

## N.J., Va. firms join forces, expand management services

WILLIAMSBURG, Va. — Golf Business Advisors of Williamsburg and Matrix Hospitality of Cranbury, N.J., have entered a joint venture to expand their golf services.

"We will work together to provide a range of services, from consulting through acquisition and management, of golf and country clubs from Maryland to South Carolina," said Golf Business Advisors' owner Jeff Fleishman.

Golf Business Advisors was founded more than a year ago to help resorts, real estate developments and stand-alone golf courses increase business and improve operations. The firm is also in the course brokerage business. Fleishman is a 17-year veteran of the golf business. Before es-

tablishing his own firm, he was with the Kingsmill Resort in Williamsburg, where he held various resort management and marketing positions. He is past president of the Virginia State Golf Association.

Matrix Hospitality provides hospitality-related services to operators, owners and developers of hotel, golf clubs, resorts and conference centers. Services include concept development and implementation, financial analysis, sales and marketing, staff analysis, training and management. Matrix is a division of Matrix Development Group, among New Jersey's largest real estate developers. Matrix's portfolio includes Forsgate Country Club in Monroe Township, N.J., and Commonwealth National Country Club in Horsham, Pa.

## MSI offers turnkey club program

BLOOMFIELD HILLS, Mich. — With the affiliation of Total Golf Management, MSI Companies now offers clubs, golf courses and golf club operations complete turnkey services, according to MSI President Craig Andrews.

"We now provide complete innovative development, management, and operations capability to developers, club managers and golf course owners and operators," Andrews said.

MSI develops computer systems and software designed to integrate all management func-

tions for athletic, luncheon, meeting and golf club operations. Included are accounting, accounts payable/receivable, membership management, reservation systems for restaurant and tee times, and information processing.

In addition to many golf club and course operations in Michigan, MSI provides management services to clubs in Illinois, Indiana, Ohio, Kentucky and North Carolina.

MSI consists of MSI Systems, MSI Club Management Systems, MSI Total Golf Management and MSI.

## Tinkey's new firm to diagnose course problems

MT. PLEASANT, S.C. — Mike Tinkey has formed Sports Management & Marketing Services, a consulting company specializing in golf, tennis and resort operations.

Tinkey, formerly chief operating officer of South Carolina's Royal Golf & Tennis Ltd. on Hilton Head, was also president of Wild Dunes Resort in Charleston.

He compares his new firm's services to those of a general practice physician, who performs periodic and annual checkups, analyzes data and prescribes courses of action.

Secret shopper services, operations assessments and analysis, comparative research, marketing communications, tournament and event planning, and project implementation are among the offered services.

Tinkey employs a network of professionals who engage in a team approach to handle larger, complex projects and individual professionals to handle specific needs such as food and beverage operations, retail golf maintenance operations or financial analysis.

Engagements vary based on needed services and range from hourly/daily consultation to contracts based on a specific project to ongoing monthly retainers.

In addition to his positions at Royal Golf and Wild Dunes, Tinkey is past president of the Lowcountry Golf Course Owners Association, president of the South Carolina Golf Course Owners Association and a board member of the National Golf Course Owners Association. He has spoken at numerous golf industry and association conferences, workshops and conventions.

Sports Management & Marketing Services is located at 208 Venning Street, Mount Pleasant, S.C. 29464; telephone/fax 803-881-9101.

GOLF COURSE NEWS

# Fast first aid for your tees.

Controlling divots on par 3 tees has always been tough business — especially when players have to walk from the tee to the bucket and back again. That's why our new Seed & Soil Caddie takes the best

ideas in divot repair and places them all at your players' fingertips, right next to the tee markers! ♦ To keep the rain out, we curved the spout. To make it easier to fill, we turned the entire

bottom into a screw-off cap. To keep it close to potential divots, we made it as easy to move and position as the tee markers it's designed to

sit next to. And to remind players to use it, we even included a friendly reminder decal. ♦ Like all Standard Golf products, our new Seed & Soil Caddie is designed to last for years of trouble-free use. The integral steel spike is precision-welded for extra strength, and the large capacity

reservoir holds plenty of seed and soil. ♦ Our new Seed & Soil Caddie makes it easier for players to keep tee areas healthy! Contact your nearby Standard Golf distributor and ask about our Seed & Soil Caddie. It's good medicine for your tees!



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SG-181