

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

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"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?"

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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."

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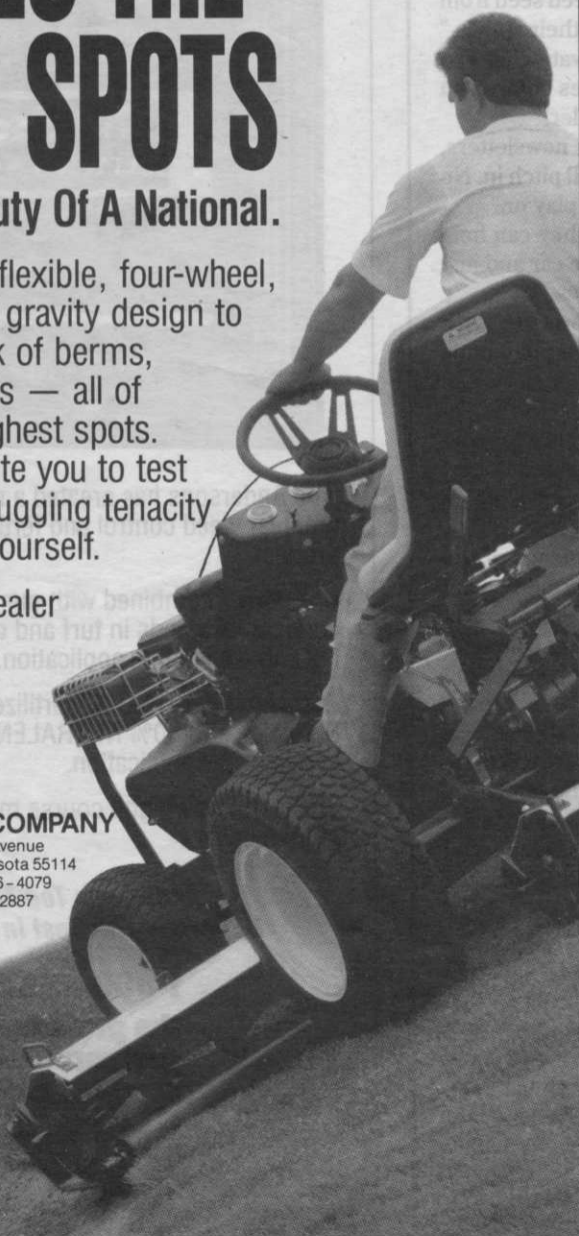
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