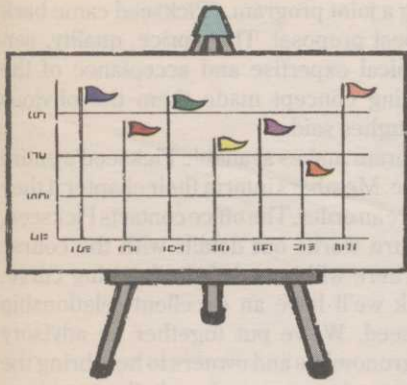


BRIEFS



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 18-hole golf course and country club, and the Westwood Plateau Golf Academy, including course maintenance, 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.



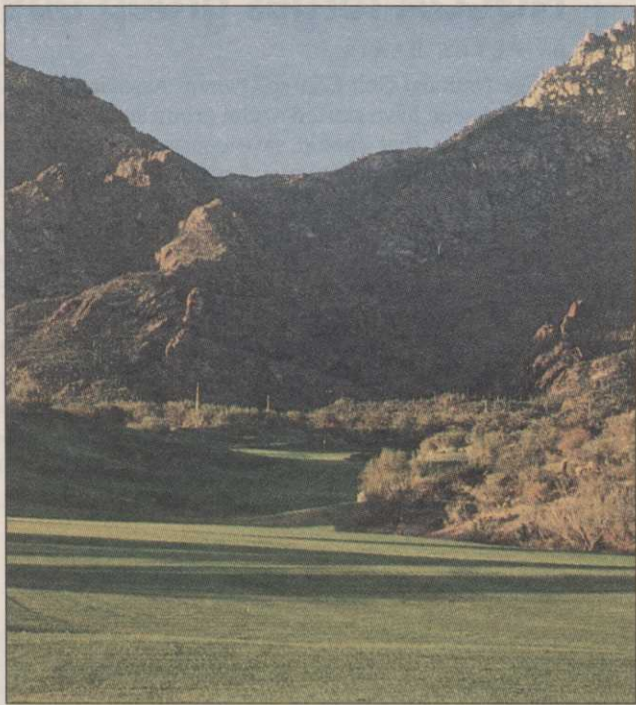
Jim McLaughlin

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 north-east part of the state, Oak Hills Golf Course in the west central and Marco Shores Country 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

HOT 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

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



Claye Atcheson

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

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

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<p>JUST RESTRUCTURING</p>	<p>RAILROAD</p>	<p>PRICE: TOO HIGH</p>	<p>FREE PARKING</p>
<p>Happy Bastille Day!</p>	<p>Assets</p>	<p>PRICE: \$27.1 million</p>	<p>AT SOUTHFORK</p>
<p>Club Corp. of America</p> <p>MISSION HILLS COUNTRY CLUB</p> <p>PRICE: \$35.6 million</p>	<p>LAQUINTA HOTEL GOLF & TENNIS CLUB</p> <p>KSL Recreation</p> <p>PRICE: \$136.4 million</p>	<p>The Tri-State Group</p> <p>PALM BEACH GOLF AND POLO CLUB</p> <p>PRICE: \$27.1 million</p>	<p>KIAWAH ISLAND RESORT</p> <p>AMF/Ben Hogan</p> <p>PRICE: \$39 million</p>
<p>GO</p>	<p>UN-MONOPOLY</p>	<p>WORKS</p> <p>PRICE: TAPPED OUT</p>	<p>GO TO CHAPTER 11</p>
<p>COLLECT bid credentials as you pass</p>	<p>CARMEL VALLEY RANCH</p> <p>Resorts Ltd.</p> <p>PRICE: \$17.3 million</p>	<p>PGA WEST</p> <p>KSL Recreation</p> <p>PRICE: \$140 million</p>	<p>HAL PHILLIPS ILLUSTRATION</p>

Speakers announced for GCN conference: Public Golf '93

YARMOUTH, Maine — *Golf Course News* has named its speakers for "Public Golf '93," a conference emphasizing profit-minded management at daily-fee golf operations.

The program will be held Nov. 14-16, at Wild Dunes Resort in Charleston, S.C.

"We are pleased to have such a prestigious group of speakers from inside and outside the golf world," said Hal Phillips, editor, and program chair.

The national two-day confer-

ence is designed for managers, owners, operators, and developers of public golf facilities—including daily fee, resort and municipal courses.

Several speakers from last year are returning to discuss new topics including: **Vince Alfonso Jr.**, president of The Rail Golf Course, Springfield, Ill.; **Ken James**, senior vice president for Golf Operations, American Golf Corp.; and **Steve Lesnick**, CEO, Kemper Sports Management

Additional speakers include:

Terry Buchen, head superintendent at Double Eagle Golf Club in Galena, Ohio; **John Crow**, director of consulting at the international accounting firm, Pannell Kerr Forster; **Ron Dodson**, president of the N.Y. Audubon and chair of Audubon Cooperative Sanctuary Program for Golf Courses; **John Engh**, director of the Hook-a-Kid on Golf program; **George Hilliard**, director of the Grand Strand Executive Golf Association; and **Larry Hirsh**, president of Golf Property Analysts and

president of the National Association of Golf Course Appraisers.

Also included on the roster are architect **Rees Jones**, president of Rees Jones, Inc.; **Rhonda Montgomery**, assistant professor, College of Hospitality, University of South Carolina; **Jimmy Murray**, manager of Charleston Municipal Golf Course; **Reid Nelson**, owner of the golf marketing firm, Reid Nelson Promotions; **Terry Sedalisk**, deputy executive director of the National Golf Course Owners Association;

Mike Tinkey, CEO, Royal Golf and Tennis, Hilton Head, S.C.; **Dennis Tull**, president, Smiley's Golf Center; **Zack Veasey**, PGA Professional, Hill and Dale Golf Course; and **Beverly Williams**, of the Women's Executive Golf Program.

Topics include: Trends in Public Golf, Management Strategies, Saving Money on Maintenance, Positioning the Golf Course for Added Value, Public Relations Strategies, and Marketing, Advertising, and Promotion on a Shoestring.

Several sessions will offer practical tips on improving the profitability of golf course profit centers including: Improving margins on food and beverage, pro shop operations, cart rental, practice facilities, instruction, greens fees, and tournaments.

For more information, call the *Golf Course News* Conference Group at 207-846-0600.

Casper secures Ivy Hill contract

FOREST, Va. — Billy Casper Golf Management, Inc. (BCGM) has been retained to provide complete management services at Ivy Hill Golf Club here.

For Ivy Hill, BCGM will perform services of daily club operations, financial management, marketing and public relations, personnel training and turf management. A major role for BCGM will be in the area of capital improvements. Ivy Hill boasts a 6,635-yard course, nestled among the rolling foothills of the Blue Ridge mountain range.

Landmark sales

Continued from page 27

to finalize the \$140 million sale of PGA West.

After an unsuccessful trip to District Court on Aug. 4, the parties returned on Aug. 11 and 13, when the PGA of America, the PGA Tour and Hawkins gave their respective blessings.

Meanwhile, the separate sale of the Ocean Course at Kiawah Island is still pending. The coveted Pete Dye design was pulled from the Dallas auction to allow environmental groups the chance to bid on it separately — as stipulated by the Coastal Barrier Improvement Act.

Four groups have shown interest: The Trust for Public Land, operating from Santa Fe, N.M.; The New York Audubon Society; The North American Land Trust of Chadds Ford, Pa.; and The Low Country Open Land Trust based here.

The Coastal Barrier Improvement Act allows these organizations 90 days to raise funds for the purchase of environmentally sensitive land. The fund-raising deadline is Sept. 29, after which a similar RTC auction will place the Ocean Course on the block.



The Workman's four wheels mean greater stability plus a full 2600 lb.* capacity.

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more jobs than a golf

course or park superintendent. But you can't do everything or go everywhere.

So here comes the Toro Workman™ 3000.

A totally new work vehicle with four wheel stability, three wheel maneuverability and incredible versatility. It not only hauls more cargo, but also lifts, tows, dumps, sprays, spreads, levels, conditions, saws, trims, washes, top dresses, and more.

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