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MACCURRACH GOLF ON A WINNING STREAK

MacCurrach Golf Construction claimed its second Golf Course News Large Builder of the Year Award at this year's show in Dallas. Glase Golf Construction won the top prize for the Small Builder of the Year. For these stories and a show wrap-up see page 27.

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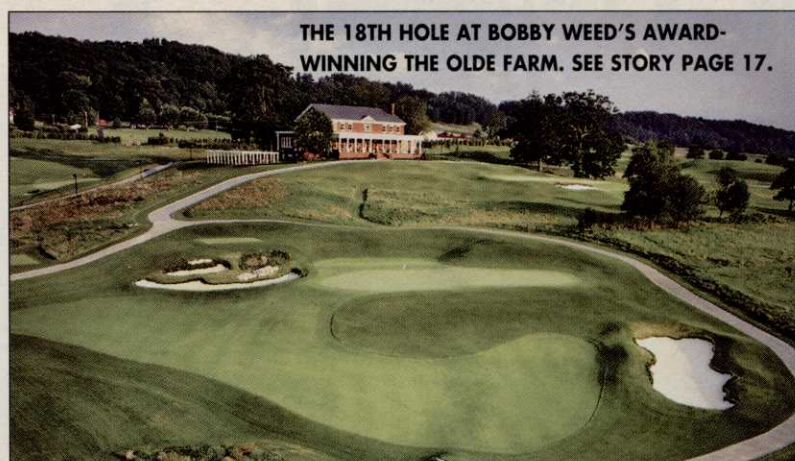
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PERIODICAL



THE 18TH HOLE AT BOBBY WEED'S AWARD-WINNING THE OLDE FARM. SEE STORY PAGE 17.

Club Car and E-Z-GO enter adaptive golf car market

By ANDREW OVERBECK

AUGUSTA, Ga. — Citing a need to make golf courses more accessible, both Club Car and E-Z-GO have unveiled plans to enter the adaptive golf car market. The market for such adaptive cars is potentially huge according to the golf car manufacturers. Of the 50 million disabled people in the United States, four to seven million are potential golfers.

Versions of the companies' adaptive cars were rolled out at both the PGA show in Orlando and GCSAA show in Dallas, much to the delight of fellow competitors in the niche business who feel the entry of the "big two" will help to validate the need for the vehicles.

"For the past five years, I have

been saying that courses need to be purchasing these cars," said Nick Pike, president of Mobility Solutions in Southington, Ohio. "With Club Car and E-Z-GO getting involved, people will take more notice of the needs of handicapped golfers."

CLUB CAR

While the other companies in the market are primarily start-ups or spinoffs from larger mobility scooter concerns, both Club Car and E-Z-GO have formed strategic alliances to get an immediate foothold in the market.



A prototype of Club Car's 1-PASS in action

Club Car's 1-PASS vehicle will be manufactured by Englewood, Colo.-based SoloRider Industries, which has nearly eight years of experience in the field.

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Ex-PGA president Addis launches Medallion Golf

By JAY FINEGAN

SAN DIEGO — Tom Addis III, president of the PGA of America in 1995 and '96, has teamed up with 14 other golf industry professionals to launch Medallion Golf, a full-service management firm. The new company, based here in San Diego, will train its marketing sights on California, Arizona, Nevada and Utah.

"My main goal is to have four to six facilities in our portfolio in the next two years, courses that we either own, lease or manage," said Addis, Medallion's president and operations chief. "We don't want to spread ourselves too thin while we're getting established. We plan to take a very hands-on approach to every project."

Addis has decades of salient experience.

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Tom Addis

Developer bulldozing new Greg Norman course

By JAY FINEGAN

SCOTTSDALE, Ariz. — In one of the weirdest reversals ever seen in golf development, a brand new Greg Norman-designed layout here, Stonehaven Golf Course, will be bulldozed back to raw earth and rebuilt virtually from scratch under a plan by Tom Fazio.

Indeed, nearly everything about the property is changing — the owner, the developer, even the name. The new course is being called Mirabel Golf Club. Where Stonehaven was a daily-fee facility, Mirabel

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View of Norman's Stonehaven, a course never to be played

Florida drought approaching crisis

By JOEL JOYNER

TALLAHASSEE, Fla. — In its third year of drought, the moisture-starved state of Florida has learned that the worst is yet to come.

Expecting little rainfall before May, as hot and dry weather patterns sweep across the region, golf courses in central Florida

will encounter more dry lake beds and harsher water restrictions.

"When the national drought people show a map of the continental United States, there's a huge bulls-eye that covers Florida from northern Orlando to

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Medallion Golf

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From 1969 to 1998, he served as director of golf at Singing Hills Golf Resort, a 54-hole complex in El Cajon, Calif., which hosted an average of 190,000 rounds per year. A career highlight was his two-year presidency of the PGA of America, a group that includes 24,000 golf professionals and Tour pros.

MULTI-DISCIPLINED TEAM

For now, Medallion consists of an association of consultants and business partners across the country, who specialize in every major aspect of golf course operation. Their areas of expertise range from design and construction to daily operations to marketing and food service.

Other disciplines covered by the team include hospitality, professional training and development

and start-up and transition operations. Two members of the team – Dave Downing and Dave Fleming – are certified golf course superintendents, and Fleming is a golf architect and licensed pest-control advisor as well.

KEY PERSONNEL

Rick Moeller, a California-based real estate broker, will serve as Medallion's vice president for acquisitions. Brad Nemeth, whose law firm handles

taxation issues, contracts, and general corporate matters, will head up the legal squad. CPA Lisa Thayer, whose San Diego practice deals heavily with golf facility accounting practices, will honcho accounting operations. And architect Larry Gabriel will handle clubhouse design and project management.

Addis's son, Tom Addis IV, currently building courses in Asia for Nicklaus Design, will

serve as chief shaper, design coordinator and construction manager, including construction personnel management.

"We're looking to team up with course owners and developers who want a hands-on approach to management, where we can come in and really be a partner with them," Addis said. "Some people have called it boutique management. A client can look at the list of professionals we have, and can pick from that menu of business people. We can help your operation in every regard, from consulting about food service to running the entire club, from top to bottom. We have that kind of talent on board."

'LIGHT AND FLEXIBLE'

Besides total ownership or management of courses, Addis also expects to pick up a lot of renovation work.

"We can assist with upgrades to make sure a course is operating at peak efficiency," he said. "It might be irrigation or drainage or playability. For example, if you need help with irrigation, Dave Fleming or Dave Downey or I would do a complete on-site analysis of the golf course, and we'd design a plan. If the owner or operator wants to go forward, we'd set up the timeline and provide whatever they'd need, including staffing. If the owner wants us to run the whole project, we'll do that. It might even involve financing of the equipment."

Golf management is not as crowded a field as many people believe, Addis said. "I think there are about 900 companies, and they manage a total of about 1,100 courses out of more than 17,000 in the country. There's a lot of opportunity."

"Our competitive advantage," he added, "is that we're light and flexible. We're not loaded with a big support staff we have to pay. And we can move fast. People really like that approach, that we can bring in experts quickly, based absolutely on need and on a cost-effective basis."

ACQUISITIONS IN PROGRESS

Addis said response to his new company has been "very positive." He already has one client on board, an 80-tee golf learning range in San Diego – Hodges Golf Improvement Center. All other properties in the portfolio, he said, will be full-fledged courses. He's currently negotiating to buy three clubs.

Addis should have plenty of potential business contacts, thanks to his PGA involvement. First elected to the organization in 1972, he garnered several major awards, including the group's highest – PGA Golf Professional of the Year – in 1989. A member of the Southern California PGA Hall of Fame, he is one of very few PGA members who has served at every level of PGA governance – chapter, section and national. ■



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