

CCA-Homestead

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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

Club Resorts would make.

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 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 cost-effective manner," Hughes said.

Maxwell-Marriott

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"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: "I hope 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.

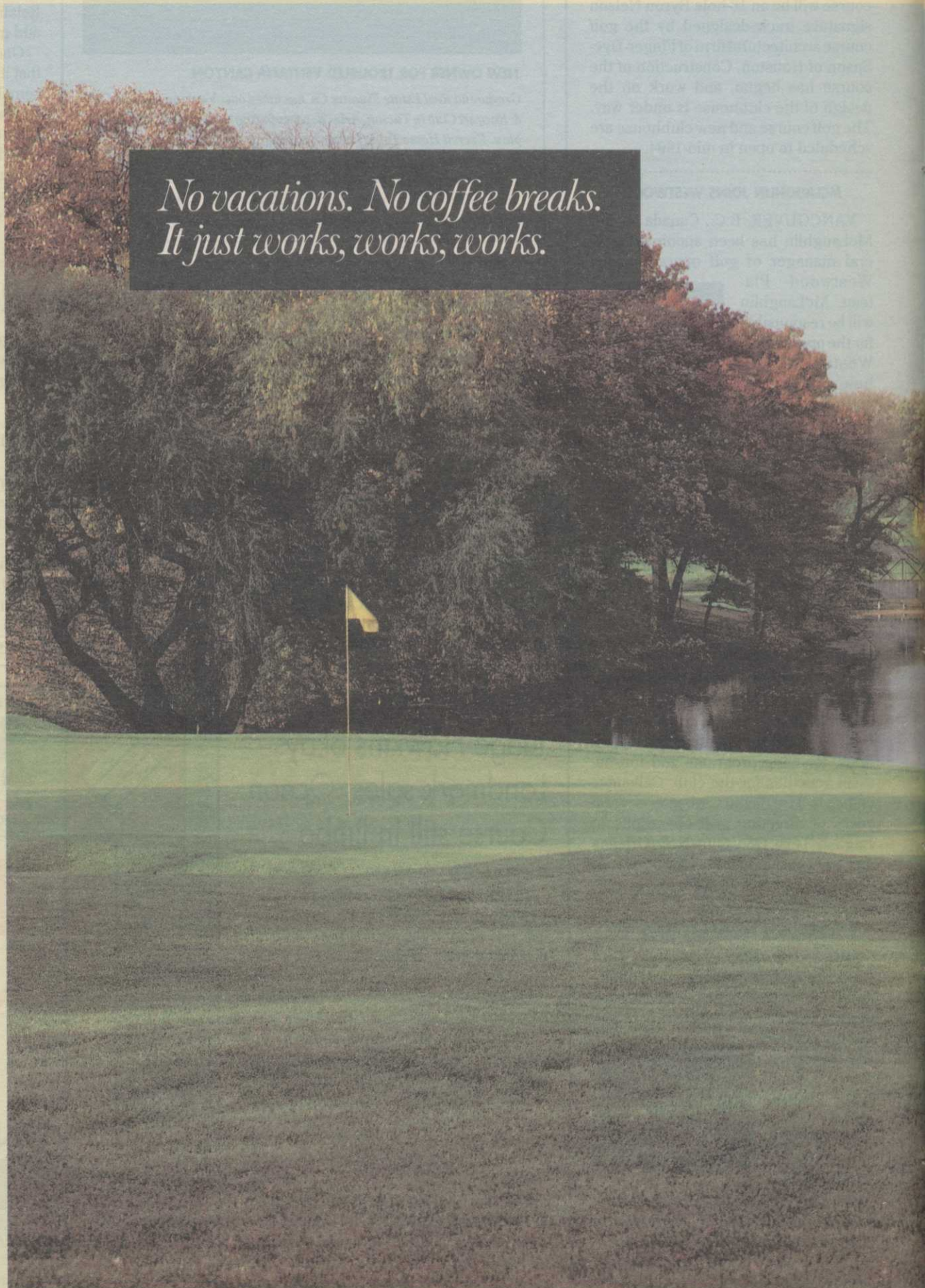
"In a corporate setting that has been very successful in the hospitality, food and beverage arena, golf is a difficult fit sometimes. Golf was an anomaly [to some inside the company]. The outside world didn't see it that way. But internally, it was sometimes hard to find the right fit for golf and determine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



*No vacations. No coffee breaks.
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