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GOLF COURSE NEWS

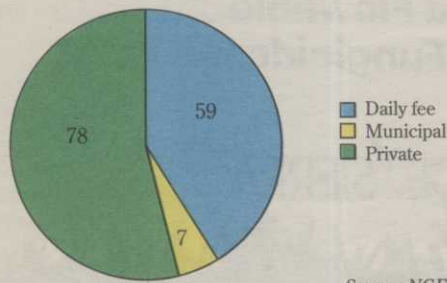
THE NEWSPAPER FOR THE GOLF COURSE INDUSTRY

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Big names, big time in big way

IGM has megaplan for 'ultra-courses'

BY MARK LESLIE

Earth is expected to be moved by 1991 on the first of a dozen "ultra-prestige" golf courses that will usher into the United States the concept of marketable memberships.

"I'm enthusiastic right now. We're moving well," said John T. Killip, the man

hired to steer International Golf Management, Inc. through the challenges of building the multiple-course network of "premier" facilities called The Partners Clubs. The exclusive, non-discriminatory private clubs are intended to answer the need of business executives, providing "luxurious and exclusive settings for social, recreational and business."

Killip, IGM's senior vice president, has been busy recruiting big names, going

big time in a big way. And now he sees the fruits ripening on the vine as he prepares to "get the common stock, private placement memorandum on the street at the end of May or first of June."

The first round of 1,200 shares of preferred stock should be issued between January and June 1991, Killip said. IGM will eventually sell 4,800 memberships for the first 12 courses, equivalent to 400

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Bardmoor changes planned

BY PETER BLAIS

The Tampa businessman who purchased Bardmoor Country Club in Largo, Fla., March 30 plans to open one of the courses to the public and finish the last nine holes of a private, Tom Fazio-designed layout.

Rand Gentry, 45, converted the Bardmoor North Golf Course, for many years the

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The picturesque 4th hole at The Bayou Club will become the 16th hole in the new layout. See page 11 for more details and news on other courses. Photo courtesy of Fazio Golf Course Design

Hawaii lease brings \$111M

BY PETER BLAIS

A Japanese company has bid \$111 million to lease Honolulu's recently completed, city-owned West Loch Golf Course in Ewa.

However, the city council, which was scheduled to decide in late April whether to accept Jurigi Co. Ltd.'s bid, could nix the deal, even though the \$91 million profit (the course and clubhouse cost the city \$20 million) would be used to build two new municipal courses and affordable housing.

Several councilors believe the lease arrangement may be illegal since the land was originally condemned to be used as a municipal golf course, not leased

to a private course operator, said city Finance Director Ted Jung.

"There is some public sentiment against the lease. Some people want a municipal course right away. You know, a bird in the hand..." said Deputy Director of Housing Ron Mun. He also noted that the lease arrangement requires 150 rounds a day to be reserved for residents for two years, at a cost of \$27 a round, while the two new municipal courses are built.

Just prior to the March 15 deadline for submitting bids, opposition councilors issued a news release questioning the legality of the lease arrangement, according to Rom Duran, assistant to the city's

Continued on page 12

Sharpener breaks time barrier

BY PETER BLAIS

Fledgling Bell Turf Equipment Manufacturing has developed a reel sharpener company officials say will do the job in one-sixth the time at less than half the price.

The San Jose, Calif. firm is being wooed with joint manufacturing proposals from several large companies for Reel Mate, a test unit the company's founder believes will be eagerly sought after by superintendents once it goes into production.

"There's been a lot of interest," said company President Pete Bell, 30, a former golf course mechanic.

The major appeal of Bell's gang mower

sharpener is time savings. Competitive grinders, Bell said, require two to three days for the mechanic to disassemble his mower, mount the reels onto the grinder, then re-assemble the mowing unit once the job is done.

The Reel Mate, which weighs 27 pounds compared to the 800 pounds of most grinders, attaches permanently to the tractor and sharpens the reels in about four hours.

It also requires far less monitoring. A mechanic must adjust a manual grinder every three or four minutes, said Bell. The Reel Mate's micro-processor allows the mechanic to program the job and then

Continued on page 13

2nd woman, 1st Oriental join ASGCA

BY MARK LESLIE

"I am ecstatic," said Jan Beljan, reacting to being just the second woman ever elected to the American Society of Golf Course Architects.

Nai Chung "Lee" Chang, the society's first Oriental member, and former Jack Nicklaus senior designer Bob Cupp joined Beljan among the eight architects elected as associate members March 28 at the group's annual meeting in California.

Others joining the exclusive association, which now numbers 108, are Keith Foster, from Arthur Hills' Arizona office; Tom Marzolf, a colleague of Beljan in Tom Fazio's North Carolina office; W. Bruce Matthews III from Gerald Matthews' firm in Lansing, Mich.; Mark A. Mungeam of Cornish & Silva in Andover, Mass.; and Tom Pearson of Golden Bear International in North Palm Beach, Fla.

"I'm thrilled to get in," said Chang, 43, a China native who has been living in the United States for 20 years. "This is important in my personal development. I've been looking to

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Big time

Continued from page 1
per club.

Marketable memberships are new to the United States but have been successful for 25 years in Japan. Successful enough to draw major names into the IGM fold.

William S. Deakyne, former senior vice president and director of the \$20-billion Jennison Associates Capital Corp., founded IGM. He then recruited a development team that includes Killip, whose expertise in "turn-arounds" was last displayed at Carlson Companies; Paul Ratchford, previously with Pebble Beach Co.; William Lattimore, most recently with The Landings at Skidway Island; Gary Harmon, formerly with Silicon Valley's Avantek Corp.; Oakland, Calif., lawyer Harrison Robinson; Hiroshi Wada, former professor of Japanese business and an international business consultant; Richard Thorman, formerly with the Rancho Santa Fe Golf Club; and D.J.

Pakkala, former director of golf operations for Pebble Beach Co.

The marketable membership concept was strong enough to also persuade golf pro Tom Watson, former NCR Corp. president William S. Anderson and former United States Golf Association President Frank "Sandy" Tatum to join the board of directors.

With the sale of common stock in June, IGM will start "taking land seriously through the entitlement process," Killip said. "Our expectation is to start turning dirt in some areas of the country by 1991."

Saying IGM is "trying to hit gateway and major business areas," Killip said the first 12 courses will include two in the Los Angeles and New York City areas and one apiece in San Diego, Atlanta, Washington, D.C., Chicago, Dallas, San Francisco, Seattle and San Jose or Monterey, Calif.

He said the sites were chosen following

studies focusing on air traffic, major companies' markets, ease of access, and length of golf season.

Los Angeles, for instance, is "a big hub and a 365-day-a-year golfing area," he said.

"In some areas of the country, we could be 3-1/2 years in the entitlement process. And in some places, it could be six months," Killip said.

Killip said he expects most of the memberships to be in place by 1995 and the first 12 clubs to be completed by 1998.

Killip said he expects IGM to spend an average of \$50 million per course, including more than \$17 million for each parcel of land. "One piece of land might cost \$2 million or \$3 million, while another could cost \$25 million," he said.

That expense will buy the finest in luxury conference centers and courses, he said. The facilities will accommodate "groups of up to 16

to 20 for board meetings, negotiations. Not sales incentive groups," he said, "but rather the discreet meeting that needs some element of security, some element of privacy and also the availability of activities like golf."

The idea's acceptance in the business community has Killip enthused.

"We've had some focus groups, some one-on-ones, a lot of conversations," he said. "The general reaction ... is: 'The timing is absolutely perfect.'"

A number of private U.S. clubs have notified members that, because of tax reasons and discrimination rulings, they cannot be reimbursed for any business conducted at the clubs.

Killip quoted one executive, whose company has long used a private club for meetings, as saying: "What are we going to do? We're getting locked out of the clubs."

For that type of company, The Partners Clubs will be perfect, Killip said.

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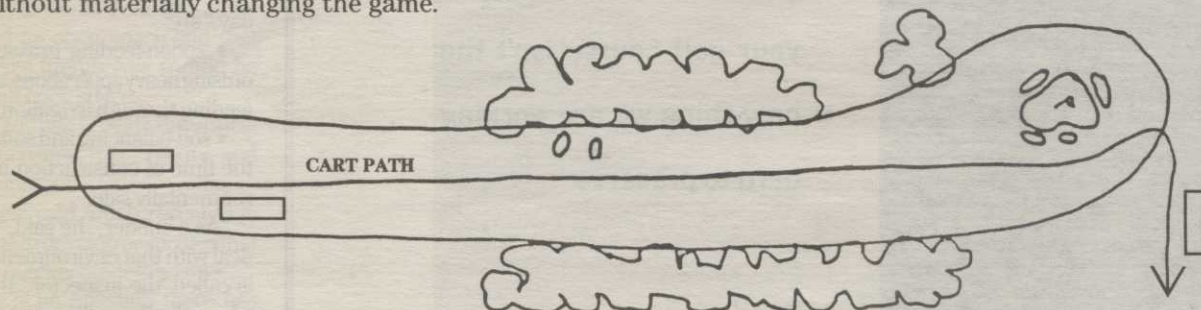
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