

Former Kindred executives team up to form The Spectrum Organization

HOUSTON, Texas — Several former executives of Kindred & Co. have formed a new company, The Spectrum Organization, Inc., to provide planning, development, marketing and management services to the club industry.

Chairman Earl Felske, along with Spectrum's other principles, George Ebdon and Buzz Elton will office in Houston and Galveston, Texas.

"Together, we've been involved in the development of over 30 private and public access clubs since 1972, when we opened Marshwood Country Club for The Branigar Organization in Savannah, Georgia," Felske said. "Since then, we have helped to develop and provide start up operations for such clubs as Barton Creek

CC., in Austin; Ventana Canyon Golf Club in Tucson; Hallbrook C.C., in Kansas City; and Tampa Palms Country Club in Florida."

Spectrum currently manages a large resort project in Galveston and is in the process of negotiating contracts for clubs in Texas and Michigan. It recently appointed Cliff Cook as marketing manager for Florida and Georgia. Cook managed Lone Tree Country Club in Englewood, Colo. for Kindred & Co. until 1991.

Landmark auction

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approved by its five-member executive council.

However, the open cry arrangement already constitutes a change from the original plan proposed by the Resolution Trust Corporation in February. The first plan called for a two-part auction calling for sealed bids one day and a comparative, out cry auction the next. But members at the six embattled clubs objected, asserting their own efforts to buy their respective properties would be thwarted under such a format.

Members at PGA West in La Quinta, Calif., raised the loudest hue and cry. According to James Gilstrap, who chairs the 1,230-member PGA West association, 98 percent of the membership has expressed interest in purchasing the four golf courses, two designed by Jack Nicklaus and the others by Pete Dye and Arnold Palmer. PGA West also includes more than 1,500 homes and land already zoned for a 1,000-room hotel.

Other properties up for sale come mid-June are 18 holes at Carmel Valley Ranch, Carmel, Calif.; 72 holes at Kiawah Island, S.C., including Pete Dye's Ocean Course; 54 holes, condos and estate lots at La Quinta Hotel Golf & Tennis Resort in La Quinta, Calif.; 54 holes at Mission Hills resort in Rancho Mirage, Calif.; and 45 holes at Palm Beach Polo and Country Club in Wellington, Fla.

The PGA West sale is complicated by the acronymical nature of its name. Both the PGA Tour and PGA of America have contracts with the club, giving each organization the right of first refusal concerning purchase of the property (The PGA of America's contract involves use of the PGA name, while the Tour's contract is valid because PGA West is licensed as a Tournament Players Club).

Even if the members at PGA West win control of the club, a battle for management rights to the club could ensue.

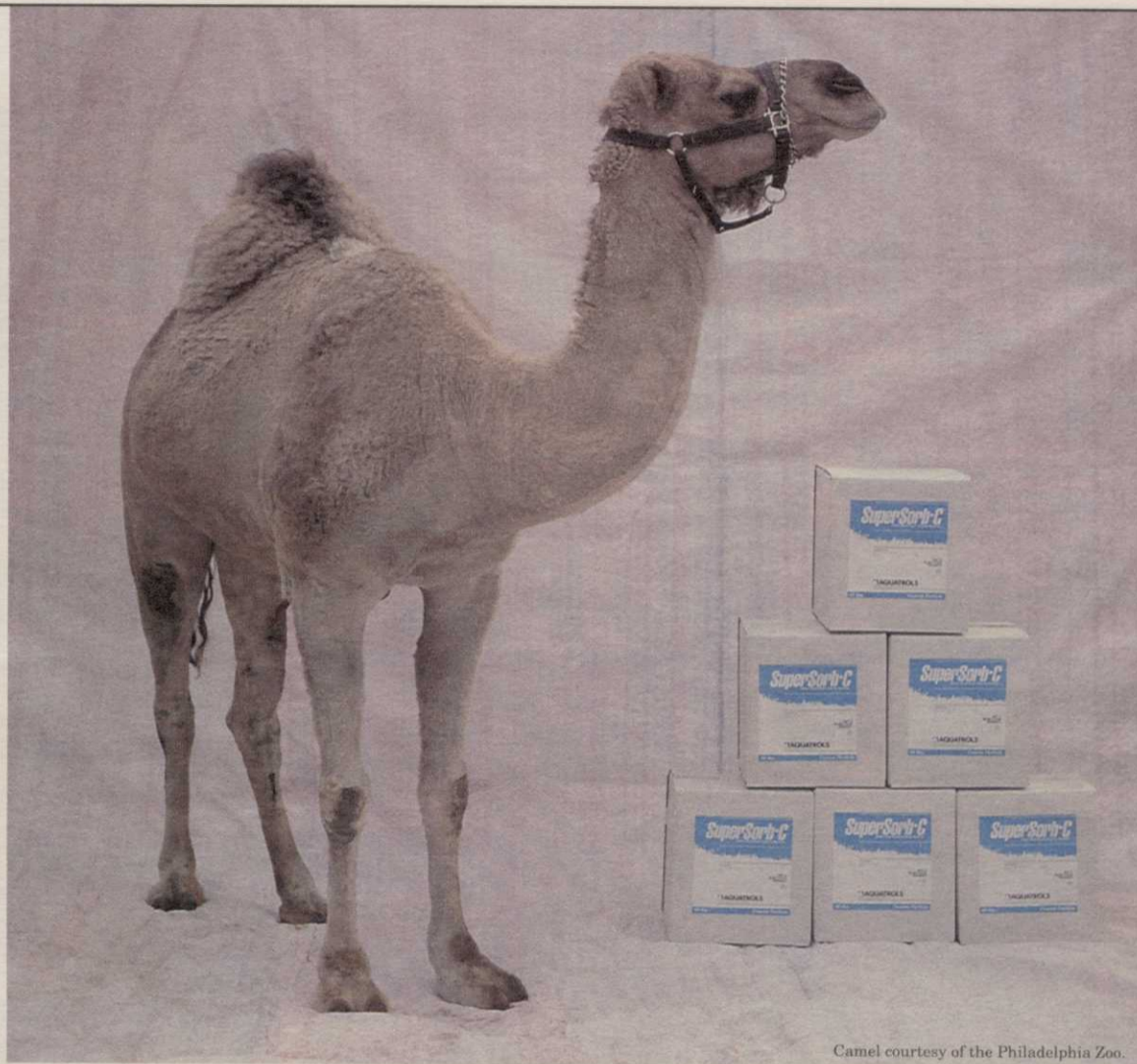
Report: Only 16% of golf resort sales reps do 'adequate' job

In a research study soon to be released by the Golf and Travel Industry Association, most sales representatives of golf resorts received ratings that were "less than adequate" or "adequate" from the responding travel agencies. Only 8% of the travel agents rate the reps as "excellent" and 16% rated them as "adequate".

"One would expect that golf resorts would employ people knowledgeable about golf," stated Gary Schmidt, executive director of the Golf and Travel Industry Association and initiator of the study. However, the forthcoming report indicates many sales people representing golf resorts come from other areas of the hospitality

industry and undoubtedly focus on the more traditional sales techniques and information.

Also, according to Schmidt, it may be an indication that general managers of golf resorts underestimate the importance of golf as a property feature in the marketing of golf at the travel agency level. The study which covers nearly a dozen other issues relating to marketing golf travel through travel agencies is in final preparation stages and will be available to members and non-members of the Golf and Travel Industry Association. Copies may be purchased by contacting GTIA care of the above address. The price is \$95 for members and \$145 to non-members.



Camel courtesy of the Philadelphia Zoo.

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