

## BRIEFS

### TROON NAMES TRUEBLOOD, PROMOTES MUNSON

SCOTTSDALE, Ariz. — Troon Golf has named Richard L. Trueblood as the company's new executive vice president and CFO. Trueblood came to Troon Golf from Heritage Property Investment Trust, where he served as CFO for the \$2 billion real estate investment trust. Prior to that he held the position of senior vice president - finance with Promus Hotel Corporation following a 23-year tenure as a partner with KPMG - Peat Marwick LLP. In a related action, the Troon also announced the appointment of financial officer Jon Munson to the newly created position of senior vice president, finance. Munson joined Troon Golf in 1992 following a stint with Ernst and Young.



Richard L. Trueblood

### EADE COMES ABOARD AT LEGACY

SARASOTA, Fla. — Chuck Eade has joined the Legacy Golf Club at The Country Club at Lakewood Ranch as the new general manager. He comes to Legacy with 23 years of experience in the golf business and 20 years as a PGA member. He has been with Troon Golf, owners of Legacy, since 1999.



Chuck Eade

### CLUBLINK ADDS SAHI TO BOARD OF DIRECTORS

KING CITY, Ontario, Canada — ClubLink Corp. has appointed Rai Sahi to its board of directors. Sahi, the president and chief executive officer of Acktion Corp., a public real estate and property management firm, acquired five million common shares of ClubLink in early September.

### INTRAWEST GOLF NAMES LANCTOT

SCOTTSDALE, Ariz. — Intrawest Golf has appointed Jim Lanctot director of revenue management and product development. Lanctot comes to Intrawest from Intrawest Corp. where he was the director of business for Intrawest Vacations.

## Cordillera Group to rehab Colorado's Crested Butte

By DOUG SAUNDERS

CRESTED BUTTE, Colo. — In a departure from its primary role as a developer, the Cordillera Group has taken on the ambitious task of revitalizing the flagging Crested Butte Golf Club.

The Cordillera Group has transformed itself into a golf management firm after the strong success of its first venture, the Cordillera Resort and Community near Vail. Since its opening in 1992, they have built four courses on the 6,500-acre site as well as creating high-end private clubs near Steamboat Springs, Colo., and Santa Rosa, California. The property at Crested Butte interested the group because of the unique atmosphere of the region and the possibility of incorporating the ski area property as an amenity for its club members around the state.

"We recognized immediately how special this property was and what a great value it represents in comparison to other Colorado ski towns," explained Gerry Engle, CEO of Cordillera Group.

In addition to beefing up the mainte-

nance staff and budget, the firm has made more than \$1 million in capital improvements including a major renovation of the clubhouse, an increase in the maintenance shop space, and the renovation and expansion of the driving range. Superintendent Steve Rau and Tim Taagen, director of golf course maintenance for the Cordillera Group, are also working on a series of projects to improve the water features, wetlands, and natural areas on the golf course itself.

### WEATHERING TOUGH TIMES

Crested Butte Golf Club was built in 1982 in this ski town located in the southwest corner of the Colorado Rockies. The 7,208-yard course flows over a massive 520-acre site located at 9,000 feet above sea level. Architect Robert Trent Jones



The 18th hole at Crested Butte Golf Club

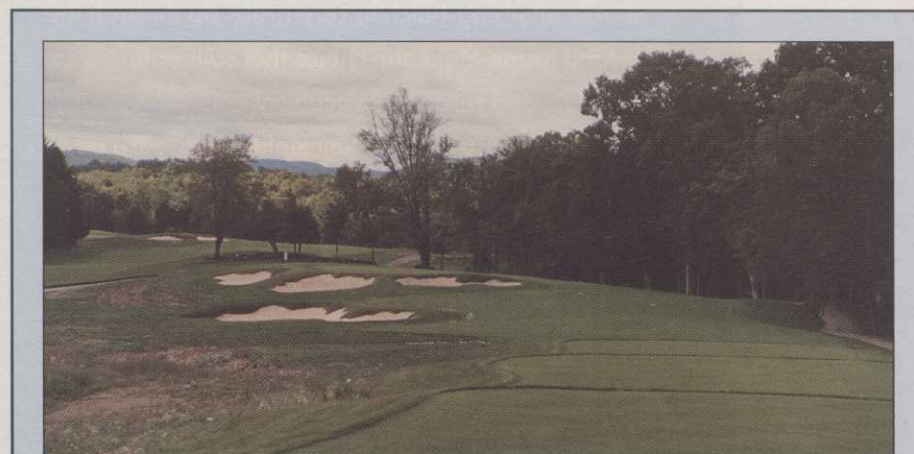
Photo by Freddy Bird

Jr. created a course with large fairways and well protected multi-tiered greens.

But like many other projects built in the mid-80's, it suffered from some economic setbacks as the oil economy in neighboring Texas began to slow.

"Through the first ten years I worked here we had several club managers and the instability was felt in constricted budgets for maintenance," said Steve Rau. "For years I worked with a crew of eight men. I would always develop plans for projects that I hoped to do some day, and

Continued on page 23



Branton Woods Golf Club in Stormville, N.Y., opened Oct. 8.

## Bergstol adds to public golf supply in NY

By ANDREW OVERBECK

NEW CITY, New York — Eric Bergstol's Empire Golf is continuing its roll here in the New York area with the opening of Branton Woods Golf Club in Stormville. The company is also hard at work on two new projects — one right across the Hudson River from New York City in Bayonne, N.J., and another in Westchester County. The expanding firm now owns and manages seven golf courses.

Branton Woods, a high-end public course which was designed by Bergstol, was unveiled Oct. 8.

"It is broad and big and interesting," said Bergstol. "It looks challenging but plays fair. You won't lose your ball and it has large greens and big landing areas."

Bergstol expects the core golf facility to appeal to both New Yorkers and Westchester County residents. "We

Continued on page 22

**EDITORIAL FOCUS:** Irrigation Equipment and System Leasing

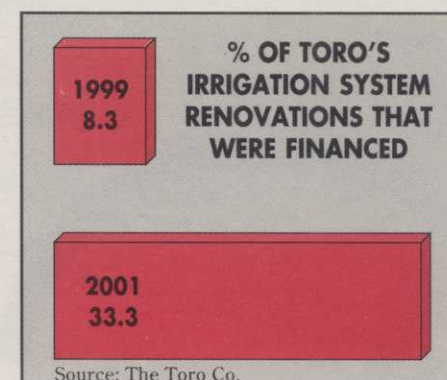
## Irrigation financing options increasing

By ANDREW OVERBECK

When it comes to installing a new golf course irrigation system and pump station, more courses are exploring leasing and financing options. Many irrigation companies now offer various financing services that focus primarily on the renovation market.

### TORO PROGRAM SURGING

Toro offers one of the most extensive financing and leasing programs in the



## Textron signs pact with Meadowbrook Golf

AUGUSTA, Ga. — Textron Golf, Turf & Specialty Products has signed a five-year contract with Meadowbrook Golf and its subsidiary International Golf Maintenance to be the exclusive provider of golf cars, turf equipment and specialty vehicles at all of Meadowbrook's facilities throughout the United States.

Meadowbrook Golf owns, leases, manages or maintains more than 100 golf facilities throughout the United States. Through its wholly owned subsidiary International Golf Maintenance, the largest agronomic provider in the U.S.,

Meadowbrook offers its golf properties comprehensive golf course maintenance services.

"With the addition of Meadowbrook," said David Davis, E-Z-GO's director of national accounts. "E-Z-GO now has an exclusive relationship with nine of the top 10 golf course management companies in the world, including American Golf, with more than 320 golf properties worldwide and ClubCorp, with more than 220 properties worldwide." Meadowbrook had previously had an exclusive agreement with Yamaha Golf Cars.



industry. The program, which was unveiled in 1999, has grown steadily over the past two years.

"The trend is certainly going more towards financing on the renovation side," said Kristina Spindler, golf marketing manager for irrigation. "When we kicked this off we had one-in-12 courses financing their projects. Now it is roughly four out of 12 courses."

The company leases items that have residual value such as satellite controllers and offers straight financing on labor, installation, pipe, wire and heads.

"If the credit of the club is good we can finance these items based on cash flow," said Steve Snow, director of golf renovation

Continued on page 28

## Accident victim blames defective cart path design

Continued from page 21

the Lake County court, Wise made several allegations concerning the accident. One problem, he wrote, was the steepness, sharpness and narrowness of the cart path, particularly its requirement that a driver had to take a "sharp, blind turn" to the right before entering the tunnel. It should have been clear, he alleged, that safety warnings were necessary along the path. Wise also said the path was designed and built with a downslope and turning radius that, in his words, was "too steep and too sharp and without proper sight lines to be safe. . ."

The E-Z-GO cart was also the focus of Wise's complaint. He stated that the cart had speed control settings that permitted Nelson to operate the cart at a pace too fast for the path terrain.

Wise also alleged that there were no adequate tests performed by the defendants on the cart path to determine safe speeds. He noted that, prior to July 2000, golf cart skid marks were noticeable on the path just before its sharp turn. These skid marks, in his view, should have put White Deer Run on notice about the

potential for an accident.

"The defect in design is the fact that the cart path is a blind, sharp downhill curve without a warning of the condition," said Wise. "This causes cart operators to slam on the brakes in order to negotiate the turn and avoid rolling the cart over."

"The present procedural sta-

tus of the case," he added, "is that it is filed and the defendants are in the process of being served with summons."

Although the complaint is filled with the necessary legal terminology, the fundamental cause of action against the defendants rests upon the belief by Wise and Nelson that the accident, in many ways, was foreseeable and could have been averted

with better planning.

Whatever its outcome, however, the golf industry should take a lesson from this case. Specifically, it is not enough to just design pleasant and attractive surroundings. In developing the necessary proactive protections against lawsuits, everyone has to be as diligent as possible and try to foresee how the design could lead to accidents. ■

## Crested Butte

Continued from page 20

just made sure that the basics were always taken care of."

Things began to turn around in 1996 when Rick Devine took over ownership of the golf course and surrounding property. Devine hoped to upgrade the facilities and course to help drive surrounding home sales. He began to put some cash infusion into the golf course by purchasing much-needed equipment for Rau's crew. However, when Devine needed more financial support, he turned to Cordillera.

After Devine developed a partnership with the firm last year, Rau met with Taagen to develop a game plan to bring the course up to their standards.

Taagen knew it would take a long-range approach to bring the course back, but he developed a plan to create immediate changes that would excite the existing membership. Cordillera increased Rau's budget from \$390,000 to \$550,000 and bought a slew of new equipment. Rau's crew was also bumped up to 21 men.

"Our members noticed the improvements. It was such a change hand mowing the greens instead of using the triplex like we had for years. We also could do more aerification in the spring around the tees and greens," Rau said.

The Cordillera Group's philosophy is that everything should be done top drawer and that idea carries through every facet of a club. "We have embarked on a five year program to upgrade Crested Butte," Taagen said. "We will eventually install a new irrigation system and get the golf course on to the same maintenance program that we use on our six other golf courses. Then we can do purchasing as a group for all of our facilities." ■

GOLF COURSE NEWS

ITS MOMMA WAS  
**A FRYIN' PAN**  
ITS DADDY WAS  
**A GREASED PIG.**

There Ain't  
Nothin' Slicker

With parents like that,

the ST2000™ Cup is

SURE to be non-stick.

The pin slides from the

cup like a greased pig

squirts through a tyke's arms at

the state fair. Never before has this kind

of non-stick technology been applied to

golf cups. And

never before has

there been quite

this big a mess in the

Standard Golf labs.

But that's ok, because

never again must you fear your golfers

will pull the cup right out of the ground

with the flag stick. The ST2000's unique

network of points

SoooooEEEE! A day  
with the Greased Pig  
at the State Fair  
changed golf cup  
technology forever.



firmly grip the flag

stick, but let dirt

and debris pass

through so there's

no binding. On a

typical cup, dirt and

debris sticks between the flag

stick ferrule and cup, which causes a

sticky situation. It's bad for your green,

and also for your peace of mind.

Stick With The Cup  
That's Non-Stick

But with the ST2000, when you pull the

flag stick — voila! — no cup! Fluted or

grooved ferrules won't fit, but you don't

need them anyway! Through the miracle

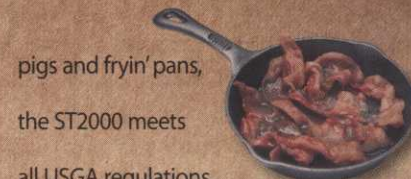
of science, we incorporated the non-stick

qualities of its parents into the ST2000,

which is available in both

plastic or aluminum.

Of course, unlike



pigs and fryin' pans,

the ST2000 meets

all USGA regulations,

and even makes a

distinctive sound

when the putt

drops. (Who knew

science could be so... cool?) If you're

tired of sticky-cup, ask for Standard Golf.

Just call 1-319-266-2638 for more infor-

mation, or ask your Distributor about

the ST2000 non-stick cup. You'll

make its parents so proud.

Ouch. Nothing spoils a round  
of golf faster than a bad case  
of the sticky-cups.



**STANDARD  
GOLF COMPANY**

Cedar Falls, Iowa USA  
www.standardgolf.com

ASK FOR STANDARD GOLF

