KemperSports adds The Bull

NORTHBROOK, III. — KemperSports Management has assumed management of The Bull at Pinehurst, located in Sheboygan Falls, Wisc. Designed by Jack Nicklaus, The Bull is currently under construction and is scheduled to open this summer.

During construction, Kemper-

Sports is acting as a development consultant and will operate the course on behalf of Pinehurst Farms Golf Development LP.

"Our company has had great success in developing unique destination golf properties, and The Bull promises to be one of the best," said KemperSports CEO Steve Lesnik. Upon completion of the property, KemperSports will market the property as a Midwest golf destination. *Golf Digest* recently ranked Sheboygan County, which lies in KemperSports' backyard, as the No. 3 golf destination in the United States.

The Bull is named for the property's 150-year history as a working Holstein farm.

AGC lawsuit

beat, he decided to fight back by taking his case to the Internet.

"The first week in February, I got a certified letter demanding \$7,200. I bought a book on programming, I reserved the name and put that site up in four hours," Doyle said.

On his site, which he describes

as "salty," Doyle tracks news about Eagle Brook, as well as its parent company, American Golf Corp. Because of some of the allegations Doyle has made on the site, he has been sued by both American Golf and Eagle Brook, as well as by Kraefle and head pro Bryan Haas, for defamation. Doyle removed most of the offending text from his site shortly after the suits were filed, but he said he plans to fight them with suits of his own.

"We're in the process now of filing multiple suits against American Golf, against Eagle Brook Country Club and against individuals," Doyle said. "Two of those suits will be for defamation of myself and my wife. I can't tell you the other suits because they're in process, but my attorney told me this may break American Golf."

Kraefle declined to address the issues of the Web site or the pending lawsuits.

"Unfortunately, we can't comment, simply because it is a pending litigation," he said. Representatives from American Golf also declined to comment.

Doyle is not alone in his fight against financially troubled American Golf, which is in the process of merging with National Golf Properties (see story on page 1). Eight years into a 40year lease with the management company, Sugar Creek Country Club in Houston, which has seen a number of the same types of maintenance and management issues, has hired an attorney to break its lease. Among the issues Sugar Creek is addressing is airborne mold that has closed the dining area of the clubhouse, leading to \$40,000 a month in lost revenues. In order to take back the club from American Golf, however, Sugar Creek would have to pay the \$7 million that has accrued on the tenant financial obligation, as well as a debt service of \$2 million.

At press time, Doyle, who said he has received at least one death threat because of his Web site, had not yet filed his counter claims, but he hinted they might have something to do with violation of consumer protection laws.

Where this will all end up, as well as whether American Golf's merger will have any impact, is anyone's guess. Despite living along the course at Eagle Brook, Doyle has joined another club in the area. He said he would continue to update his site, which had been viewed nearly 10,000 times by early April, with information relevant to his lawsuits, as well as American Golf's merger.

"I would never think I would do something like this," he said. "I decided to take my chances on the Internet, and I have been pleasantly surprised by how popular the site has been."

