

Paloma revives Tan Tara

NORTH TONAWANDA, N.Y. — Tan Tara Golf Club is reportedly on the road to economic recovery. Last October the Paloma Golf Group purchased the 18-hole course and clubhouse at a court-imposed foreclosure sale for \$2.6 million. Paloma's was the only bid for the property. Membership had dropped to less than 300, down from a peak of 600. PGG Marketing VP Pamela Smith launched a campaign aimed at keeping existing members while using advertising and public relations to attract new ones. Over the first 60 days, the club retained 98 percent of existing members while adding 110 new ones. A grand re-opening is scheduled for this spring.

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MIAMI — Courses can save on electric bills and earn cash incentives by taking advantage of Florida Power & Light Co.'s Off-Peak Battery Charging Program.

By installing approved, pre-programmed controllers in the cart barn the battery chargers will be automatically activated during off-peak hours when energy demand is low. The rebatereportedly is equivalent to approximately \$60 per participating charger.

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CIRCLE #140

American Links

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list of America's Best Courses.

- Jack Parker, Business Development — As chief executive officer of Club Consultants Inc., Parker has more than 40 years experience managing golf facilities. He owns Tapatio Springs Resort & Conference Center outside San Antonio and is managing partner of The Quarry, a critically acclaimed Keith Foster design that opened last fall in San Antonio and has been nominated for Golf Digest's best new public course.

- Bill Ellis, Planning/Development — Ellis was chiefly responsible for developing The Quarry and specializes in golf development and project management.

- Jay Eddy, Planning/Finance — Eddy is an international banker with 22 years experience in real-estate finance and development. His firm financed The Quarry.

"We can hold an owner's hand and protect his interests from start to finish," said Trull, whose main strength is 20 years of engineering experience.

"I stress value-engineering, presenting a developer with all the options during construction, detailing the costs and letting him decide. For instance, that might entail the benefits of surface drainage versus underground piping or perhaps retaining elevation changes versus blasting to level the landscape."

The growth of golf has led to a proliferation of development-related firms, Trull said. Helping an uninitiated developer or greens committee select the right designer, construction firm, product vendors and the like can save the developer thousands of dollars, he added.

Since the extent of ALC's participation in any project will vary, "our fee schedule is dependent on the intensity of our involvement," the company president said.

Since forming ALC in early February, Trull and his partners have been approached by several groups and entered negotiations with some in the United States and Mexico.

For more information, contact American Links Consulting, 200 Concord Plaza, Suite 750, San Antonio, TX 78216; or telephone 210-828-2885.

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