Heritage adds five high-profile courses to management portfolio

By JAY FINEGAN

SAN DIEGO — Heritage Golf Group, a San Diego-based owner and operator of premier private and daily-fee golf facilities, has added five new courses to its portfolio through management agreements of five years or more.

Heritage will manage Angel Park and The Legacy, both in Las Vegas, Nev.; Langdon Farms Golf Club in Portland, Ore.; Trophy Lake in Port Orchard, Wash.; and Washington National in Auburn, Wash.

Four of the five are 18-hole courses and the fifth, Angel Park, is 45 holes.

All five courses are owned by O.B. Sports, of Kirkland, Wash. "We'll manage them under the O.B. Sports umbrella," said Heritage executive vice president Gary Dee, "and they will concentrate on the management contracts they have for eight golf properties owned by other companies or individuals."

"The new properties offer premium golf experiences in resort-style settings. "Our goal is to have the Heritage name associated with the finest golf facilities in the country," said Bob Husband, president and CEO. "To be able to bring on five courses of this caliber at once is truly exciting for us. This transaction is an important step, not only because of the quality of these facilities, but also for our increased exposure in new markets."

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Miami firm launches 'golf only' Internet recruitment site

MIAMI — GolfSurfin Inc., based here, has launched the world’s first online job recruiting site dedicated exclusively to the golf industry. The site serves as a comprehensive job board strictly concentrating on jobs in the golf industry, listing everything from golf pro to caddy to manufacturer’s sales rep.

Currently, the site features job openings at some of the leading clubs and resorts in the United States and Canada, as well as many of the industry’s top manufacturers of golf equipment and apparel.

Striving to be the “Monster” job board of the golf industry, the Web site is loaded with high-end features while maintaining an easy-to-navigate format. "If it is golf-related, we will post it,” says CEO Michael Schlesinger.

Schlesinger, a lawyer and avid golfer, founded the company together with his wife, Dawn Schlesinger, who already runs a successful recruitment firm, after discussing her frustration at having to pay in order to search the jobs at other sports-related online job boards.

“We started the board after it became clear that the golf industry lacked a central source for candidates to search for,” he said, "and for employers to post jobs."

FREE FOR JOB SEEKERS

Unlike other online job boards catering to the sports industry, GolfSurfin.com

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Each property provides distinctive experiences for guests. Angel Park, for example, offers two highly acclaimed 18-hole championship courses designed by Arnold Palmer. The Legacy, one of Las Vegas' most talked-about courses, was recently chosen by Golf Digest as one of the top 10 courses to play in Nevada. Langdon Farms features a farm theme with the “Big Red Barn” clubhouse, which was named best new clubhouse by Crittenden magazine in 1996. Washington National, an upscale, 18-hole daily-fee/resort golf club, features a University of Washington theme. And Trophy Lake, with its captivating views of the Olympic Range and Mt. Rainier, was recently named the third-best daily-fee course in the state of Washington.

"It's a privilege to be associated with these properties," said Dee. "We are very proud to be the new operators of these facilities, and we will manage them with the greatest attention to detail and a relentless focus on providing high-quality guest service."

The five new Heritage properties join Hamilton Mill Golf Club in Dacula, Ga.; Polo Golf & Country Club in northern Atlanta; and Talega Golf Club in San Clemente, Calif., as part of Heritage Golf Group's growing portfolio of golf facilities.

TALEGA, A CASE IN POINT

Talega is a good example of the quality Heritage seeks in a golf property. Open only since last month, it has already been nominated for "Best New Public Course" by Golf Digest.

The 18-hole, par-72 layout was designed by PGA Tour star Fred Couples, along with Brian Curley of Schmidt-Curley Design, based in Phoenix, Ariz.

The Talega track meanders through 208 acres of manicured fairways and features such naturally scenic areas as an oak-forested canyon, a series of lakes, and views of lush, rolling hillsides. Heritage owns and operates the club.

"The course is quite diverse," said Gary Dee. "Players will find the first six holes significantly different from the next six, which in turn differ a great deal from the final six. Sometimes lakes, running streams or waterfalls are the hazards. Other times it’s the rugged natural terrain itself."

Along with the visual appeal, coastal breezes off the Pacific, just minutes from the course, combine to create exceptional aesthetics. Golf rates for residents of Orange County and San Diego County are $125 weekdays, $155 on Friday and $185 on weekends and holidays. Non-residents pay $150, $200 and $225 respectively.

SPANISH COLONIAL CLUBHOUSE

Talega will feature a 13,500-square-foot clubhouse, designed to emulate the Spanish Colonial architectural style of historic San Clemente. Scheduled to open in mid-2001, the clubhouse will include a grill, banquet and group space, as well as a well-stocked golf shop.

Heritage Golf Group is led by Bob Husband, former founder and CEO of the highly successful Cobblestone Golf Group.

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at number 11 on its list. "It is a true links layout and a great one at that," said designer Baker-Finch. "From the minute we saw the land, we knew we could do something good with it, but the finished product exceeded even our expectations."

Troon Golf will also manage two new Norman designs set to open over the next 18 months in Australia—the Vintage Golf Club in the Hunter Valley region of New South Wales, and Brookwater Golf Club, the first newly built golf course in the Brisbane area in nearly three decades.

Troon's initial foray into the Australian golf market occurred in April 1999, when it took over the golf operations center at Yarra Yarra Golf Club, the Alister MacKenzie-designed gem in Melbourne's prestigious sandbelt region. Yarra Yarra will host the 2001 Women's Australian Open.

Troon Golf currently represents more than 75 golf courses in 14 American states and nine countries.