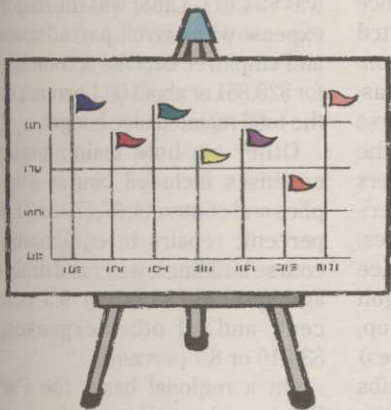


BRIEFS



MARTTY GOLF ADDS TWO TO FOLD

FAIRHOPE, Ala. — Martty Golf Management has inked agreements with two golf facilities. Martty will manage Jennings Mill Country Club, an 18-hole Bob Cupp-designed course in Athens, Ga. The Alabama firm has also signed a consulting agreement with Chantilly Manor Country Club in Rising Sun, Md.

NGP ACTIVE IN SEATTLE, SAN JOSE

SANTA MONICA, Calif. — National Golf Properties has acquired Summitpointe Golf Course in Milpitas Calif., and Lake Wilderness GC in Maple Valley, Wash.,

from Japan's Sumitomo Bank. The acquisition gives NGP its second course in the Seattle area and first in San Jose. NGP plans renovations and upgrades of both facilities. NGP also recently purchased The Golf Club at El Dorado Lakes in Gilbert, Ariz. American Golf Corp. will manage all three facilities. NGP's portfolio now includes 55 golf facilities.



NEW MEMBERSHIP DIRECTOR AT PALMER

ORLANDO Fla. — Arnold Palmer Golf Management Co. has appointed Beth Sargent as director of membership and affiliation services and Jon DePriest as general manager/director of golf for Spencer T. Olin Community Golf Course near St. Louis. Sargent was most recently director of membership for Palmer's Bay Hill Club and formerly with Club Corporation of America. DePriest, a 14-year golf-industry veteran, was promoted from head golf professional at Spencer T. Olin.

COUNTRYSIDE ADDS DUNBARTON NINE

DUNBARTON, N.H. — Countryside Golf Inc. recently purchased nine-hole Valley View Country Club here. Countryside plans to begin design and permitting of an additional nine holes in 1995. Improvements to the existing nine and the clubhouse are currently underway. J.A. Canfield & Co. of North Conway represented the seller.

VIRGINIA OAKS, HURDZAN TAP GPA

HARRISBURG, Pa. — HP Companies recently retained Golf Property Analysts of Harrisburg to provide appraisal and analysis services for the Virginia Oaks Golf Club in Gainesville, Va. Hurdzan Golf Course Design has also employed GPA to provide feasibility analysis services for a proposed golf course community near Athens, Ohio.

Course photography adds to image, bottom line

By MARK LESLIE

A picture says a thousand words — and can sell hundreds of golf club memberships or thousands of golf rounds, for that matter. So, taking the best photograph at the best time takes on crucial dimensions, say world-known photographers Mike Klemme and Tony Roberts.

"The power of the picture" can make or break a golf course, said Klemme, whose Golfoto, Inc. is located in Enid, Okla.

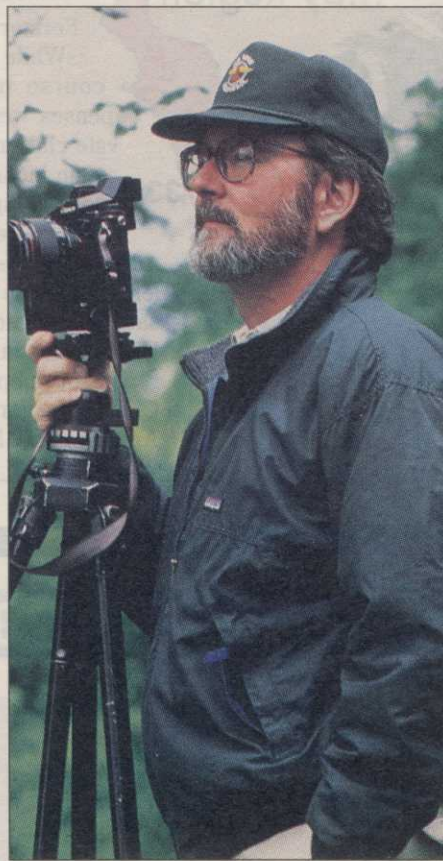
When Interfive Co. Ltd. of Nagoya, Japan, hired Klemme to photograph its World Woods Golf Course in Florida, Interfive paid his fee for two days but reaped many times that amount in free advertising.

"We got photos in 25 different magazines. Six calendar companies ran photos. And it didn't cost [Interfive] a dollar," Klemme said. "We kind of turn into a marketing partner."

"I can oftentimes make a marginal-looking place look good," Roberts said. "Sometimes there's not one good hole to photograph. Then you have to pull a rabbit out of the hat."

Real or conjured, photos are necessary for many areas at a golf course: on scorecards, in yardage books, marketing materials, advertisements, and elsewhere.

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Tony Roberts

May trains lens on life after Dye Designs

Ken E. May, formerly of Dye Designs, Inc. of Denver, Colo. has formed Rolling Greens Photography, located in Aurora, Colo.

May had been Dye's marketing and advertising coordinator and photographer for more than five years. Some of his most notable work has been the Dye Family Golf Course Calendar, awarded the Bronze Award for Most Creative Marketing Application in 1993 by the Calendar Marketing Association. May takes with him to Rolling Greens the Dye Designs photographic collection covering more than 80 Dye courses in various stages of completion, along with more than a decade of images of the Dye family, all of which he offers through a stock agency.

For more information, contact May at 303-366-4915; or write Rolling Greens Photography, 12246 East Second Drive, Aurora, Colo., 80011.



The Trophy Club in Houston, one of the new Cobblestone additions.

Cobblestone making strides in Sun Belt

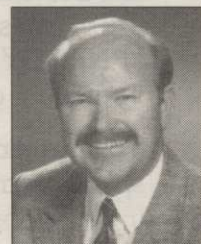
By PETER BLAIS

"We like to think of ourselves as getting a Mulligan in this business. Because of the experiences we've all had, we get to throw out the bad and keep the good."

That's how Cobblestone Golf Group President James 'Bob' Husband, explains the success of the 18-month-old company founded by he and financial partner Brentwood Associates.

Since October 1992, Cobblestone has purchased or leased 10 Sunbelt courses. The most recent was February's acquisition of Pecan Grove Plantation Country Club, a private facility that marked the San Diego-based firm's entry into the Houston market. Plans are to add approximately five clubs a year in the foreseeable future.

Toward that end, Husband has assembled an experienced manage-



Bob Husband



Gary Dee

ment team. Husband is a 20-year golf industry veteran and former chairman of chief operating officer of GolfCorp, ClubCorp International's public golf subsidiary.

He oversees an executive staff that includes Vice President of Operations Gary Dee, former head of operations for the PGA Tour; Vice President of Golf Operations Robert West, a former golf course owner and director of golf at Walt Disney World in Orlando, Fla.; Vice President of

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American Links, with you every step of the way

By PETER BLAIS

SAN ANTONIO, Texas — Four partners with extensive experience as owners, lenders, course designers and contractors have formed a company that can guide a course developer from initial planning through actual opening and operation of a golf facility.

"We impart to any project the unique ability to incorporate all these perspectives in our service to our clients," said American Links Consulting (ALC) President Randy Trull.

"This combination of experience enables us to guide a client from the initial concept to a fully operational facility. Our services will include assistance in developing a concept, determining objectives, selecting the right designer and planning well-functioning facilities.

"Not only can we provide construction management during the project, we can also extend our services to implementing programs for the operation phase and long-term management of the facility."

While many management companies claim to offer developers similar concept-to-operation services, Trull said many are simply too small in scope and too inexperienced to be truly effective.

"I felt a need for a company that could offer a wider range of services while still providing detailed, efficient management," Trull said. "I believe we've put the right team together to do just that."

The team includes:

- Trull, President/General Manager — Trull spent the last 10 years with Wadsworth Golf Construction Co., starting as a shaper at Barton Creek Country Club in Austin, Texas, and working his way up to project superintendent. At Wadsworth, he was involved in more than 20 courses, nine of which appear in *Golf Digest's* most recent

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Cobblestone Group

Continued from page 47

Acquisitions Andrew Crosson, former head of development and acquisitions with GolfCorp; and Vice President of Acquisitions Joseph Champ, former vice president of acquisitions at American Golf Corp. and National Golf Properties Inc.

"Between us, we have experience with just about every major company and association in the golf business," Husband said. "We don't run up against much that one of us hasn't seen before."

What they've seen over the past year and a half is more than 250 projects cross their desks. The 10 that have passed muster have successfully filled the niche Cobblestone is seeking.

Cobblestone's strategy is to purchase undercapitalized, upscale public and private clubs then improve their performance through facility upgrade and enhanced marketing.

"We make a very strong attempt to listen to and better understand our customers," Dee said. "We have a revenue-enhancement rather than a cost-reduction focus. In other words, we're willing to provide better facilities and services so customers are willing to spend more money."

For example, prior to December's purchase of The Trophy Club in Dallas, Cobblestone conducted focus groups among members. The firm asked what members wanted. That resulted in plans to completely renovate the clubhouse, install new golf cars, purchase additional maintenance equipment and build another nine holes.

The company also hopes to create clusters of courses in Sunbelt metropolitan markets. Acquiring four to five courses in the same region, Dee explained, allows Cobblestone facilities to share specialized equipment; members to play at several Cobblestone clubs for one membership fee; top-flight managers to spread their expertise among several facilities; and the company to take advantage of group-buying situations.

The immediate goal is to fill out clusters in areas where the company has one (Houston and Phoenix) or two (Dallas) courses. Cobblestone already controls five San Diego courses, which prompted August's move of corporate headquarters from Los Angeles south to San Diego.

Cobblestone plans to move into the Southeast once the other clusters are filled.

"We've looked at a lot of Florida courses, but it's a tough market right now," the company president said. "We haven't looked at much else in the Southeast, mainly because we don't have many people in that area. Joe Champ should be able to help us there."

Cobblestone could exceed its

five-course-a-year acquisition goal if the right properties become available.

"Were not limited financially," said Husband, referring to the \$32 million Brentwood has committed to acquisitions plus Husband's own resources.

The company prefers ownership over leasing, unless a lease arrangement could eventually lead to an ownership position, Husband said.

"Management-only contracts are too risky," he explained.

"You manage a facility for a few years, the owner thinks what you do is easy and he decides to

do it himself. Or he hires away your manager and lets the management company go."

Cobblestone believes a unique window of opportunity exists to buy courses built during the last decade as part of real estate developments. The downturn in the housing market and withdrawal of the Japanese as big-time investors has prompted many banks and developers to make courses they control available for acquisition by competent acquisition/management firms.

Pecan Grove is a prime example, Husband explained.

The 27-hole course was part of an 1,100-acre community. The developer had about 25 percent of the lots remaining. He wanted to divest himself of the course. But he wanted an assurance that whoever took over would maintain the course at a high level that would allow him to continue selling lots and protect his reputation for future developments.

"We feel that if developers look at our team, they see we can fill that role," Husband said. "We believe the window will remain open another year or two."

Following is a list of courses Cobblestone Golf Group owns or leases throughout the country:

Carmel Mountain Ranch, El Camino Country Club, Whispering Palms Country Club, Balboa Park and The Vineyard at Escondido in the San Diego area.

Saticoy Regional, Ventura, Calif.; Foothills Golf Club, Phoenix; Pecan Grove, Houston; Trophy Club and Woodcrest Country Club in Dallas.

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Bill Womac
Superintendent
Dunwoody Country Club
Dunwoody, Georgia

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Barricade

HERBICIDE
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Steve Carr
Superintendent
Pocasset Golf Club
Pocasset, Massachusetts

"Barricade makes it easy for us to fine tune our control program, as the length of control is determined by the rate used. We've found that one application is all it takes to keep us crabgrass free until the start of cold weather."



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