while allowing golfers to reserve slots via the Internet, phone-activated system, cable TV system or the old-fashioned way.

- Management Software — OnTee.com offers integrated software systems that handle club management, course management, consolidated buying, tournament management, association and handicap management.

- Broadcasting Notification Services — OnTee.com keeps golfers in the loop regarding tee-time availability, course information and e-commerce promotions via wireless messaging to mobile phones, palm-top devices, e-mail or fax stations.

OnTee.com's comprehensive approach to IT also means providing course owners with a built-in multimedia marketing and promotional program. The program includes a presence on the World Wide Web; a direct-mail campaign to golf course users; the private TV network with programming slots dedicated to course promotion of facility offerings (food and beverage, retail); a direct connection to local hotels, travel agencies and tourist bureaus; and cross-selling of each facility nationally and internationally through the private TV network and OnTee.com web sites.

Courses which participate in the OnTee.com network are able to pool their buying power via OnTee.com's consolidated buying service, whereby course equipment and maintenance materials can be purchased in bulk, meaning lower prices from manufacturers.

The Consolidated Buying Service also allows pro shops to more effectively compete with off-site discount operators.

The cost for the OnTee.com service is \$500 per month per course with discounts available for associations and multi-course operations.

Based in Carbondale, OnTee.com is an Internet information and service company concentrating solely on the golf industry. OnTee.com, which also maintains offices in Orlando, Minneapolis and San Francisco, is the U.S. partner of the Swedish firm, Epani, Inc.



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