

BRIEFS

SUMMERS NAMED HEAD PRO AT JOHN DALY COURSE

MYRTLE BEACH, S.C. — TSC Golf, based here, has named Rion Summers as the new head golf professional at John Daly's Wicked Stick Golf Links. Summers previously served as head pro at Diamond Back Golf Club in Loris, S.C. He has worked at TSC Golf-managed courses for four years. For a period of one year prior to working at Diamond Back, Rion was the first assistant at Wicked Stick.

VONA MOVES UP WITH MARRIOTT

ORLANDO, Fla. — Marriott Golf has appointed Dan Vona director of golf at The Frog at Georgian Resort in Atlanta. Vona, who was hired as the club's head professional last September, will replace Tom Gray, who has accepted the director's job at the company's Camelback Golf Club in Scottsdale, Ariz. A graduate of Penn State, where he captained the golf team, Vona joined Marriott Golf in 1991. He previously served as head professional at The Golf Club at Marco, on Marco Island, Fla., where he set the course record in 1993.

RED TAIL GC JOINS KEMPERSPORTS FOLD

NORTHBROOK, Ill. — Red Tail Golf Club, a private 18-hole course in Avon, Ohio, near Cleveland, has become part of the KemperSports-managed portfolio. The company began operating the Robert von Hagge layout in the spring. "KemperSports has worked throughout the years to create a balanced portfolio of golf facilities," said KemperSports CEO Steve Lesnik. "Part of that equation includes private clubs." Melinda Maltezos has been named general manager at the Red Tail complex. Eventually, more than 600 homes will be built when the 400-acre master-planned community is completed.

MCKINNEY ADVANCES AT PALMER GOLF

ORLANDO, Fla. — Arnold Palmer Golf Management has named Glen McKinney regional director for the Mid-Atlantic region. In two years with Palmer Golf, McKinney has ascended from general manager of the Penderbrook Golf Club to area manager to his most recent promotion. McKinney will oversee Palmer Golf's private Crofton Country Club and Walden Golf Club, as well as the region's daily-fees Bay Hills Golf Club and Penderbrook Golf Club.

Going Barefoot: Landmark Golf East opens big

By JAY FINEGAN

MYRTLE BEACH, S.C. — Landmark Golf East has signed aboard as long-term manager of the star-studded quadruplex called Barefoot Resort and Golf here, which features courses by Davis Love III, Greg Norman, Tom Fazio and Pete Dye.

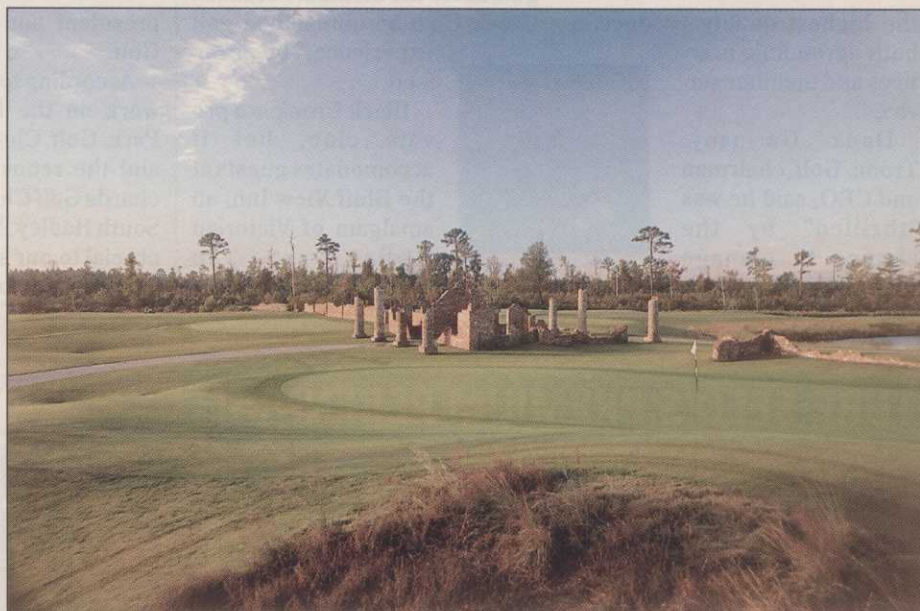
"After visiting the project, we knew Barefoot was something that Landmark wanted to be a part of," said Buzz Gill, president of Landmark Golf East (LGE), an affiliate of Landmark Golf Co. "The scope of this project and the quality of the golf courses makes Barefoot Resort very special."

According to Gill, LGE will run every aspect of golf operations, from pro shops and clubhouse functions to course maintenance. He also plans to introduce a membership program for the semi-private Dye Course. Beyond that, Gill intends to set up a homeowners' membership system at the three resort courses — those designed by Norman, Fazio and Love.

All four courses are also open to the public. The primary market consists of players visiting the area on golf package tours. "People on packages make up 95 percent of the play in Myrtle Beach," Gill said.

GIGANTIC RESIDENTIAL PROJECT

The four layouts, which opened last year, will serve as the nucleus of a gigantic residential project. The owner of the 2,500-acre property, Silver Carolina Development Co., plans to build 23 different communities with more than 1,000



The Davis Love Course at Barefoot features 'instant' ruins of a 17th century plantation house.

homesites and 4,000 multi-family homes.

The developer also plans to build a 'city within a city,' with exclusive resort hotels, open-air cafes and shopping venues with atmospheres inspired by Savannah's Riverfront, Charleston's Market and New Orleans' French Quarter.

Shep Guyton, vice president of Silver Carolina, said Landmark's track record made the choice easy. "Landmark's experience in the management and operation of golf courses in order to positively impact the surrounding real estate development is unmatched," he claimed. "When you consider the best real estate projects of the last 20 years, the commit-

ment to quality and service demonstrated by Landmark sets the standard for everyone else."

EAST COAST PRESENCE

Landmark Golf East is a newcomer to the area. Last February, Gill and two vice presidents — Tom Sullivan and Joe Huff — moved to Myrtle Beach from Landmark Golf's main headquarters in Indian Wells, near Palm Springs, Calif. They set up shop in Myrtle Beach, landing Barefoot as their first client.

"We felt we really needed a presence on the East Coast, rather than being 3,000 miles away," said Gill, who formerly ran

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Troon Golf adds 'retro' Black Creek to management portfolio

By JAY FINEGAN

SCOTTSDALE, Ariz. — Troon Golf never seems to rest. The fast-growing golf course management firm has added yet another client to its portfolio.

The newest member of the Troon fold, Black Creek Club in Chattanooga, Tenn., features a number of intriguing holes packaged in a "traditional" golf course design. Designed by golf architect Brian Silva, and built by Stein Construction, Black Creek shows strong evidence of the influence of Charles Blair (C.B.) Macdonald and Seth Raynor, as the course repeats such classic golf holes as Redan, Cape, Short and Punch-Bowl, which were signatures of their design styles.

"There is more to creating a traditional golf experience than mere appearance," Silva said. "It's one thing for a course to look old school; it's quite another for a course to play that way.

"At Black Creek," he said, "all the design elements and strategies are

there. The bunkers, for example, are certainly retro in their appearance, but it's their placement, their integration into the golf hole and landscape, that influences decision-making. That's what Raynor did so well, and that's what we've done at Black Creek."



The 16th at Black Creek Club, a 417-yard par-4 known as the "Spine"

Layout features range from deep bunkers surrounding the greens to blind shots and large green complexes. The fairways pose a challenge unfamiliar to the modern day "grip-it-and-rip-it" golfer, in that choices need to be made to avoid the strategically placed deep-faced fairway bunkers. The Black Creek, for which the course is named, comes into play on holes nine and 18.

"While creating this masterpiece, it was evident that we had to offer our members the best golf experience each time they play," said Doug Stein, Black Creek's founder. "We are very excited to have engaged Troon Golf due to their proven ability to deliver

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Donahue, Hamill headline promotions at Palmer Golf

PONTA VEDRA BEACH, Fla. — Brian Donahue and Chris Hamill have been named vice presidents of Palmer Golf, headlining a slew of changes at the course management firm.

As vice president of sales and marketing, Donahue will continue his day-to-day work with the sales and marketing teams in the field. In addition, he will assume more long-term strategic planning responsibilities within the sales and marketing department.

In his short tenure with Palmer Golf, Donahue has championed the decentralization of the sales and marketing efforts. In addition, he has been an important part of the effort to implement the "Palmer Values."

Hamill advances to vice president of development, where he will evaluate new business opportunities. As the most traveled Palmer Golf team member, Hamill "has consistently demonstrated one of the most selfless attitudes of anyone I've ever worked with. His impact on the Palmer Golf portfolio is often in a behind-the-scenes manner," said Tim Tierney,

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Scott Brady

Barefoot

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all properties for Landmark Golf.

Landmark Golf and its eastern cousin are not to be confused with Landmark National, of Upper Marlboro, Md. "We all used to work together in the old Landmark days," Huff explained. "But today Landmark National is indeed a separate company. As they kept the Landmark name,

so did we."

FIVE-STAR PORTFOLIO

Courses in the Landmark Golf portfolio include Oak Tree Golf Club, La Quinta Hotel and Golf Resort, PGA West, Carmel Valley Ranch and Mission Hills Resort—all in California. Landmark also owns the famous "Skins Game," played at Landmark Golf in Indio, Calif.

In addition, the firm recently opened Oak Quarry, in River-



Seven holes on Norman Course parallel the Intercoastal Waterway

side, Calif., and manages a club called Mojave Resort, in Laughlin, Nev.

"Those are all four- and five-star facilities," said Gill. "We're here on the East Coast to uphold that standard. We're looking at some acquisition or management opportunities in Florida, Georgia, Kentucky and Tennessee. And there's a lot of opportunity to go in and create and develop our own sites.

"We're not a management company as much as a golf development company," he added. "But we will manage and put our name on a project that lives up to our standards in quality and service."

Clubhouse construction at Barefoot is still under way. The semi-private Dye Course will run out of one clubhouse, expected to be open in December, offering views of holes nine, 10 and 18. The three "resort" courses will share another clubhouse, opening this month.

FOUR COURSES, NONE ALIKE

Each of the four courses sports a unique identity.

Architect Pete Dye, using a site with exceptional elevation changes, created a visually stunning design studded with "dye-abolical" pitfalls. Water comes into play in several areas. Waste bunkers threaten errant shots on almost every hole. The Dye Course is "self-contained" — all streets and homes are external. The par-72 layout stretches an impressive 7,343 yards.

The Fazio Course, a "low country" layout, is filled with live oaks, pines, sand, wetlands and native grasses. Water features can be found on 15 holes. The course is a par 71 and plays 6,989 yards.

LOVE AMONG THE RUINS

The 7,200-yard Norman Course features seven holes along the Intercoastal Waterway. Norman applied his philosophy of allowing "bump and run" approaches to the greens, giving players a range of options.

The Love Course was recently rated the sixth "Best New Upscale Golf Course" by *Golf Digest*. The striking layout features generous landing areas and greens. Unique to the Love Course is a replica of the ruins of a 17th-century plantation house.

LATINO GROOMING GROUND

Gill expects to employ a 400-person workforce at Barefoot. He's had no problem recruiting workers. "We have some Latino workers here just as we do out in the California desert," he said. "These people work very hard, and they learn quickly. If the opportunity exists for us to bring them in, we do. We haven't had to go through any agencies.

"Myrtle Beach has over 100 golf courses," he said. "This of a heck of a grooming ground for them, so they migrate here." ■

GOLF COURSE NEWS

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