BRIEFS

TIMARRON RETAINS CCS, INC.

Country Club Services, Inc. has acquired the start-up and ongoing management contract at Timarron in Colleyville/Southlake, Texas. The golf course will be an 18-hole Byron Nelson signature track designed by the golf course architectural firm of Finger-Dye-Spann of Houston. Construction of the course has begun, and work on the design of the clubhouse is under way. The golf course and new clubhouse are scheduled to open in mid-1994.

MCLAUGHLIN JOINS WESTWOOD

VANCOUVER, B.C., Canada - Jim McLaughlin has been appointed general manager of golf operations for

Westwood Plateau. McLaughlin will be responsible for the operation of Westwood's 18hole golf course and country club, and the Westwood Plateau Golf Academy, including course mainte-



Jim McLaughlin

nance, the pro shops and lodge facilities. McLaughlin, 35, comes to Westwood from Toronto-based Thornbrook International where he was director of golf operations. Prior to that, McLaughlin was the director of golf at the University Golf Club in Vancouver.

BAYOU CLUB NAMES DIRECTOR OF GOLF

LARGO, Fla. - The Bayou Club has appointed Mel Callender director of golf. Callender will be directing golf operations, teaching programs and tournament activities for the club. Callender comes to The Bayou Club after several years of directing golf operations at English Turn G&CC in New Orleans and the Tournament Players Course at The Woodlands in Houston.

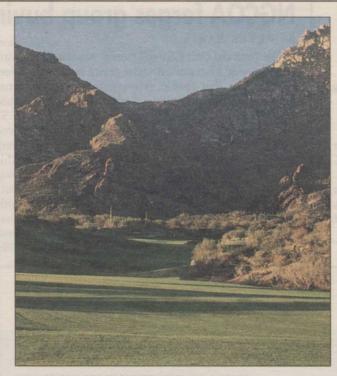
MASTERS GOLF SECURES FLORIDA TRIO

ORLANDO, Fla. - Masters Golf Corp. has assumed management duties at three Florida facilities - St. Augustine Shores Golf Club and Driving Range

in the northeast part of the state. Oak Hills Golf Course in the west central and Marco Shores Coun-



try Club on Marco Island. The company has also assumed agronomy consultancy duties at Sunny Hills Country Club in the Florida Panhandle and will do a feasibility study for a proposed course in the east central Florida.



NEW OWNER FOR TROUBLED VENTANA CANYON

Greyhound Real Estate Finance Co. has taken over Ventana Canyon Golf & Racquet Club in Tucson, Ariz., as part of a court-ordered reorganization plan. Everett Home Town Limited, a Bill Estes real estate company, was the previous owner. Westcor will manage the facility, which includes two Tom Fazio-designed layouts and a 48-room hotel. Westcor also operates The Boulders in Carefree and Carmel Valley Ranch in Carmel, Calif. The arrangement does not include 398-room Loews Ventana Canyon Resort.

ClubCorp. has plans for new Homestead course

By PETER BLAIS

OT SPRINGS, Va. - A new course or two could be in line for The Homestead if Club Corporation

International's proposed purchase of the historic golf resort takes place.

CCI, through its wholly-owned subsidiary Club Resorts Inc., has signed a letter of intent to operate and eventually own The Homestead, located in the Allegheny Mountains of Western Virginia. The initial agreement includes 3,000 of the 15,000 acres controlled by the Ingalls family, which has owned the property for 102 years. The resort opened in 1902 and has three courses - Homestead, Cascades and Lower Cascades. Cascades has been ranked among the top 50 in the country by various publications.

'We know that they [Club Resorts] are very golf oriented. We expect them to keep the courses we have and possibly add one or two," said Homestead Resort Director of Public Relations Patricia Onoff. "The 3,000 acres would be enough to add more hotel space and the courses."

Onoff cautioned that no final agreement has been reached and that it could be sometime in September before any deal is completed, making any talk of new courses very preliminary. "But we're very excited about what they could do here. Especially considering what they've done at Pinehurst (N.C.)," she added.

Club Resorts acquired the Pinehurst Hotel & Country Club complex in 1984 and quickly reestablished it as one of the top golf resorts in the world. Donald Ross-designed Pinehurst No. Continued on page 28

Marriott says there is life after Roger

By PETER BLAIS

Denying rumors fueled by the resignation of long-time Vice President Roger Maxwell, Marriott Corp. said it has no plans to leave the golf business but instead will add more courses.

'Golf continues to be a highly attractive, profitable business for us offering growth for our Marriott Golf Management Services division as well as Marriott Resorts Golf," said Robert Miller, executive vice president for Marriott Ownership Resorts.

Added Director of Golf Operations and Business Development Claye Atcheson: "It is totally unfounded that we're getting out of the golf management business. We

The Aftermath

Judge Hawkins okays Landmark sales; Ocean Course still in limbo

By HAL PHILLIPS

CHARLESTON, S.C. - Despite some wrangling over PGA West, the government sales of six golf properties have been approved by Judge Falcon Hawkins, whose U.S. District Court here has for two years presided over the systematic dismantling of Landmark Land Co.

Nearly \$400 million was spent in July when the Resolution Trust Corp. auctioned off PGA West La Quinta Carmel Valley Ranch, Mission Hills Country Club, Palm Beach Golf and Polo Club, and three courses on Kiawah Island. But the sales weren't final until Judge Hawkins approved them.

KSL Recreation, an investment partner of Wall Street giant KKR, purchased PGA West and La Quinta for a total of \$276.4 million. However, approvals from the PGA Tour and the PGA of America were needed Continued on page 29

have no intention of leaving golf. We want to add more courses. Our focus is to grow through management agreements rather than ownership.

"We're not looking to be the biggest manager of golf courses. We'll move carefully.

Atcheson and Associate Director of Development, Marketing and Merchandising Kevin Hammock have assumed many of Maxwell's former duties.

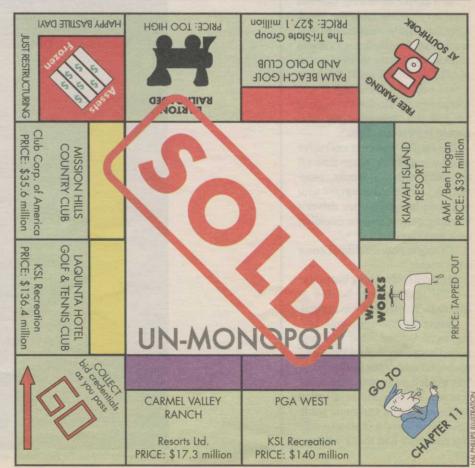
Miller's and Atcheson's comments came in the wake of Maxwell's July 9 resignation. The 21-year Marriott executive helped found Marriott's golf division and headed that department the past 15 years.



Roger Maxwell

Maxwell, 49, oversaw the 19 courses the company owns and/or operates as well as a staff of 200 agronomists and PGA professionals. He was responsible for marketing Marriott Golf Management services. In 1991, Golf Digest named him one of the 36 most powerful individuals in golf.

Continued on page 28



GOLF COURSE NEWS

CCA-Homestead

2 will host the 1994 U.S. Senior Open and 1999 U.S. Open.

The agreement is subject to Virginia Hot Springs Inc. stockholder approval. As proposed it would create a joint venture with Club Resorts initially managing the property, assuming a minority ownership and investing capital for operations and renovations.

Club Resorts would have five years to purchase VHSI's remaining interest and at that point would become sole owner.

VHSI reportedly was seeking \$30 million in outside money to fund renovations and capital improvements included in its five-year master plan. Included in that plan are golf course renovations such as the ones done this summer, which included changing several tee boxes and removing a road that ran through one of the courses, Onoff said.

No financial details have been revealed about the purchase or what specific improvements

Maxwell-Marriott Continued from page 27

"I just felt it was time for a change. I was totally happy at Marriott. They were very good to me and I think I was good for them," Maxwell said.

Asked if there was any connection between the timing of his retirement and a stockholder vote two weeks later dividing the corporation into a hotel management division (Marriott International Inc.) and a real estate division (Host Marriott Corp.), Maxwell replied: "Thope I had nothing to do with those rumors. With Roger Maxwell, golf was a strong force at Marriott. I assume it will continue to be without Roger Maxwell.

"In a corporate setting that has been very successful in the hospitality, food and beverage arena, golf is a difficult fit sometimes. Golf was an anomaly [to some inside the company]. The outside world didn't see it that way. But internally, it was sometimes hard to find the right fit for golf and determine just who should answer to whom."

The former Marriott executive said he would take some time off to spend with his family, especially a 14-year-old daughter who will soon be getting her driver's learning permit, before deciding on a new direction.

"I'll stay in golf. But I don't know what sector."

Maxwell had nothing but praise for the staff he left behind at Marriott. The feeling was mutual.

"Roger was the spirit and moving force behind what has happened here over the last 15 years," Atcheson said of his former boss. "He guided us as we added more courses. He saw the connection between the golf and room packages. He wanted a professionally run company and that's what he got." According to Club Resorts President Jim Hinckley, the Dallas-based firm will initiate marketing programs to build the resort's vacation and meeting business and will bring a substantial capital improvement investment for property revitalization.

Club Resorts would make.

Club Resorts also owns and/or operates Barton Creek in Austin, Texas; Ocean Reef Club in Key Largo, Fla.; Shanty Creek-Schuss Mountain Resort in Traverse City, Mich.; Quail Hollow in Cleveland; and Shangri-La Resort in Grove, Okla.

NGCOA forges group buying agreement for seed

By PETER BLAIS

The National Golf Course Owners Association and Pickseed have started a pilot group seed buying program that should save course owners a "substantial amount of money," according to association Executive Director Michael Hughes.

Hughes estimates members of the Pinehurst, N.C., chapter plus the Jacksonville, Orlando and Tampa, Fla., affiliates will order 500,000 pounds of seed this fall. "We're planning to eventually expand the service to all our members. It will be a complete, full-service program with one of the top suppliers in the business," Hughes said.

The NGCOA sent out bids this spring to several major seed companies it felt would be interested in

developing a joint program. "Pickseed came back with the best proposal. Their price, quality, service, technical expertise and acceptance of the group buying concept made them the obvious choice," Hughes said.

The program makes available Pickseed's entire product line. Members inform their chapter if they want to place an order. The office contacts Pickseed, which in turn works out details with the course owner. "There will be a definite learning curve. But I think we'll have an excellent relationship with Pickseed. We've put together an advisory board of agronomists and owners to help bring the best quality seed to our members in the most costeffective manner," Hughes said.

