

BRIEFS

INTRAWEST NAMES McLAUGHLIN

PHOENIX, Ariz. — Intrawest Golf has appointed James J. McLaughlin to director of business development. In this position he will be responsible for identifying Canadian development and management opportunities as well as providing assistance in meeting strategic objectives of golf management. McLaughlin has served as director of the Canadian Golf Tourism Alliance as well as on the board of directors of PGA British Columbia. Previously he was vice president and general manager of golf operations for Wesbild Holdings.

EGOLFCAPITAL.COM LAUNCHES

HOUSTON — Egolfcapital.com, a vertically integrated finance organization offering global financing of golf course capital equipment and golf course projects, is open for business. The company provides golf industry buyers with a turn-key, fully integrated package of project financing, capital acquisition and off-lease equipment disposition. The company is actively providing financing in the areas of golf cars, maintenance equipment, Global Positioning Systems technology providers and project financing. A web site for online e-financing will be rolled out in the near future.

DORAL GOLF RESORT HIRES TWO PROS

MIAMI — The Doral Golf Resort and Spa has named two new head professionals to manage all five golf courses and tournament activities. Scott Davey will work with membership and events and will oversee course assistance personnel and golf shop operations. Andy Green will oversee golf tournament office operations, outside staff and driving range operations.

CLUB CAR SIGNS WITH INTRAWEST

AUGUSTA, Ga. — Club Car has entered an exclusive five-year national account agreement with Intrawest Golf. Intrawest, which owns and operates twenty golf courses, also develops and operates village-centered resorts in cold and warm weather destinations such as Blackcomb Ski Resort and Sandestin Golf and Beach Resort. The agreement calls for Club Car to provide golf cars, utility vehicles and guest transportation vehicles to Intrawest resorts. Club Car will also provide training and marketing support to the Intrawest Golf Group.

SunCor Golf to offer management services

By ANDREW OVERBECK

PHOENIX, Ariz. — After nearly two decades of managing courses developed by its parent company, SunCor Development Co., SunCor Golf is planning to expand operations and offer golf management services to courses in the Southwest.

"We have pretty much stayed within our plan of building a golf course community, retaining it and managing it," said Tom Patrick, vice president of golf operations for SunCor. "But we are at a point now where we feel good about going out and doing it for other clients."

For years, SunCor Golf, which currently manages six courses in Arizona and one in Utah, has been getting a large number of requests to manage other facilities.

"It is time to get into golf," said Patrick. "I just wanted to wait until we had the staff in place and knew that we could do it. The market is attractive right now because everything seems to be moving towards management."

Patrick plans to develop SunCor Golf's management team without expanding corporate staff. "We have everyone in place. I have a philosophy that we can do it with the people that we have. We will not go out and create this giant," he said.

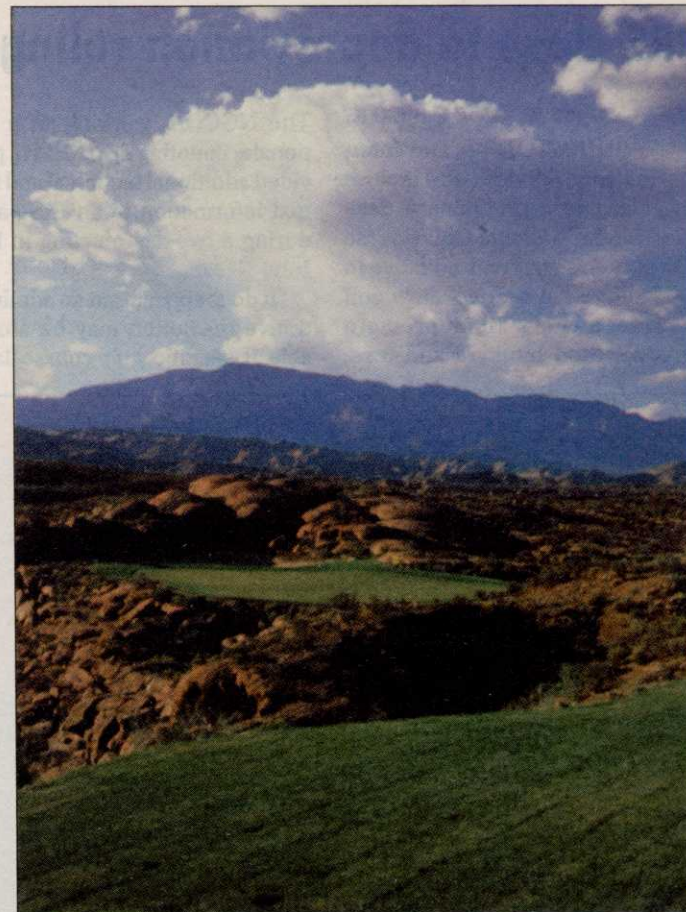
Instead, Patrick is emphasizing training and working with existing staff at the new clubs. This strategy will be tested at Phoenix's Club West Golf Club in which

SunCor Golf purchased the controlling interest this past August.

"At Club West we will utilize existing staff and do some retraining. Ninety-five percent of the staff is staying," he said. "We usually find that most places have really good people, but they just lack direction and they need some training. It is really not that difficult."

SunCor Golf will continue to build one or two courses per year, said Patrick. "We just finished Coral Canyon Golf Club in St. George, Utah, and we start construction at Stoneridge Golf Course in Prescott this month," he said.

Patrick also expects that the company will add only one or two management contracts a year. "We want to be able to do a first-class job," he said. "And I don't think you can do that if you



SunCor Golf's newest development, Coral Canyon Golf Club in St. George, Utah, opened Sept. 16.

grow too quickly."

SunCor Golf will focus mainly on the Southwest but will not rule out other opportunities. "We will look at Mexico and possibly the Orient," said Patrick. "We will go elsewhere, but it has to be the right situation."



The TSC Golf-managed Wicked Stick Golf Club in Myrtle Beach, S.C.

TSC Golf adds to Myrtle Beach stable

By ANDREW OVERBECK

MYRTLE BEACH, S.C. — TSC Golf, based here, has taken over the management of Myrtle West Golf Club and Rolling Hills Golf Club, bringing its total of Myrtle Beach courses to six. TSC principal Darrell Childers points to increased competition in the area as the reason for the company's continued growth.

"Whether we like it or not, it is getting tougher for a single course operator to maintain a competitive edge," he said. "Through economies of scale, whether it has to do with marketing or other ex-

penses, the more courses you have that can come together and take advantage of price discounts, the more the bottom line benefits."

TSC has national sales agreements with apparel, food service and course equipment companies in order to get the best prices for its course owners. "For example," said Childers. "The superintendents got together and bulk-ordered all the seed for overseeding. That all goes to the bottom line—an individual course owner does not have those opportunities."

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Internet venture streamlines inter-club 'reciprocity'

DALLAS — Reciprocal privileges, which permit a member of one club to use the facilities of another, enjoy a long history among private clubs. Processing charges for a member of one club at another club, however, has often been an accounting hassle. A start-up called RecipNet promises to make things a lot easier.

Dallas-based RecipNet, utilizing Internet technology, allows clubs to not only verify a visiting member's home-club status instantly, but also be paid for that guest's expenditures within three business days.

The company, which has raised \$1.6 million in equity financing, was slated to go operational Oct. 1.

"Under the old way of doing business, just getting reimbursed for reciprocal charges could literally take months," said RecipNet founder and CEO Don Williams. "Our system passes those charges directly through to the guest's home-club master RecipNet account. The guest's home club then bills its member just as though the charges were made right there at

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Golf Partners ready for action

By ANDREW OVERBECK

SCOTTSDALE, Ariz. — Pooling the extensive experience of four golf industry veterans, developer and management expert Marvin French has established Golf Partners Worldwide LLC, a firm that will consult and manage golf course projects from start to finish.



Marvin French

Golf Partners has a depth chart that any National Football League team would kill for. The firm includes: business and real estate lawyer Steven Zavodnick, hotel administrator and real estate broker John Miller, Master Greenkeeper and agronomist Gary Grigg, and golf course and association consultant Edward

Gowan.

The company will focus its efforts on managing a golf course project from day one all the way through to opening day. "We would like to find a developer that says 'find the pieces and manage the project through the development process,'" said French.

"We think we can do two to three projects a year," he continued. "We want to do a good job and not get spread too thin. The purpose of forming this company was not to go out, grow like crazy and have a lot of employees. The purpose was to come together and see what we could do in golf."

Once a project opens, Golf Partners' involvement will likely end. "We are willing to help the owner

hire management personnel and put together standard operating procedures, but we don't want to manage long term," said French.

THE RENOVATION MARKET

As new construction is tailing off, French anticipates that the renovation market will begin to expand.

"With all the new product out there, a lot of the product needs help," he said. "There is a lot of renovation potential. There are a

lot of good courses out there that need just a little attention to keep up."

French expects that much of this renovation work can be done in house. Gary Grigg, who has been involved in the construction and grow-in of more than two dozen golf courses, is looking forward to working on these projects. "My role will be as an agronomist

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TSC Golf

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However, cost savings is not the only issue.

"As courses are getting closer and closer to each other in terms of playability and high maintenance standards, the gap between high- and low-end courses has narrowed," Childers said. "To survive, customer service has to be a priority. This means that there must be individual training for each segment of the operation, from the bag drop to the pro shop to the first tee."

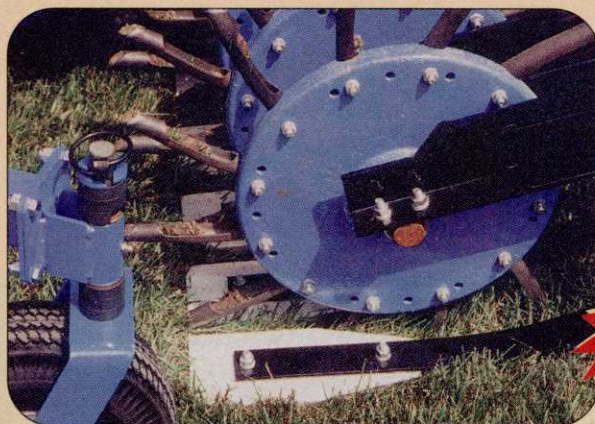
At Rolling Hills, TSC's first move will be to bring course maintenance back up to speed. "We are on a six-month plan to get the agronomic practices back up, improve weed control and purchase better and new equipment," said Childers. In addition, the clubhouse and grounds will get a facelift and the course will get new golf cars. At Myrtle West, clubhouse renovations are planned along with some minor changes on the golf course.

Despite the competition, Childers feels Myrtle Beach is still a strong market. "The increase in the number of accommodations being built in the area, combined with the slow down of courses being built, means that we are in a catch up period and the growth is filling out," he said.

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Outside of Myrtle Beach, TSC is managing three other projects through design and construction. One is in the Dallas area and the other two are in Virginia. Construction at each site is due to begin later this fall or early this spring.

GOLF COURSE NEWS

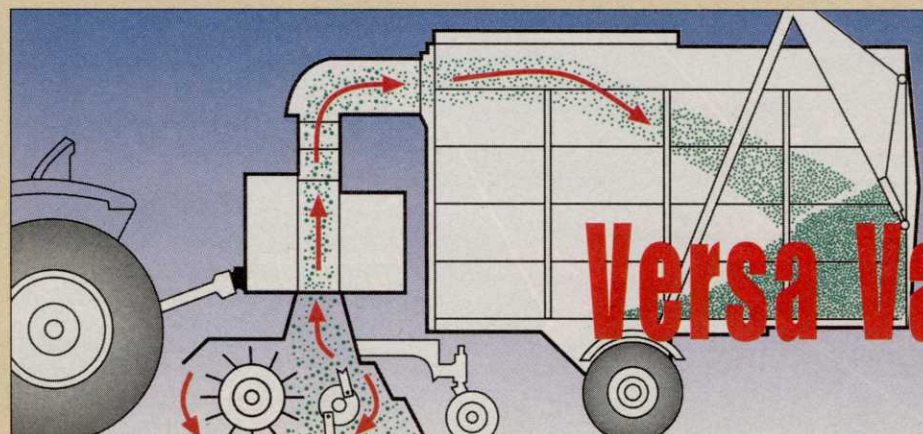


ONE PASS TURF GLIDE DESIGN



Goossen's New Turf Glide design provides a unique one-pass aeration process that leaves a smooth, playable surface.

Goossen's Versa Vac utilizes a specially designed, spring tension Turf Retainer located between each row of core extractors. The Turf Retainers glide along the surface of the turf while the cores are being extracted, maintaining a smooth, playable surface. The aerator head consists of 120 spoons which form a 5-inch grid with each 58-inch-wide swath, providing ample aeration for most soil types.



The Core wheel extracts the plugs while Turf Retainers hold the remaining turf in place. Then counter-rotating flails pulverize the cores while the powerful vacuum fan lifts thatch into the hopper and leaving the soil behind as a top soil dressing.



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