**ClubLink making moves in Canada, U.S.**

Toronto firm, GolfNorth join forces to pursue public golf market

**BRIEF**

PHOENIX, Ariz. — Kathy Bryant, a 30-year golf and hospitality industry veteran, has been named vice president of sales and marketing for Phoenix-based Intrawest Golf. Bryant will be charged with managing the marketing strategies for Intrawest Golf’s owned and managed facilities. For the past 10 years, Bryant has served as vice president of marketing for Western Golf Properties, Inc., where she oversaw the marketing efforts of 25 company-managed golf facilities. Prior to Western Golf Properties, Bryant served as general manager for The Pinery Country Club in Parker, Colo.

**Troon Golf moves on Japan**

By PETER BLAIS

OKYO — Troon Golf, which recently opened a new office here, is poised to acquire six to eight Japanese golf courses within the next year and possibly three times that many over the next few years, according to Chairman and Chief Executive Officer Dana Garmany.

“Our expansion into Japan is a natural extension of Troon Golf’s global strategy,” explained Garmany. “We are confident that our 12 months preparation for this move will allow for a smooth transition into this new market.”

Garmany believes up to 40 percent of Japan’s 2,500 golf courses — as many as 900 golf facilities — may change hands over the next few years, a belief that prompted Troon’s entry into the island nation’s golf market. Troon affiliate Troon Golf Japan will be the company’s operating arm in Japan. Shareholders in the venture include Medallist Golf Developments, a joint venture between Greg Norman and Australia’s Macquarie Bank, along with Goldman Sachs & Co. and Starwood Capital.

“This initiative presents my partners and me with the opportunity to establish a solid foundation for bringing our products and services into the world’s second-largest golf market,” Norman said. “I believe the Japanese golf and investment markets will embrace management groups to address some significant ownership and membership issues which exist in these golf investments.”

**Doral contract renewed for Yamaha golf cars**

NEWNAN, Ga. — The business relationship between KSL Properties and Yamaha Golf Cars grew stronger recently when the two companies reached an agreement for replacing all 375 golf cars at the Miami resort’s five golf courses.

The agreement also involved Yamaha providing an additional 1,600 golf cars and 120 utility vehicles to support PGA Tour’s Doral-Ryder Open, the nationally televised event which was held on Doral’s Blue Monster in February.

Doral is part of KSL, which also owns La Quinta Resort & Club and PGA West, near Palm Springs, Calif., and Grand Traverse Resort on the shores of Lake Michigan.

KSL also owns KSL Fairways, which owns and operates 28 golf facilities with 30 courses. Last year Yamaha and KSL reached an agreement to replace all 5,000 golf cars over the next five years.

**Lyon Golf adds sixth course to portfolio**

In addition to Prescott Lakes Golf Club, Lyon Golf also manages The Karsten Golf Course at Arizona State University in Tempe, Chaparral Pines Golf Club and The Rim Golf Club in Payson, and Black Forest Reserve Golf Club in Colorado Springs, Colo. The company also owns and manages The Cotton Fields Golf Club in Laveen, Ariz.

For more information on Lyon Golf contact 602-953-6653.
CMAA
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want to do is develop a certification program for the entire facility.
"Right now we're focused on golf courses. But now that we have club managers thinking about the entire complex, we want to develop a program that would provide Audubon Cooperative Sanctuary Program certification for the entire club. If a club has a golf course that is already certified, it's part way down that track.
CMAA and the Golf Course Superintendents Association of America have also asked Audubon to develop a certification program for individuals. "Our certification currently is for the property," Dodson explained. "Both organizations would like to see Audubon come up with a program that would eventually lead to an Audubon certification for both a club manager and a golf course superintendent."
CMAA Executive Vice President Kathy Driggs said CMAA has mailed the audit to all its members and enclosed a partnership form asking whether clubs intended to participate.
"We've been very pleased with the number of partnership forms we've gotten back," she said. "We want to make this [audit] available to the National Golf Foundation, National Golf Course Owners Association and other groups willing to share their mailing lists with us. Any facility can obtain the audit by simply calling CMAA [703-739-9500]."
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ClubLink/GolfNorth
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dar Creek Golf Club (nine holes) in Woodstock, Fairview Golf Club (nine holes) in Fergus, and Belwood Golf Club (18 holes opening this year) in Fergus. All these courses will now be marketed as GolfNorth by ClubLink.
ClubLink and GolfNorth members will have reciprocal playing privileges at GolfNorth by ClubLink.
ClubLink has also agreed to purchase an additional $2 million of debentures under certain circumstances. The debentures have a five-year term and are convertible at 30 cents per share, subject to an increased conversion price after March 24, 2001, based on GolfNorth's financial performance.
Justin Connidis and Susan Hodkinson, senior officers of ClubLink, have joined GolfNorth's board of directors. ClubLink has also been granted a five-year option to acquire the GolfNorth shares held by Al Kavanagh, GolfNorth's founder and president, which represent approximately 70 per cent of the issued and outstanding shares of GolfNorth. Kavanagh is entitled to require such purchase upon conversion of the debentures.
ClubLink President and Chief Executive Officer Bruce Simmonds said: "ClubLink is pleased to enter this strategic relationship with GolfNorth, which provides us with greater penetration into the fast-growing Southern Ontario golf market. The alliance allows GolfNorth to benefit from synergies with ClubLink while focusing on operating and marketing mid-market nine-hole and 18 hole courses.

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we believe. There are probably some others planning on doing it. But it's a pretty gutsy move. We debated it and had a mandate from our board to study the Japanese market for quite awhile before we made a big move.
The Australian market was a pretty easy decision. We had some good partners and big investors in our company who knew the country. We felt that was a good place to take a couple American expatriates who could do a good job for us.
Troon will open a London office this summer that will be the base for its European expansion.
"But all of Europe is not as big a market as Japan," Garmany said. If you look at the hotel model, like a Four Seasons or Ritz Carlton, you want to be represented in those major areas. But you wouldn't be represented as deep into the European market as you would be in the United States or Japan."

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