

## BRIEFS

### DUNCAN TAKES OVER AT HERITAGE PALMS

SCOTTSDALE, Ariz. — Western Golf Properties has named Randy Duncan the director of golf for Heritage Palms Golf & Country Club in Indio, Calif. Prior to joining the company, Duncan was head golf professional at the Westin Mission Hills Resort and Mission Hills North in Rancho Mirage, Calif.

### SINGLETEETIMES.COM LAUNCHES

OAKLAND, Calif. — In an effort to help single golfers find tee times more efficiently, a new Web-based company, SingleTeeTimes.com, has been launched. The Web site solves the single player problem by creating an online community of individual golfers who share pre-arranged tee times. "Golfers from all over the U.S. and Canada can make pre-arranged tee times for two or more players, post it on the site and make the additional spots available for others," said president Ron Jackson. A single player can then search the database for the time and location he wants and join the group. Players who register with the site can also receive e-mail notifications listing available tee times in their local area.



### SARTAIN TO HEAD GOLFBUSINESS.COM

TAMPA, Fla. — Jim Sartain has been named CEO and president of golfbusiness.com. Previous to joining the golf distribution company, Sartain was CEO of the Meadowbrook Golf Group. The company, launched last year, has relationships with more than 100 suppliers and 5,000 golf courses throughout the United States.

### SCHAFFER NAMED HEAD PRO AT SUNRIDGE CANYON

FOUNTAIN HILLS, Ariz. — SunCor Golf has named Joel Schaffer as its new head golf professional at SunRidge Canyon Golf Club here. Schaffer, who has worked at courses in Arizona, Colorado, and Wisconsin over the past seven years, will assist in supervising golf course operations, budgeting, merchandising, training employees, planning tournaments and promoting the club.

## 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."

Continued on page 48



The 8th hole at the Talega Golf Club in San Clement, Calif., built and managed by Heritage Golf Group. The course, designed by Fred Couples and Brian Curley, opened last month.

## Troon opens three courses in Australia

SCOTTSDALE, Ariz. — Troon Golf has announced the opening of three new golf courses in Australia. The new facilities "down under" all debuted on *Golf Australia* magazine's "Top 25 Resort Courses" list for 2001, released in the January edition.

Glades Golf Club opened in December and is the highest-ranking Troon Golf property on the list. Owned by an investment group led by Ian Baker-Finch, the Glades is an 18-hole Greg Norman-designed layout nestled in a creekside valley on the Gold Coast of Queensland.



Another newly opened Troon Golf property is Pelican Waters, also a Norman design. This 18-hole facility, located near Golden Beach, Queensland, features an extensive lake and wetlands system on the front nine, while the back nine lays out in a links format.

The third course — Golf Club Kennedy Bay — is scheduled to open at the end of January. *Golf Australia* debuted the course

Continued on page 48

## Diamond Players Club rolls out new division, builds portfolio

By JAY FINEGAN

LONGWOOD, Fla. — Diamond Players Club, a golf brand and course management company spearheaded by Arizona Diamondbacks pitcher Todd Stottlemyer, has formed a new division to focus on landing management contracts that might lead to future course acquisitions.

The new unit, DPC Management Services, is being run by managing partners Dan Burdette and Cathy Martell. Both will report to company president W. Douglas White. It already has one contract to operate the soon-to-open Legends Course, in a Lennar Homes development in Clermont, Fla. DPC also managed construction of that course, which opens this winter.

An 18-hole, 6,766-yard championship track, the semi-private Legends was designed by golf architects Clifton, Ezell & Clifton. The 400-acre site will include some 700 homes.

The company already owns and manages DPC Clermont, an 18-hole, 6,900-yard layout near Or-

## 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 golfequipment 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.

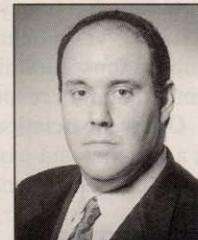
Schlesinger, a lawyer and an avid golfer, founded the company together with his wife, Dawn Schlesinger, who already runs a successful recruitment firm, after discussing her frustration at having to pay in order to search the jobs at other sports-related online job boards.

"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."

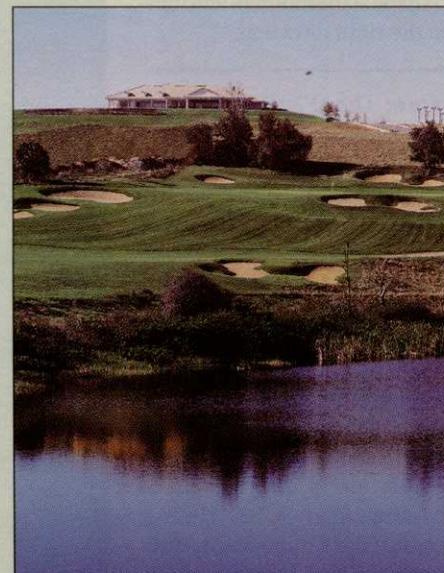
### FREE FOR JOB SEEKERS

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

Continued on page 49



Michael Schlesinger



The 9th hole at DPC Clermont, playing 425 yards from the tees, requires a tough carry over water on the tee shot and a steep uphill second shot to the green.

## GolfSurfin.com

Continued from page 44

does not charge a fee to job seekers. The fees are paid by the companies posting the jobs.

"The site is absolutely free to those who are seeking employment, thus encouraging a large pool of golf-career-minded prospective employees from which to choose," said Dawn Schlesinger. In turn, she added, the prospect of a greater pool of qualified and highly targeted candidates, together with a posting fee of \$80 for 30 days, results in a win-win combination for golf industry employers.

*'This site is absolutely free to those seeking employment'*

— Michael Schlesinger

Employers who subscribe to this service gain immediate access to hundreds of resumes posted on the site, and candidates may post their resumes free of charge. Additionally, they may apply for listed openings with a simple click of a button, which immediately forwards the resume by e-mail directly to the company posting the job. If the employer posting the job prefers, a completely anonymous e-mail address may be set up in order to further screen candidates.

### **JOBS STAY POSTED FOR 30 DAYS**

One of the most popular features of the board allows job seekers to check-off criteria for their ideal job. The information is then synthesized by GolfSurfin.com, and an e-mail is dispatched advising the candidate whenever a job that meets the criteria is posted.

Posted jobs remain online for up to 30 days, during which time they may be modified, edited or deleted as necessary. "While other job boards will automatically renew the openings if they are not instructed to remove them, GolfSurfin.com maintains a policy that is exactly the opposite. Jobs are removed automatically unless we are instructed to extend the posting," Dawn Schlesinger said, "which keeps the job openings on the board from becoming stale, since they are constantly being updated."

### **PRESCREENING OPTIONS**

For a nominal fee, GolfSurfin.com also offers additional, technologically advanced features, including pre-screening of job applicants through an individualized test written to meet an employer's specific needs. The test must be passed in order for the candidate to apply for the particular job opening, ensuring that employers

aren't swamped by unqualified candidates.

In addition, GolfSurfin offers traditional recruiting services both on a retainer or contingency basis. "By offering these additional services, GolfSurfin.com is able to act as an online recruit-



ing department for companies not wishing to incur the cost of maintaining their own webmaster," said Dawn Schlesinger. "Even if they already have their own website, it would take a painstaking amount of time on their part to generate the type of

traffic and high visibility that our website has achieved."

### **SUPPLEMENTING PGA'S BOARD**

"Our goal is not to compete with other free boards offered by the likes of the Professional Golfers Association, but rather to supplement them," said Michael Schlesinger. "From my experience, the golf industry gains when there is more than one avenue for job seekers to

use.

"Job seekers attracted to our site are experienced in the golf industry, and we're spending tremendous marketing sums to ensure that we draw industry-specific candidates to the site," he added. "That's why our board has swiftly filled with every variety of job available in the golf industry, not just that of golf pro." ■



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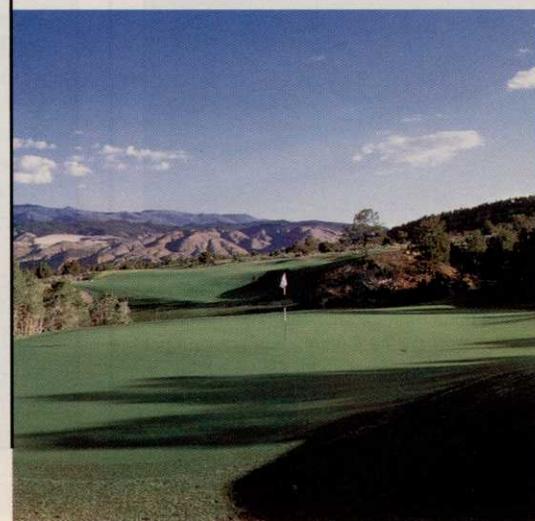
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