

Tom Frost launches new golf course management venture

LOS ALAMITOS, Calif. — Veteran golf management and operations executive Tom Frost has established Tom Frost Golf Inc. to provide course consulting and management services to individual owners, financial institutions and government entities.

Frost spent more than 19 years with American Golf Corp., the world's largest golf operations company, working with course owners in the public and private sectors. As senior vice president and regional operating executive for Southern California, his portfolio included 45 public and daily-fee courses with more than 2,000 employees and gross revenues of some \$138 million.

Frost's new venture, based here near Long Beach, will provide a full slate of course management services, with the exception of course maintenance.

"I'm not an agronomist or a superintendent," Frost said. On the consulting side, the company will offer complete operational overview, including revenue and yield strategies, market positioning, rates, and customer acquisition and retention.

INDUSTRY BACKGROUND

The firm also will provide customer service programs, contract oversight, rate analysis, and capital improvement planning and management. Other specialties include workouts, facility audits and development of junior golf.

"We'll work in tandem with each client to customize a business plan that achieves their goals and objectives," Frost said.

During his American Golf career, Frost spearheaded the construction of two new golf facilities. From 1997 to 2000, his portfolio of properties achieved a revenue growth rate of 20 percent in a fiercely competitive market. He also helped establish the junior golf program for the city of Long Beach.

His group of courses in Southern California operated an annual capital improvement budget of more than \$3 million, and the 45 courses hosted more than four million rounds annually, making his portfolio one of the largest single golf operations in the country.

Troon promotes

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Mark Holland has taken over as operations director. The majority of his experience in golf course management has been in the southern hemisphere, including multiple stints in the role of general manager.

• John Gasper has been appointed as the director of agronomy for the Japan division.



John Gasper

Gasper received his M.S. in agronomy from Ohio State, and has held prominent positions as the superintendent at Ridgewood Country Club in Paramus, N.J.; Oak Hill Country Club in Rochester, N.Y.; Oak Tree Country Club in Edmond, Okla.; and most recently with the Country Club of the Desert in La Quinta, Calif.

• Jay McGrath has been hired as vice president and senior corporate counsel. McGrath brings an extensive background in business acquisition and real estate law. He attended the University of Kansas as an undergraduate and received his law degree from U.K.'s school of law. In his previous position with Foulston & Siefkin in Wichita, Kan., he was involved with over 90 real estate transactions for a major hotel chain.

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