



BRIEFS

NELSON TO DIRECT SUNCOR SALES

PHOENIX, Ariz. — SunCor Golf, a leading course management company specializing in high-end daily-fee courses, has hired Tiffany Nelson as director of sales. She will be responsible for generating, booking and executing groups and tournaments at all six SunCor courses in the Southwest. She also will be in charge of promoting and selling SunCor's new Player's Club Card, which enables golfers to play at SunCor's five Arizona clubs for 25- to 50-percent discounts, among other benefits.



Tiffany Nelson

STRAUSS TO HEAD MARKETING FOR BIG ISLAND COURSES

WAIKOLOA, Hawaii — Kris Strauss has been named director of golf sales and marketing for the two championship courses at Waikoloa Beach Resort. Strauss brings more than 10 years of experience to his new post. He most recently served as director of sales and marketing for OB Sports Golf Management courses in Las Vegas, Nev. Prior to that, he headed up marketing and communications for the PGA of America's Southwest Section.



Kris Strauss

KEMPERSPORTS PROMOTES DELL, O'BRIEN AND SANDERS

NORTHBROOK, Ill. — General managers Steve Dell and Ron O'Brien, along with head golf professional O.B. Sanders, have all accepted new positions within the KemperSports Management organization. Dell, who was the general manager of Water's Edge Golf Course, in Worth, Ill., will move to the home office in Northbrook as director of golf for Midwest Municipal Operations. He will oversee the Chicago Park District facilities, Vernon Hills Golf Course, Water's Edge, and Golf Club of West Virginia, as well as future municipal properties. Ron O'Brien, formerly general manager of Vernon Hills, will now assume that position at Water's Edge Golf Course. O.B. Sanders has been named general manager of Vernon Hills.

Z Golf enters management field

By JAY FINEGAN

BEVERLY, Mass. — Michael Zmetrovich, formerly senior vice president at Golden Bear Club Services, has formed Z Golf Properties LLC, a boutique club management, consulting and development company.

The new firm will focus primarily on high-end private clubs, working with them in the areas of planning, design, financing and operations. In addition, Zmetrovich said, the company also will work with select daily-fee facilities, resort properties and master-planned golf communities.



Michael Zmetrovich

RESOURCE FOR UNDERPERFORMING CLUBS

Already, Z Golf is partnering in the development of a private golf club in Massachusetts. Under the conditions of this long-term agreement, Z Golf will be involved with the planning and design of the entire club and associated residential development. It also will oversee the development and implementation of the membership program and manage the grow-in and opening of the facility. Thereafter, it will handle day-to-day operations.

Zmetrovich is also involved in the development of a private golf club near Denver. In addition, the firm has assumed existing agreements to provide management services to a pair of recently opened Nicklaus-designed private clubs: Pasadera Country Club in Monterey, Calif., and Vermont National Country Club in South Burlington, Vt.

Golden Bear Club Services managed both clubs until the Nicklaus

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Troon Golf will manage the new Steve Smyers-designed LochenHeath Golf Club

Troon Golf to run operations at new LochenHeath Golf Club

WILLIAMSBURG, Mich. — Troon Golf has been hired to manage the golf club operations for the new LochenHeath Golf Club, here in the Grand Traverse Bay area north of Traverse City. Builders are now adding the finishing touches.

Scheduled to open next month as the focal point of a gated custom-home community, LochenHeath Golf Club will allow a limited amount of daily-fee play and operate under Troon Golf's private club division — Privé, Private Clubs of Distinction.

SMYERS' MICHIGAN DEBUT

In his Michigan debut, Florida-based golf course architect Steve Smyers designed the LochenHeath golf course as a sleek and dramatic complement to the rolling topography of the area. Situated in a former cherry orchard along a ridge, with views of Traverse

Bay from 16 holes, boldly sculpted bunkers and native grasses offer visual accents that make every hole memorable.

"There's nothing like it around here," club director Doug Grove said of LochenHeath. "The vistas and bunkering style are new to Michigan as far as new golf development. There may be some older courses with this look, but no one up here has built anything like this in many years. It's a good piece of land, and Smyers is an old-school architect."

Grove said the 7,300-yard, par-71 layout is full of risk-reward situations.

CLASSICAL BUNKERS

"It's a dry design," Grove explained. "The playing surface is firm, with trouble behind rather than in front of the greens. There are a lot of opportunities to bring

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Palmer unveils reciprocity plan

ORLANDO, Fla. — Arnold Palmer Golf Management has given its private club members an extra incentive to look forward to this spring with the unveiling of its Palmer Privileges reciprocal play program.

Designed as a value-added benefit for its private club members, the reciprocal play initiative falls under an umbrella program of member-based benefits called Palmer Privileges, planned for implementation by Palmer Golf. Under the new program, existing members at Palmer Golf's nine private clubs receive complimentary enrollment into a network of more than 50 international clubs and courses.

Reciprocity is a key component of the company's efforts to strategically position its clubs within the marketplace according to Brian Donahue, national director of sales and marketing. In addition, Donahue cites improving

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Baine heading up new Ironwood Golf

By JAY FINEGAN

AUSTIN, Texas — Burt Baine, a 25-year member of the PGA of America, has taken over as president of Ironwood Golf LP, a new course development and management firm based here. Ironwood is a subsidiary of Masonwood Development Corp., which creates master-planned residential communities around the country.

"We consider ourselves to be more golf development than management," Baine said about Ironwood. "We very well might manage our own properties, but we might farm that out. Our primary function is development, planning, construction and creation of golf courses."

FIRST COURSE NEAR AUSTIN

In the past, Masonwood's developments have lacked golf courses, but the company now plans to add them as amenities. Ironwood was formed to handle that part of each project.

"We expect to do quite a number of courses," Baine said. "Ironwood will do market analysis with Masonwood. If we have a 500-acre site, I'll go in first on the golf side and recommend we do a daily-fee or a private course, and jointly we'd develop the project."

Ironwood Golf's initial project is

Behrens Ranch Golf Club. The private course will be part of 580-acre Behrens Ranch, a Masonwood planned community expected to have 900 houses priced up to \$800,000. No architect has yet been named for the course, located near Round Rock, Texas; no builder has been named either, but Baine already has short lists for both.

TEXAS DEVELOPMENT GOING WILD

The 18-hole layout will be a "traditional Texas-style golf course," Baine said, with few homes planned to front the course proper. "There are homes on five or six holes," he said, "but only on one side, so the golf experience will be a throwback to the old style — fairways and trees. The terrain has some slight roll, being in the Austin hill country, and has some great oak trees."

Groundbreaking is expected by September.

Masonwood has built residential projects all over Texas, and Baine sees opportunities there and in the Southeast. "We like Georgia and the Carolinas, and also Tennessee," he said. "And the real estate market in Texas is incredibly strong. Dallas, Austin, Houston and San Antonio are just going crazy right now with housing developments."

Z Golf

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organization's recent restructuring. As senior vice president of the Club Services unit, Zmetrovich was responsible for the day to day and strategic management of all aspects of the company.

During his tenure - 1997 through 2000 - Club Services opened six high-end facilities, including Old Works Golf

Course, The Bear's Club, Vermont National and Pasadera. It also managed 12 different clubs, including the Golf Club of Purchase and Muirfield Village, in Dublin, Ohio.

Zmetrovich also was on the executive committee of Executive Sports International, another Nicklaus division and one of the largest operators of professional golf events in the world.

When Nicklaus shut down the

Club Services division late last year, deciding to focus solely on golf course design, Zmetrovich was left without a job but not without a plan.

NICHE IN TOP PRIVATE CLUBS

"While a great deal of golf development has shifted to the upscale daily-fee realm, we see a tremendous opportunity in high-quality, well-operated private golf clubs," he said.

"This opportunity extends

both to new projects and to those existing facilities which aren't competing effectively in the high-end marketplace," he added. "Z Golf was formed to provide a resource to these clubs, by combining the highest possible qualitative standards with state-of-the-art financial, human resources and marketing expertise."

Zmetrovich said he's excited to be launching his own company, especially for the opportu-

nity to be a partner in a new private club in his home state of Massachusetts. He grew up in Haverhill, lives in Marblehead and has based Z Golf Properties in nearby Beverly.

"I look forward to not only bringing a world-class golf club to the greater Boston area," he said, "but also bringing a sophisticated, customized approach to member and guest services to different areas of the country." ■

LochenHeath

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the ball in either high or roll it in low. A wet design requires you to hit the ball in high and drop it on the green. The bunkering style is classical - very Donald Ross- or Alistair Mackenzie-looking."

"The bunkers are dramatic," Smyers said. "But it is such a wonderful site that with the movement of the land and use of native grasses, we kept them pretty basic. There are 69 bunkers and no water hazards."

The course overlooks Grand Traverse Bay, affording splendid views of Lake Michigan. The lake generates the kind of winds that will undoubtedly affect club selection. "It's going to be like an overseas experience," Grove said, "akin to playing the southwest coast of Ireland, for example."

Grove's favorite hole is the par-3 17th, an uphill 156-yarder with a cluster of five bunkers in front of the green. "There's a lot of movement and roll to the course," he said.

FULL CADDY PROGRAM

LochenHeath will have a full caddy program. "Our goal is to get people back in the old-school mindset," Grove explained. "We call it understated elegance. You take a caddy, go for a walk, shut your phone off and spend a day with your friends or family. Get away from the hectic pace for a little while."

The LochenHeath development consists of 84 half-acre luxury home sites situated within the golf course and directly fronting the East Grand Traverse Bay, with a shared commons area and access to two beaches. Club membership will be limited to 300 and is by invitation only and available to individuals, couples, families, businesses, and LochenHeath residents. ■

Tools of the Trade

The advertisement shows a collection of Nutramax products in a golf clubhouse. In the center, there is a large blue barrel labeled 'QUELANT-Ca'. To its left are two red jugs of 'MACRO-SORB radicular'. To its right are two white jugs of 'QUELANT-K'. In front of the barrel are two white jugs of 'MACRO-SORB foliar'. To the right of the barrel are two green jugs of 'MACRO-SORB foliar'. The products are arranged on a wooden floor. In the background, a large window looks out onto a golf course with trees in autumn. On the left and right sides of the clubhouse, there are golf clubs and maintenance tools hanging on the wall. A sign on the floor reads 'NO AIR GROUND UNDER REPAIR'.

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