Platinum Golf Properties enters course management fray

BY JAY FINEGAN

FOUNTAIN HILLS, Ariz. — Managers from The Golf Club at Eagle Mountain and Augusta Ranch Golf Club have formed a new course management company, Platinum Golf Properties LLC, headquartered here in suburban Phoenix.

The three principals — Jay Pennypacker, Kevin Smith and Tracy Herbst — have 40 years of combined experience in the golf industry. They start with two courses: Eagle Mountain, here in Fountain Hills, and Augusta Ranch, in Mesa, Ariz. The new partners are actively searching for daily-fee facilities to add to their portfolio.

Financial support is being provided by Communities Southwest, developers of Eagle Mountain and Augusta Ranch.

As director of golf operations and acquisitions, Pennypacker is in charge of daily operations for Platinum’s existing facilities. He also will evaluate the opportunities for adding new courses to the portfolio.

A class A member of the PGA and director of golf for Eagle Mountain and Augusta Ranch since 1999, Pennypacker was a member of the University of Arizona’s NCAA championship team in 1992. “We’re excited about expanding our portfolio, utilizing the systems and attention to detail that have proven successful at both facilities,” he said.

Kevin Smith, CGCS, serves as director of agronomic services and construction. He’ll take charge of new course construction and course maintenance practices. A graduate of Michigan State’s turfgrass management program, Smith is a strong proponent of environmentally conscious management. He is currently president of the Cactus & Pine Golf Course Superintendents Association of Arizona.

As director of marketing and business development, Tracy Herbst will take charge of all marketing functions at each Platinum property. She also will explore acquisition targets. Additionally, she is responsible for developing the company’s brand identity.

A marketing graduate of the University of Oregon, Herbst logged time in advertising sales for national golf publications before joining the crew at Eagle Mountain in 1996, when the club opened. She will use her experience to detail that have proven successful at both facilities,” he said.

Delta Hotels signs management pact with ClubLink

BY JAY FINEGAN

KING CITY, Ontario — Under a wide-ranging agreement between ClubLink Corp. and Delta Hotels, Delta will manage ClubLink’s four golf resorts in the Muskoka region north of Toronto. The two parties also have agreed for Delta Hotels to build a 250-room hotel and conference center at ClubLink’s prestigious Glen Abbey Golf Club in Oakville, Ontario.

In addition, Delta Hotels has purchased a two-year option to acquire the conference center site at ClubLink’s 54-hole Rolling Hills Golf Club in Markham, Ontario. Moreover, the arrangement includes a reciprocal marketing agreement offering Delta Hotel guests preferred access to ClubLink’s daily-fee golf courses in Ontario and Quebec. It also provides ClubLink with additional marketing opportunities.

John Johnston, president of Delta Hotels, said it was clear from the early negotiations that “there was a synergy and a compatibility between our two companies, and it’s very clear to us that Delta’s guests are going to benefit significantly from this partnership.”

Delta, headquartered in Toronto, is the largest first-class hotel company in