has appointed James J. McLaughlin to this position he will be responsible for identifying Canadian development and director of business development. In providing assistance in meeting stra- 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.”

SunCor Golf will continue to build one or two courses per year, said Patrick. “We just finished Coral Can- yon Golf Club in St. George, Utah, and we are currently in a process of building Stonebridge 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 grow too quickly.”

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

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 South- west.

“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.”

SunCor Golf was vice president and general manager of golf operations for Wesbild Development Corporation, which is the parent company of SunCor Golf. McLaughlin has served as director of business development for SunCor Golf as well as on the board of directors of PGA British Columbia. Previously he was vice president and general man-
RecipNet to simplify reciprocity agreements

Continued from page 29

their club, except they can now be billed in the current billing cycle. The host club gets its money for these charges within three days."

**STRONG INITIAL INTEREST**

There are more than 8,000 private clubs in the United States. The exact number of reciprocal transactions between these clubs is unknown, but industry experts agree it is "well into the thousands per day," Williams said. "These charges have been an incredibly difficult problem for private clubs for decades."

Williams, who has spent his career in the private club industry, also founded both ClubTec Corporation and The Private Club Advisor (TPCA). To run RecipNet, he has brought in a CPA and former auditor with Arthur Young & Co. named Lee Larimore, who has spent the past 16 years with Colonial Country Club in Fort Worth, Texas, where he served as controller and information systems manager.

"As I've explained the RecipNet concept to our friends managing clubs around the country, they've said, 'Count us in,'" Larimore noted. "As clubs sign on, getting them up and running will take very little time or effort and no formal training." Already, he said, some 500 U.S. clubs have signed up for the service, and inquiries have come in from Japan. "Our plan is to add 10 to 15 clubs a day," he said.

For clubs, the service requires no upfront investment. RecipNet's revenues will come from $15 monthly service fees for member clubs, along with fees of $1 per transaction and a handling charge ranging from $1 to $5.

Larimore said the economics should appeal to club managers. The traditional method of capturing and billing reciprocal charges can be so labor-intensive and costly, he said, that some clubs simply throw away reciprocal charges of less than $10. "With Recipnet, no charge has to go unbillled," he added. "By maintaining a clearinghouse over the Internet, we've taken all the phone calls, journal entries, receivables, payables, guesswork and hassles out of reciprocal charges.

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