

Spaeth/PAR

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golf courses on the network, you have a kind of public utility throughout the country... Traveling Americans can book reservations, right now, right into the pro shop. It's a new and much more efficient way of offering up golf to people."

"The notion of a centralized reservation network was pioneered by the airlines," said J. Michael Doyle, an investment banker who launched PAR Business Systems with Spaeth two years ago and is executive vice president of the new PAR. "The technology is not magic. You've just made it enormously more convenient for the customer."

Member courses release their tee times into the network and every course and hotel that joins the network gets access to those tee times.

Meanwhile, the pro shop software simplifies operations from check-in to the 19th hole.

An attorney who wanted to remain active in golf after his term as USGA president from 1990-92, Spaeth said: "PAR is committed to one goal — to enhance the quality of the golf experience for everyone on the course."

"It was a perfect match," said Lurie, who is becoming active in the golf industry, adding: "PAR had the best pro shop software but wasn't offering network capability, and Aptech had the proven network system but lacked point-of-sale applications."

Saying the borders of the network are practical rather than conceptual, Doyle said PAR will advance on a regional basis.

TeeTime Network numbers among its clients the Grand Strand Tee Time network which books two million rounds of golf annually by linking 50 courses and 20 hotels; and the Traverse City, Mich., region which connects 16 courses.

Similar tee-time networks have been established at Disney World in Orlando, Fla., and in the Ocean City, Md., and York County, Pa., areas. The networks total some eight million reservations per year, PAR said in a press release.

Others are being formed in the Phoenix-Scottsdale area of Arizona, Las Vegas, Nev., Tucson, Ariz., and San Antonio, Texas.

"We envision the company in five years having a very significant place," Spaeth said. "Business plans show in the order of 85 networks in five years. This could be seven golf courses and eight hotels in the foothills of Stockton, Calif. It doesn't have to be 20 or 30 golf courses and hotels."

"We now have an unbeatable combination," said Aptech founder Jay S. Troutman, PAR's vice president of network reservation systems

Spaeth is serving as president and chairman of the board. Lurie, an eminent businessman in the Bay area who sold the pro baseball Giants in 1993, is a director.

White named VP at Maxwell Golf

JACKSON, Miss. — John D. White has been named vice-president by Maxwell Golf Group, Inc. (MGG), a Jackson-based company providing comprehensive golf course development services.

White previously was with the Golf Course Superintendents Association of America in Law-

rence, Kan., for the past five years, where he was responsible for marketing and deliv-

ery of member services, which included managing GCSAA's annual golf championship. White, 29, holds a bachelor of science degree in business administration/marketing from Kansas State.



John D. White

Private citizen buys courses from RTC

POMPANO BEACH, Fla. — Benjamin Goldman of Huntington Valley, Pa., recently purchased the Palm Aire Spa Resort & Country Club and adjacent Oaks Golf & Racquet Club for \$10.85 million from the Resolution Trust Corp. at a sealed bid/outcry auction.

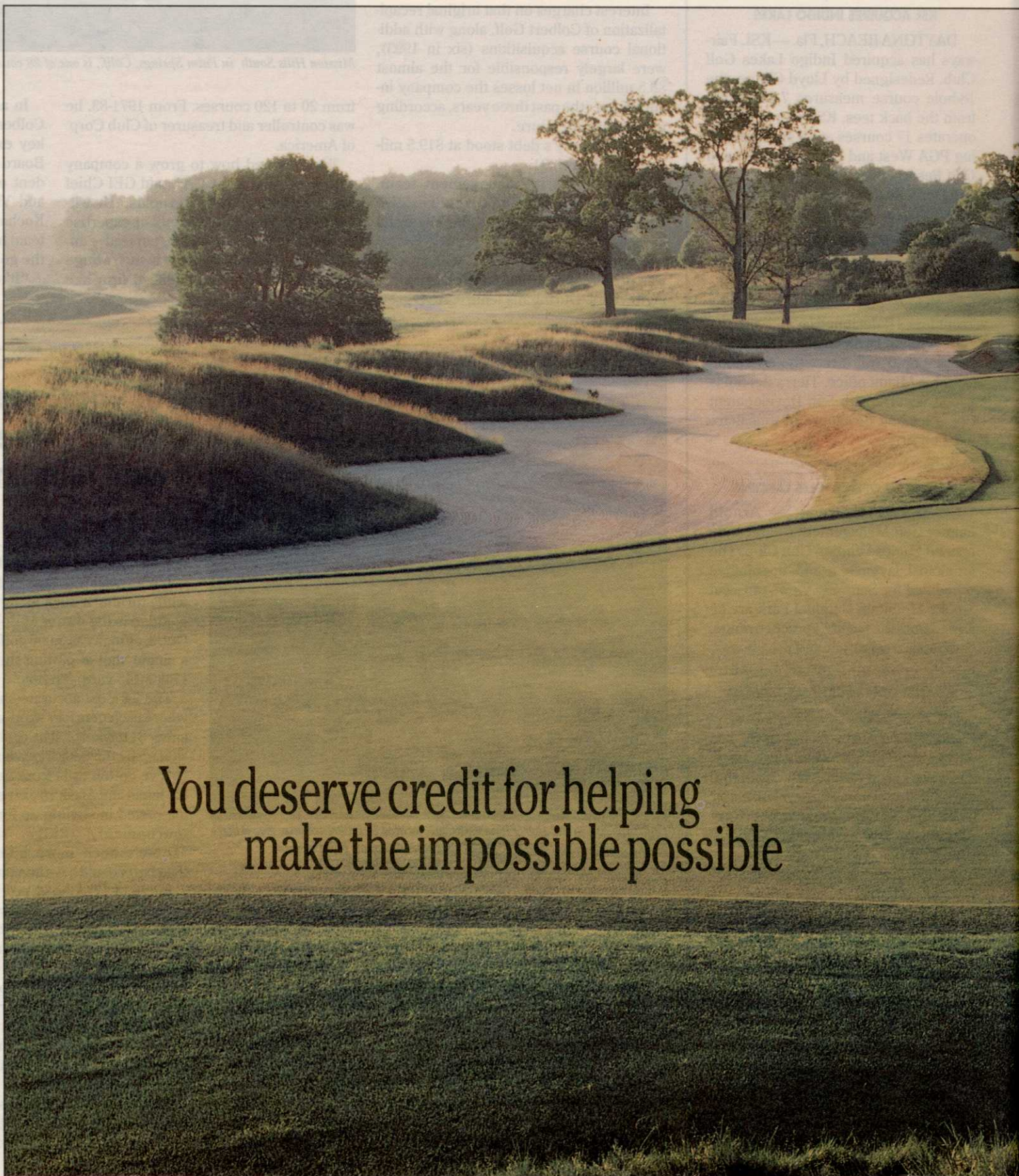
Goldman's company, FPA Corp., originally developed Palm Aire in the 1970s before selling it six years ago to Katzoff Development for \$28 million. RTC took over the property four years ago from the failed Gold Coast Savings Bank.

Palm Aire includes two 18-hole

courses (Palms and Pines) and a 22-hole executive layout (Sabals). Robert von Hagge designed Palms and Sabals. Palm Aire also boasts a 191-room deluxe hotel, restaurants, retail shops, social center and two administrative buildings.

The Oaks Golf & Racquet Club includes 36 George Fazio-designed golf holes, clubhouse, tennis and swimming facilities.

Bidding began at \$10.1 million and lasted 10 minutes during the Aug. 10 auction. CB Commercial's Golf/Resort Properties Group marketed the package for the RTC.



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