

BRIEFS

eteetime.com names Raney new president

Internet tee time provider tops 160 courses with Walters Golf Management additions

By PETER BLAIS

LA QUINTA, Calif. — William Raney has been named president of eteetime.com, a growing Internet-based tee-time service provider that recently topped the 160-course client mark with the addition of five Walters Golf Management facilities located in Las Vegas.

Raney will direct eteetime.com's worldwide sales, marketing, administration, technology, financial management and customer-service initiatives.

Raney has considerable experience in the Internet industry and had been a consultant to eteetime.com since February 1999. Previously, Raney held an associate position with Rader Reinfrank & Co., a Los Angeles-based Internet and telecommunications private equity fund. While at Rader Reinfrank & Co., Raney focused primarily on the firm's Internet-related transactions. He also worked at Whittier Trust Co., an asset management and private equity company based in Los Angeles.

Through www.eteetime.com, golfers secure real-time, tee-time reservations over the Internet 24 hours a day. Courses also use eteetime.com's proprietary eetesheet software as a tee sheet management tool, as well as to sell a number of otherwise unfilled golf rounds with www.eteetime.com as their booking agent.

It is one of only a handful of golf tee-time reservation software programs written in Java script, one of the codes easiest

read by computers.

Among the 160 courses in the eteetime network are facilities in the United States, Mexico, Canada, Argentina and Puerto Rico. They include:

- Walters' Stallion Mountain Country Club, Desert Pines Golf Club and Royal Links Golf Club in Las Vegas.
- More than 50 courses in California, Nevada and Arizona ranging from Johnny Miller-designed Badlands Golf Club (Las Vegas) and the Arnold Palmer-designed Tahquitz Creek Resort (Palm Springs, Calif.) to the value-oriented Kokopelli Golf Course (Gilbert, Ariz.) and Eastlake Country Club (Chula Vista, Calif.).
- Garland Resort's four, 18-hole courses in Northern Michigan.

According to Executive Vice President Michael Stone, eteetime.com started three years ago with the idea that selling tee times on the Internet was fine, but if courses and golfers didn't end up on an electronic tee sheet that was at least as good as paper and pencil, then the sys-

tem wouldn't work. After considerable research, the company launched its site in January 1999.

Stone claims his firm's site is the easiest electronic tee sheet for golfers to use. "We want to make this as easy as possible for the course and the golfer," he said.

A course must list at least two tee times a day with www.eteetime.com. It may make available its entire tee sheet or any number in between. In addition to public facilities, some private clubs make a limited number of rounds available. Northern California's private Granite Bay, for instance, sells some Monday rounds to the public.

Stone said eteetime.com will take reservations as far as 90 days in advance. Typical golfers reserve tee times three weeks ahead of time. The company pre-pays the course a week before the golfer shows up to play.

The firm makes its money by charging the golfer an additional fee per round (usually roughly 10 percent over the going rate) or the course may pay eteetime.com a commission ranging from 15 to 20 percent of the pre-sold green fee rate.

Stone said the company may go public at some point, although raising capital has not been a problem because of the firm's state-of-the-art technology and quality management. In addition to Raney, Chief Executive Officer John Hoffmaster is a former top executive with Info USA of Omaha and several other successful Internet ventures.

The company plans to have 8,000 courses signed on within five years, Stone

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NEVADA HONORS REVERE AT ANTHEM

HENDERSON, Nev. — Gov. Kenny Guinn and the Commission on Tourism in Nevada recently granted The Revere Club at Anthem in Henderson



the Tourism Development Award. The Tourism and Development Award is presented annually to businesses that strengthen the

state's tourism by adding appeal to the out-of-town visitor while helping create additional jobs for the area. The Revere Golf Club at Anthem was designed by golfer Billy Casper and architect Greg Nash and is the first of three new high-end, daily-fee courses planned for Del Webb's Anthem Community, located in the southeast corner of the Las Vegas Valley.

WORLD WOODS, IGM STRIKE DEAL

LAKELAND, Fla.—International Golf Maintenance, Inc. (IGM) recently reached a multi-year, multi-million-dollar agreement with World Woods Corporation to provide maintenance services at World Woods Golf Club, Southern Woods Golf Course and Sugarmill Woods Golf Course. It is the largest volume maintenance agreement ever executed by IGM.



MARICLE NAMED CFO AT DPC

ORLANDO, Fla.—Michael Maricle has been named chief financial officer of Diamond Players Club (DPC), a golf brand and management company. Maricle will direct all corporate financial control and planning systems. He is also a member of the DPC Board of Directors. Maricle will continue to head his own certified public accountant firm in Clearwater, which he established after serving in financial management positions with several prominent corporations, including, Sears, Roebuck.

TWO SC COURSES HIT MARKET

NEW YORK — Kennedy-Wilson Inc., a real-estate investment, marketing and property management firm, has been hired to sell the Charleston Golf Portfolio. The Pine Forest Country Club and the Crowfield Golf and Country Club are both located in Charleston, S.C. and feature 18-hole layouts.

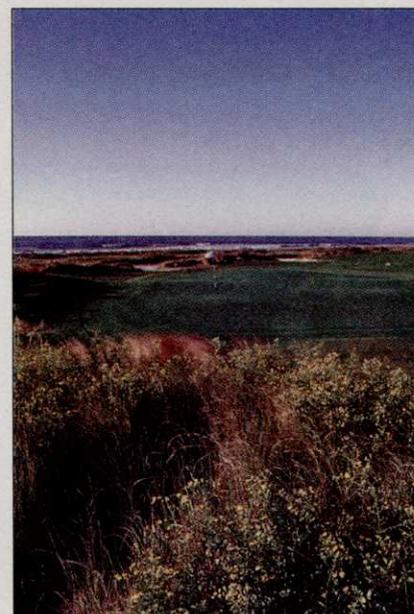
Ocean Course earns NGCOA top course honor

CHARLESTON, S.C. — The National Golf Course Owners Association presented its 2000 Course of the Year Award to the Ocean Course at Kiawah Island at an awards dinner held during the NGCOA 2000 Annual Conference in Fort Lauderdale, Fla.

To be eligible for the Golf Course of the Year Award, a course must demonstrate four criteria: exceptional quality of the course; exceptional quality of the management; outstanding contribution to the community; and significant contribution to promotion of the game.

Pete Dye designed the Ocean Course at Kiawah Island, located 45 minutes from Charleston, along a secluded stretch of the Atlantic Ocean. In 1991, the United States recaptured the Ryder Cup in the match remembered as the "War of the Shore." In 1996, The Ocean Course hosted the 43rd World Cup of Golf.

"The Ocean Course meets all of the criteria for consideration," noted Mike Hughes, NGCOA executive director. "Obviously, it's a great course. But as



Ocean Course at Kiawah Island.

a leader in the industry, The Ocean Course has also helped give back to the community by hosting numerous charitable events and helping grow the game. It is very deserving of the distinction."

Superintendent George Frye — in concert with Dye — is always looking for ways to make the course more playable, the experience more enjoyable. Their efforts have led to the course's designation as a Certified Audubon Cooperative Sanctuary.

ClubLink enters London, Ontario market with Greenhills purchase

KING CITY, Ontario, Canada — ClubLink Corporation has agreed to purchase all the assets of Greenhills Golf & Country Club in London, Ontario, from the Simpson family and related corporations. The transaction is dependent on certain third-party conditions.

Greenhills features an 18-hole course that winds through mature forest and valley lands on



ACQUISITIONS

London's southwestern perimeter. The club also includes a clubhouse with banquet seating for 200, a nine-hole academy course, the Greenhills Golf Dome for indoor practice, a pool, eight indoor tennis courts and five outdoor clay courts. The tennis facilities will be leased back to the Simpson family.

"We are pleased to make our initial acquisition in London, a strong financial

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Fairway Systems launches Internet site

ENGLEWOOD, Calif.— Fairway Systems, Inc. recently launched an Internet-based reservation system with the support of a \$15-million capital infusion.

The product, to be branded under the E-Golf moniker, comprises three modules: "I," the Internet Edition, offering golf courses the opportunity to pub-

lish tee times on the Web free of charge; "S," the Standard Edition, an electronic tee sheet and POS solution for a single course, including Internet access; and "P," the Premium Edition, a comprehensive golf software solution designed for multiple courses operated by a single owner, regional destination or

management company.

The Internet strategy was developed by Organic, a San Francisco-based Web integration firm. The theme of the site will be about "getting things done on the Web relating to golf."

The site will offer direct, real-time access to a vast aggregation of tee time inventory initially targeting 20 metropolitan areas within seven countries

TSC RESHUFFLES MANAGEMENT DECK

MYRTLE BEACH, S.C. — TSC Golf Inc., a Myrtle Beach-based management company, has made some upper management changes. Steven Taylor has been named chief financial officer and Scott Baugh as the assistant chief financial officer. Darrell Childers has been named chief operations officer with Janet Friddle Danehart as assistant chief operations officer. Jennifer Paumier has been promoted to director of accounting. TSC Golf is a design/build and management company that is managing several Grand Strand area courses.

GolfSwitch signs on with GolfServ

SCOTTSDALE, Ariz. — GolfSwitch, a maker of tee time connectivity software, has signed an agreement with GolfServe Online Inc., a provider of personalized golf content and services to 180 Internet sites, giving course owners access to potential customers.

The agreement means golfers can use GolfSwitch when they book tee times online through all GolfServ syndication partners, which include Internet sites like CNN.com, chipshot.com and USATODAY.com.

GolfServ will use GolfSwitch's software to add tee time reservations to its existing services that allow golfers to track their handicap and playing performance, find detailed information on 20,000 golf courses worldwide, and obtain private lessons from golf professionals.

More than 250 courses now have the ability to broadcast their tee times with GolfSwitch marketing partners such as America West Airlines Vacations, Delta Airlines Dream Vacations, Pam's Golf, Resort Suites of Scottsdale, and PGA.com. GolfSwitch software enables marketing partners to access and book tee times at multiple golf courses in multiple cities in real time.

eteetime.com

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said. He expects to strike agreements with some major, multi-course operators sometime in the near future.

"I think any operator with more than 50 courses will have signed up with an Internet partner before this summer," Stone said. "They can't afford to get too far behind."

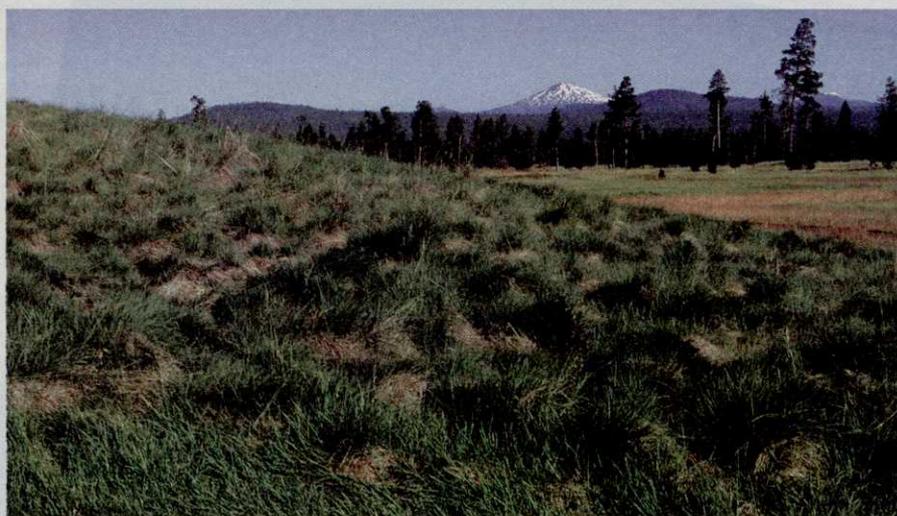
"The convenience factor is unbelievable," he added. "Nobody likes calling the pro shop only at designated hours and waiting on hold to make a tee time. This way you can book your tee time on the Internet early in the morning or late at night and be done with it."

"The days of having to call or make sure your buddy is at the pro shop at a designated time are disappearing." ▽

GOLF COURSE NEWS

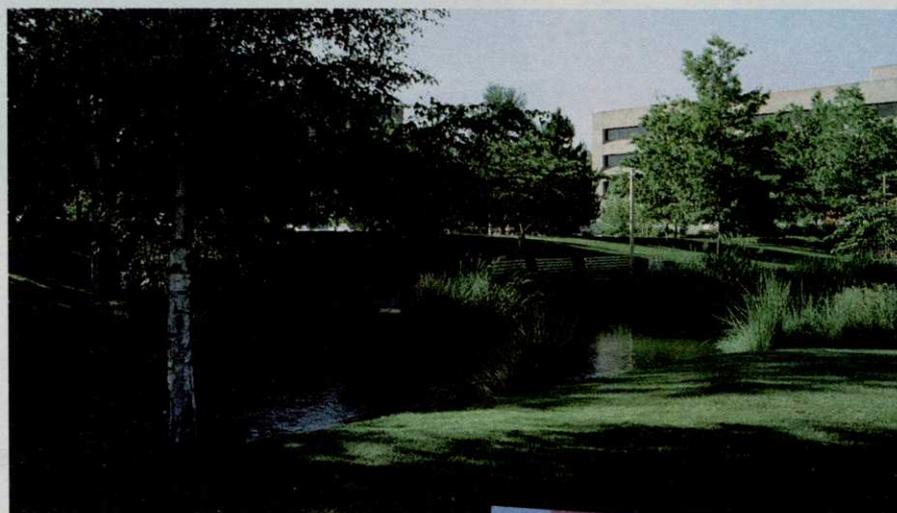
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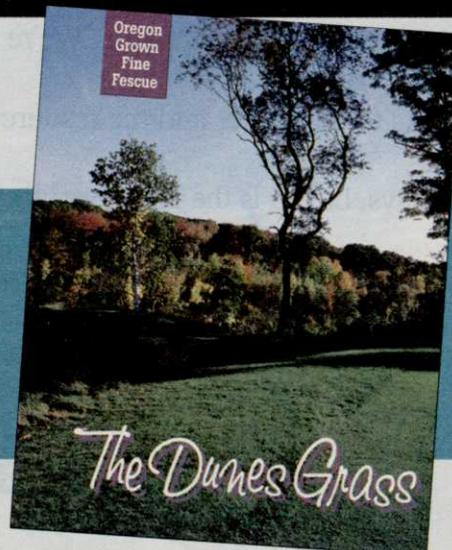


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