

BRIEFS



GULL LAKE ADDING 5TH COURSE

GULL LAKE VIEW, Mich. — Construction of the newest 18-hole design at Gull Lake View Golf Club has begun. It is expected to open for play by mid-1995. It will have a 3-3-3 format — with holes evenly split between par 3s, par 4s and par 5s. It will average 7,500 square feet of greens, and will measure between 6,800 and 6,900 yards from championship tees and about 6,400 from regular markers. Hazards will include three ponds and 50 sand traps. The new course will be Gull Lake's fifth.

COMMONWEALTH NATIONAL HONORED

HORSHAM, Pa. — Arnold Palmer-designed Commonwealth National Country Club has been given an Outstanding Land Development Award from the Montgomery County Planning Commission for environmentally sensitive design and for protecting and preserving the existing natural features on the property. The award was presented to superintendent Larry Schlippert. The course opened for play in 1990.

TEXTRON PROMOTES MUNOZ

ATLANTA, Ga. — Ramon Munoz has been promoted to vice president of the Golf Course Finance Division at Textron Financial Corp. (TFC) a subsidiary of Textron, Inc. Munoz will maintain and continue to expand TFC's growing golf course portfolio, now approaching \$200,000,000 in volume. Munoz has been with the Golf Course Finance Division of TFC since shortly after its inception in 1990. Prior to joining TFC, he worked in golf and real estate development in the New England area.

UTAH DEVELOPMENT UNDERWAY

DRAPER, Utah — David Graham and Gary Panks are designing an 18-hole course for the new South Mountain Project here, 18 miles southeast of Salt Lake City. South Mountain has 1,517 acres situated in the foothills of the Wasatch Range. The project is zoned for 1,700 residential units, and construction on the infrastructure began in July. EDAW-HRV, based in Denver, is overseeing the land plan and landscape architecture. The developers are Dee Christiansen and Terry Diehl of South Mountain.

FOSTER GROWS, MOVES

ST. LOUIS — Since opening an office here in the spring, architect Keith Foster has secured four design projects in Colorado, Texas and Kentucky. So the firm is moving into a larger office at 10411 Clayton Road, Suite A-14, St. Louis, Missouri 63131; phone 314-997-7373. Art Schaupter, associate, Midwest projects, and Lee Hetrick, associate public relations and marketing, will be moving from Phoenix to St. Louis.

Hall-of-Famer Mann marks minority market

Golfing great forms female-led turnkey development team

By MARK LESLIE

HOUSTON — Her title was once LPGA Touring Pro. But now Carol Mann is taking aim on a new moniker: Golf Business Entrepreneur.

With one swift step, Hall of Famer Mann has become a pioneer among women, establishing a female-owned, female-operated golf development turnkey business.

Stepping out from its position as a "minority company," Carol Mann Golf Services is on a mission to give ordinary golfers, women, seniors, juniors and the physically disabled "the opportunity to enjoy this game as much as anyone" through design and construction "that addresses the needs of all golfers."

It is offering clients the total development package — from feasibility



Carol Mann can still coax in a putt.

studies to course and facility design and club management.

"I see myself as more than the Tour pro. I am changing my profile," Mann said from her headquarters here. "My goal in forming this company is for it to be for the rest of my life."

The new company is separate from Carol Mann Inc., which has consulting, appearance and publishing divisions.

"The appearances and the consulting sometimes are all dependent upon your profile. And it is a natural waning that happens to everyone unless you have the venue of competitive athletics. I haven't competed in about 13 years," said Mann, who won 38 LPGA tournaments during a remarkable 21-year career.

Mann cited two driving forces to starting her new business — creating playable courses for all players, and competition as a minority business in a relatively "open field."

Continued on page 38

Vintage Group takes 'downtown' idea on the road

By MARK LESLIE

CHICAGO — With one downtown golf course and practice center barely under its belt, Vintage Group, USA Ltd. has unveiled plans to take the concept to a half dozen other cities.

"Our game plan," said Vintage Group President Charles Tourtellotte from Illinois Golf Center, "is to either do public or institutional financing for \$25 million, initially. Because we've had such good visibility and success with this project, we will take this concept on the road, so to speak."

Initial target is to finance six projects with \$25M

That \$25 million will finance six facilities like the Illinois Golf Center. The Chicago facility, which opened to the public Aug. 21 — and is bounded by Randolph Street and Lake Shore, Columbus and Wacker drives — features a nine-hole, par-3 track consisting of famous holes by Pete and/or Perry Dye. The McGetrick Hurter Learning Center, a 92-tee practice area, a putting and chipping green, and fully equipped

clubhouse at 221 North Columbus Drive fill out the center. It is open until late evening or midnight every day and provides nearby practice opportunities to tens of thousands of golfers who work in the city.

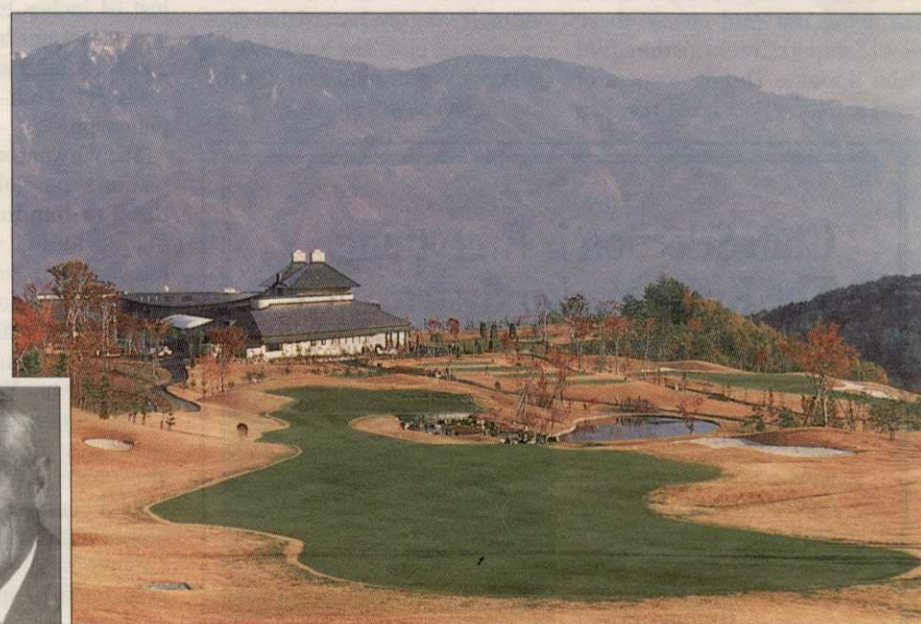
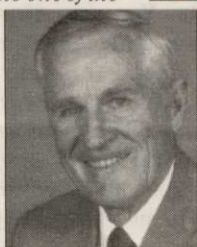
Vintage Group has property in San Diego under contract and is considering sites in New York City, Seattle and San Francisco's East Bay area, Tourtellotte said.

He expects ground to be broken on the San Diego property before the end of the year and the first six facilities to be underway within 24 months.

Continued on page 34

Robinson's career a fountain of success

A University of Southern California graduate and a land planner by training, Ted Robinson, 71, has evolved into one of the best-known golf course architects in the country. He began designing nine-hole courses as part of master-planned communities in the 1960s. Vandenberg Country Club (CC) in Lomboc, Calif., was his first 18-hole, regulation-length layout. Over the past 30 years, the California native has designed 140 golf facilities throughout the Western United States and Pacific Basin. He is particularly known for the waterscapes that grace many of his layouts. Robinson is a past president of the American Society of Golf Course Architects and a member of the American Institute of Planners. His son, Ted Jr., joined the Dana Point, Calif.-based firm 2-1/2 years ago.



The 18th hole at Akeno Golf Club in Japan, designed by Ted Robinson, above left.

He won the national seniors championship in the 70-to-80 bracket 30 years ago. He shot his age in the tournament when he was 71. I started as a land planner for residential developers and my father helped lay out golf courses as part of the master plans.

The other was Johnny Dawson. He was a well-known golfer and a major developer in Palm Springs. It took me 12 to 13 years to transition from a land planner to a golf course architect and he was very helpful.

GCN: What course legitimized you as a golf course architect?

TR: Sahalee Country Club in Seattle [opened in 1969] put me over the top. It was

a low-budget course, but it's been very well rated and will host the 1998 PGA Championship.

GCN: Do you have a favorite course you designed?

TR: That's like asking if one of your children is your favorite. Sahalee gave me some prestige and recognition. I got to design the equestrian center [site of a 1984 Olympic event] and course at Fairbanks Ranch CC [in Rancho Santa Fe, Calif.]. That was a lot of fun. And I got to work with Greg Norman at The Experience at Koele. But they've all been fun.

Continued on page 34

Mann's family wide-ranging

The Carol Mann Golf Services family is its key ingredient, Mann says, beginning with her partnership with Paula Eger. The Mann team:

Carol Mann — a multiple winner in eight of her 21 years on the Ladies PGA Tour, she received the 1976 Babe Zaharias Award, and was inducted into the LPGA Hall of Fame in 1977 and the Women's Sports Hall of Fame in 1982. In 1968, she claimed 10 titles and the Vare Trophy with a season scoring average of 72.04, a mark that stood for 10 years. She owns Carol Mann Inc., which has divisions in consulting, appearances and publishing.

Paula Eger — as a construction superintendent, she managed such projects as Bay Oaks Country Club here, Hallbrook CC in Leawood, Kan., and Iwasaki Capricornia in Yeppoon, Queensland, Australia. As a design associate, she assisted Ken Kavanaugh in work on Foothills Club West in Phoenix, Ariz., Quail Creek Country Club in Green Valley, Ariz., and Orchard Valley Golf Course in Aurora, Ill. She is a member of the U.S. Golf Association, Executive Women's Golf League and South Texas Golf Course Superintendents Association and an affiliate member of the Golf Course Superintendents Association of America.

Shari Doiron — a specialist in architectural and interior design, she also designs maintenance facilities and specifies

materials. Her latest projects were at Rio Colorado Golf Course in Bay City, Texas, and maintenance facilities at Bay City and Castle Oaks in Sacramento.

Nancy Bunton — a Class A member of the PGA and LPGA Teaching Division, she specializes in golf course operation, food and beverage, golf carts and personnel. She is the current head pro at Rio Colorado Golf Course.

Peter Jacobsen — A PGA Tour player, he has assisted in the design of The Oregon Golf Club in West Linn, Ore., and Creekside Golf Club in Salem, Ore.

Jim Hardy — Mann's ex-husband, he is a minority partner with her and president of his own company, Golf Services Group.

Bill Wallace — a minority partner with Hardy, he is a certified public accountant and a member of GCSAA. His specialty is financial management.

Spencer Clements — an expert in golf and real-estate consulting, he deals with appraisals, feasibility and market studies.

Jack Morgan — project manager in the PGA's national office in Palm Beach Gardens, Fla. PGA of America Golf Course Development, Operations and Consulting Services, he also has been project director for Whitley Development of Florida. His expertise encompasses financial analysis, equity and debt placement, public and private finance, and government approvals.

Mann aims to balance 'skew' of tough designs

Continued from page 33

"We'd like to bring more playability features to golf course design — for the total skill levels of golfers playing today, and not just the strong male," she said. "Most courses are seen and judged from the perspective of strong males. We think there are a lot more people in the market as customers of golf, including so many beginners, so many women, juniors and seniors. Also, the new ADA [Americans with Disabilities Act] guidelines will be set soon, and we may be able to be extraordinarily creative for a certain type of physically challenged customer of golf.

"There is an extreme skew to what are considered the best golf courses in America, and the perspectives of the best courses and design features as well. We want to establish some balance to that skew."

Also, as the number of municipal courses grows, "we want to win more business from cities," she said, "positioning ourselves as a minority company ... and being extremely qualified to do the work as a minority company.

"That is a business direction, and we feel there is no competition."

Mann is working on this turnkey operation with several people, mainly partner Paula Eger, who has grown in golf courses as a superintendent and has been a design assistant, mostly with Ken Kavanaugh.

The firm's four services are:

- Consulting, including feasibility and marketing plans — among them conversions from private to public.
- Construction management including design.
- Project management, supervising the entire project from beginning idea to completion.
- Operations management after the facility is up and running.

But Mann intends not to lose her focus. She is not opposed to persuading developers who desire difficult tracks. Courses designed for the everyday golfer are the best investment, she said, "and we can support our position with market data and customer usage. So we may have to do a little educating of a developer.

"It would be swell if we could have a client who also agrees with our

philosophy. We feel golf needs to go this way. And if it doesn't, we think it will hurt itself."

Putting personal fame aside, she said: "I'm not interested in having a course be a Carol Mann design. I want it to be a quality course that has the right intellectual applications done to it."

Eger will be the primary designer for Carol Mann Golf Services

"I hope to build Paula's profile," Mann said. "She's our Number One asset."

Mann has not spoken to other female course designers but holds that door open in the case her company gets too much work for Eger to handle.

In the meantime, Mann also expects to make good use of PGA Tour player Peter Jacobsen, who has designed The Oregon Golf Club in West Linn, Ore., and Creekside Golf Club in Salem, Ore. "If our client wishes to have a male player involved, Peter would be our first choice because he's in our family. This could be the best of both worlds, having the female and male perspective — a nice balance," she said.

Saying she will go anywhere in the world to work, Mann declared: "We've seen a real gap in the market. We believe we're well qualified. And it's so natural we just kind of fell into it in a beautiful way. Isn't that the way good things sometimes happen?"

...

As Mann waits for her first commission, she believes she can draw on characteristics she has gained as a player.

"There are some similarities between playing golf and this work," she said. "This will take patience. And as a player you certainly have to learn patience. It will take extreme diligence. And golf teaches diligence. It will take preparation, planning and good strategies. Golf teaches all of that. So, playing the game may have prepared me for this more than anything I could have done."

On the other hand, golf is played alone and her new job entails teamwork. "Since I stopped playing golf competitively, I have worked with teams of people in a number of project areas," she said. "I like leading and following teams of people. So having learned some of those skills, it has helped prepare me for this kind of work life."

TACKLES THE NASTY SPOTS

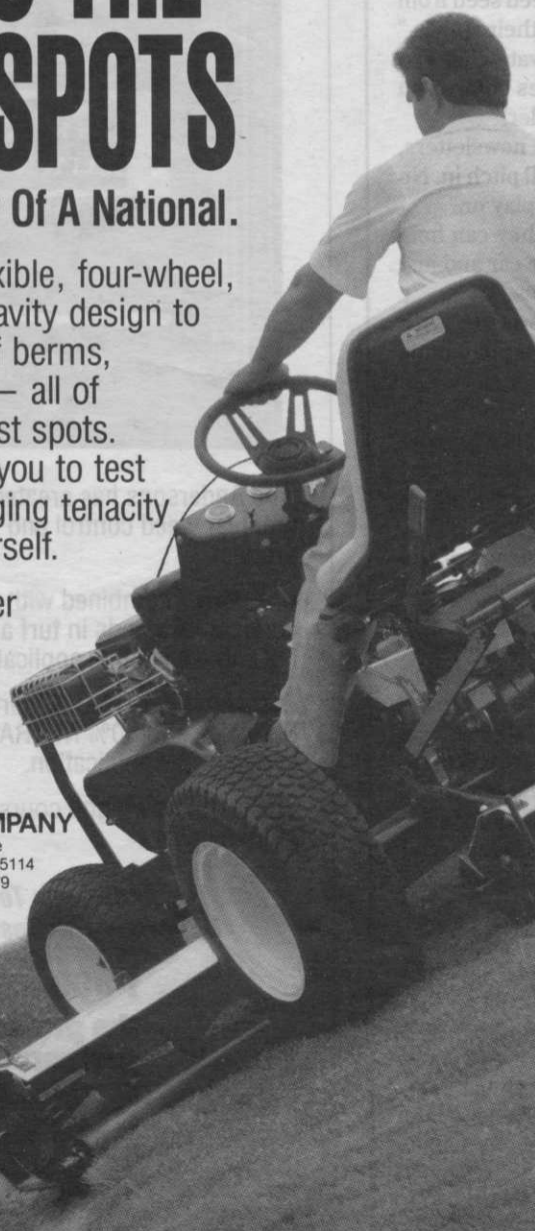
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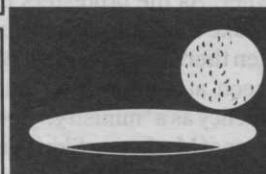
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