

CW Golf Partners to manage Chester Washington GC

LOS ANGELES—CW Golf Partners has acquired the management lease for the Chester L. Washington Golf Course from the County of Los Angeles, a move designed to improve the course and benefit inner-city youth.

CW Golf Partners is a joint venture between American Golf Corp. and three prominent African-Americans—businessman and former Cleveland Browns linebacker Sidney Williams, Los Angeles Raider quarterback Vince Evans and business consultant Edward K. Waters.

Under the agreement, Williams and Walters collectively own 20 percent and Evans 5 percent of the partnership. AGC controls the remaining 75 percent. Williams, Walters and Evans have the option to double their interest to 50 percent after five years.

"We are extremely pleased to have acquired the management lease for Chester L. Washington Golf Course," read a partnership statement. "We are committed to restoring the course and increasing the number of recreational opportunities available to inner-city residents and children of our community."

During the first 18 months, CW Golf Partners will invest \$900,000 to renovate the irrigation system, rebuild lakes and cart paths, and install protective fencing. Where possible, work will be awarded to ethnically diverse contractors.

To help the area's youth, CW Golf Partners will donate 1 percent of annual greens fees and golf cart revenues to help the Watts/Willowbrook Boys and Girls Club and to fund an annual charity golf tournament at the course with the Los Angeles Department of Parks and Recreation.

As part of the 25-year management lease, CW Golf Partners will also maintain Jack Thompson Golf Course, a nine-hole layout popular with inner-city junior golf programs.



EAGLE HARBOR UNVEILED THIS MONTH

Eagle Harbor Golf Club, a semi-private course designed by Clyde Johnston, is scheduled to open in Jacksonville, Fla. the weekend of Nov. 13, with member play and a bash that Saturday night. East West Partners, headquartered in Richmond Va., will manage the project. East West also manages Brandermill Country Club in Midlothian, Va., and Uwharrie Point Golf Club in Denton, N.C. Eagle Harbor is a par-72 layout measure 6,840 yards. PGA touring professional Lanny Wadkins is among the partners invested in Eagle Harbor.

NCA testifies on clubs' tax-exempt status

WASHINGTON, D.C.—The National Club Association (NCA) has submitted testimony to the House Ways and Means Subcommittee on Select Revenue Measures. The subcommittee, chaired by Rep. Charles Rangel (D-NY), is holding hearings on a variety of unrelated revenue measures.

Included in the hearings is a proposal to deny tax-exempt status to social clubs that discriminate on the basis of gender and strengthen rules relating to discrimination by social clubs. The proposal would also deny the present preferential tax treatment for tickets to certain charitable sports events if held at a club or facility that discriminates based on race, color, gender, or religion.

In its testimony, NCA stressed that it does not endorse discrimination, but rather, urges club members to adopt policies of selective membership which fulfill the conceptual goals and purposes of the particular club. "Joining a club is not a rejection of those who do not belong. It is simply a private decision on how an individual will spend some of his or her time," said Elizabeth Kirby Hart, NCA vice president for legal and government relations.

"The freedom to select one's fellow members is the essence of freedom of association in the context of a private social club. Government intrusion upon the membership selection process encroaches upon this freedom," Hart added.

SENTELL JOINS GC OF GEORGIA

ALPHARETTA, Ga.—Golf Club of Georgia has named Todd Sentell its marketing director. Sentell has been manager of communications and director of marketing at Antinori Software Inc. of Atlanta since 1990. He also wrote two golf novels and several golf-related articles for *Atlanta* and *Golf Illustrated*. The Arthur Hills-designed Golf Club of Georgia won *Golf Digest's* Best New Private Course in the U.S. award and is the second-ranked course in the state behind Augusta National.

The Fairways Group

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Affeldt pointed to the Washington, D.C. area as an existing example of the type of arrangement the company envisions. Fairways currently operates three courses near the nation's capital—Prince William Golf Club and Montclair Country Club in Northern Virginia and Patuxent Greens Country Club in Laurel, Md.

Fairways also operates Countryside Golf Club in Roanoke, Va.; Monroe Valley Golf Club in Jonestown, Pa.; Shalimar Pointe Golf & Country Club in Shalimar, Fla.; Tiger Point Golf & Country Club in Gulf Breeze, Fla.; Northgreen Country Club in Rocky Mount, N.C.; Broad Bay Country Club in Virginia Beach, Va.; Marlborough Country Club in Upper Marlboro, Md.; Liberty Golf Park in Eldersburg, Md.; and Scenic Hills Country Club in Pensacola, Fla.

Fairways owns 11 of the facilities and leases one.

"We prefer ownership situations," Affeldt explained. "It provides stability. Many companies prefer strictly management situations. It's so much easier to get into the business if you don't own. To acquire courses takes capital, and not everyone has that."

Chairman of the Board Charles Staples is the company founder. He also holds the titles of president and chief executive officer.

Staples has 31 years experience in the golf industry, spending a dozen years as a head pro and superintendent at various facilities before getting into course management. He founded U.S. Golf Properties in 1978, which evolved into Fairways. A Class "A" member of the PGA of America, he has lectured widely on course management and wrote the PGA book *Buying or Leasing a Golf Course* in 1985.

Joining Staples on Fairways board of directors is Michael Shannon. Shannon was president of Vail Associates from 1985 through 1992. Under his leadership, Vail went from a \$100 million real estate/recreational enterprise in the Colorado Rockies to a \$400 million operation that is ranked among the top ski resorts in the nation. In 1992 he teamed with Henry Kravis of Kohlberg, Kravis Roberts & Co. to establish KSL.

The management team includes Affeldt, Vice President of Operations R. Daniel Mays, Vice President of Finance/Accounting Keith Litrenta, controller Eileen Moore and Director of Capital Projects Janette Schoenberger.

The management team at the course level is headed by a property manager at each location. The superintendent, golf pro or food and beverage manager holds the post, depending on who has the best management skills, Affeldt said.

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