



## BRIEFS

### HERITAGE NAMES PLUSQUELLEC

SAN DIEGO — Heritage Golf Group has appointed Alan Plusquellec as general manager of Washington National Golf Club in Auburn, Wash. Plusquellec most recently was golf operations manager at Washington National. As the new general manager, he will carry the primary responsibility in managing and overseeing daily golf operations. Prior to Washington National, he was golf professional/first assistant and group services manager at Langdon Farms Golf Club in Aurora, Ore.



Alan Plusquellec

### AMERICAN GOLF UK SHUFFLES STAFF

BERKSHIRE, England — American Golf (UK) Ltd.'s managing director, Geary Leathers, will be returning to the United States office to handle regional operations in the East. Leathers will be replaced in the U.K. by David Seidl, a 15 year American Golf veteran. Seidl started his duties in February and Leathers will return to the U.S. this month. Seidl will head American Golf's expansion in 2001 with opportunities in Spain, Portugal, France, Germany and Switzerland.

### BAYMARK SELECTS STEVENSON

VIRGINIA BEACH, Va. — Baymark Construction has named Tom Stevenson director of golf for its new Arnold Palmer signature golf courses in Virginia Beach and Cape Charles. Stevenson will be responsible for membership relations, professional standards and marketing and promotion at Baymark's The Signature at West Neck and Bay Creek Golf Club.

### GOODMAN TAKES KEY POST AT TROON

SCOTTSDALE, Ariz. — Jim Goodman has joined Troon Golf as regional director of sales and marketing. With over 12 years of golf and resort marketing experience, Goodman makes the move from Mammoth Mountain Resort in California, where he held a similar position. His responsibilities will entail the positioning and promotion of the Troon Golf brand to enhance the image and operations at each Troon Golf property.

GOLF COURSE NEWS

## Total Golf adds three courses in Michigan

By JAY FINEGAN

MILFORD, Mich. — Total Golf Inc. has boosted its portfolio to 11 courses with the addition of three new management contracts. All of the company's courses are in Michigan.

Total Golf has assumed day-to-day management of Boulder Lakes Golf Club, in Chesterfield Township, along with Sleeping Bear GC and Kings Challenge GC.

Sleeping Bear and Kings Challenge both are in Cedar and are part of the Sugar Loaf Resort in northern Michigan, representing Total Golf's first foray into the Upper Peninsula. Specifically, both clubs are on the Leelanau Peninsula.

Boulder Lakes is a private country club, with a clubhouse large enough to handle more than 200 guests for weddings, retirement parties, family reunions and the like. The other two facilities are daily-fee.

The new clubs are in for sweeping changes in their top ranks, according to Jim Dewling, Total Golf's founder and president. "We usually clean house when we take over a course," he said. "We start with a whole new management team, unless there is someone who's sacred or who knows the physical plant. The superintendents are the ones I'd usually qualify as sacred, because they bring a lot of local knowledge."

### MICHIGAN GRAND GOLF TRAIL

Total Golf markets its courses under the Michigan Grand Golf Trail moniker, which rewards frequent play. Participants win prizes and awards for completing the entire "trail" in one



The 18th hole at Boulder Lakes Golf Club

year. "Our winners from last year are going on a vacation to Myrtle Beach," said Dewling.

The trail is getting longer now as Total Golf grows. "This year we'll have 10 courses on the trail," Dewling said. "Boulder Lakes will remain a private club and won't be part of that. We'll seek to expand its roster of selective membership during the coming months."

Founded in 1986, Boulder Lakes offers 18 holes of championship golf, a PGA professional staff, a first-rate pro shop, a teaching facility and the large clubhouse. The club will offer a special "senior" (over 65) and senior family membership program this year.

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The 18th hole at Redlands Mesa

## RBI to manage Redlands Mesa

LITTLETON, Colo. — RBI Golf Management has been awarded the management contract for The Golf Club at Redlands Mesa, a new Jim Engh design in Grand Junction, Colo.

"We're excited to be involved in a project of this magnitude," said Bill Winfield, RBI's director of golf. "Everyone on the Western Slope has been talking about Redlands Mesa."

The course, scheduled to open this summer, is set in a canyon and backs to the spectacular Colorado National Monument. Golfers will find themselves winding up and down the canyon as they progress through a round. Each hole is more challenging than the last, with rugged terrain and a 200-foot drop to the fairway from the 17th tee.

RBI constructed the course and the infrastructure of the adjacent residential community. "It's wonderful being able to deal with one company for course construction, grow-in and management," said James Eller, principal owner of Redlands Mesa Development LLC. "We didn't have to take the time to reeducate

a new contractor, or worry about being on the same page. It was clear that we were all working towards a common goal."

RBI, based here in Littleton, will be in charge of day-to-day operations of the course, including the grand opening ceremonies, staff selection and supervision, marketing, financial management and maintenance.

"Redlands Mesa will be an upscale, daily-fee course that will be a great addition to the Grand Junction area," Winfield said. "Golfers at all levels will find a challenge, and the scenery will make up for any bad games that might occur."

The Redlands Mesa contract brings RBI's full-service management portfolio to two. It also manages Coyote Creek Golf Course in Ft. Lupton, Colo. RBI is known for such award-winning courses as Red Hawk Ridge, in Castle Rock, Colo. — another Engh design — and Dove Valley Ranch Golf Course, a Robert Trent Jones Jr. design in Phoenix. It also built The Golf Course at Wente Vinelands, a Greg Norman design in Livermore, Calif.

## Palmer Golf refocuses efforts on core strengths

By ANDREW OVERBECK

ORLANDO, Fla. — On the heels of its decision to pull out of its contract with San Francisco's Harding Park Golf Course, Arnold Palmer Golf Management has announced a renewed focus on its core strengths.

Palmer Golf, which grew 10 percent in 2000 as other companies' profits declined, considers itself fortunate in an industry that is in flux. As a result, the company plans to remain conservative.

"With declining rounds at daily-fee courses, increased competition from new courses, and companies like Golf Trust of America and American Golf selling off golf courses, it is an interesting environment," said president and CEO Tim Tierney. "The aggressive approach of buy, buy, buy has hurt some folks and we have to stay disciplined."

### CORE BUSINESS

Tierney plans to focus on Palmer Golf's successful strategy of turning around distressed properties.

"We have had our most success taking dated assets that have gone many years without maintaining quality conditions and going in and repositioning the club," he said. "These opportunities are becoming harder to find, but they are still out there." According to Tierney, the Northeast and Mid-Atlantic regions represent the biggest markets for repositioning clubs.

In addition to these plans, Palmer Golf

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## ClubLink terminates GolfNorth alliance

KING CITY, Ontario — ClubLink Corp. has received \$4,229,000 in consideration of the sale of the GolfNorth Properties Inc. debenture it acquired last March. In connection with the sale of the debenture, ClubLink and GolfNorth have terminated their strategic alliance.

The debenture was originally

acquired in consideration of the sale to GolfNorth of the nine-hole Canterbury Common Golf Club and \$1,329,000 in cash. ClubLink also agreed to assign to the purchaser of the debenture the option it held to acquire all of the shares of GolfNorth held by Al Kavanagh, GolfNorth's founder and President.

"GolfNorth remains a strong operator and we believe will continue to do well in the mid-range daily-fee golf market in southern Ontario," said Bruce S. Simmonds, president and CEO of ClubLink. "However, after a full season of operation, we feel that ClubLink will not recognize, in the longer term, the

operating synergies or benefit from the broader market penetration to the extent we had originally hoped would result from this alliance.

"Accordingly," he added, "when GolfNorth approached us with an opportunity to sell our debenture for cash in connection with its recently announced recapitalization and to terminate the strategic alliance, we were prepared to do so."

Last September, ClubLink announced a normal course issuer bid to purchase up to 1,040,541 common shares of ClubLink commencing October 5, 2000. As of January 17, 2001, ClubLink has repurchased for cancellation 488,075 shares for an aggregate purchase price of \$3,098,000.



## Palmer focuses

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will also be looking to set up third-party management contracts and lease agreements.

"We are going to get more involved with third party contracts this year in management, development and construction services," said Chris Hamill, vice president of development.

Tierney also said that the company sees opportunities at municipal courses. "We'd like to go in and do renovations, bring the course and clubhouse up to standards and in exchange get a longer lease agreement," he said.

### FULL PLATE

In the meantime, 2001 is shaping up to be a busy year. Palmer Golf will open three more University Clubs of America facilities this year in Alabama and Kentucky in addition to opening the renovated Links at Victoria Park municipal golf course in Los Angeles County.

The company also has the management agreement for Star Ranch in Austin, Texas, which is owned by its financial backer, Olympus Real Estate Corp. In addition to three other management contracts, Palmer Golf is also working on deals in Florida and Louisiana.

More acquisitions also are a possibility. "We will immediately focus on the management side," said Hamill, "but we are waiting to see how things play out in the acquisitions market. We may make some portfolio plays instead of buying one or two courses and grow our business a little quicker along that channel."

### GOING FORWARD

Going forward, Palmer Golf, which was on the blocks just last year could be the subject of consolidation talks, Tierney acknowledged. "There may be other merger talks and sales talks, but that is the nature of today's industry," he said.

However, Tierney also has set strong goals for growing the company. "We will have six new third-party agreements and five projects in the ground this year," he said. "In 2002 we aim to have three to five equity investment acquisitions and three to five third party contracts. We would like to keep adding 10 courses a year."

The firm currently has 30 courses in its portfolio.

GOLF COURSE NEWS

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