

BRIEFS



LESNIK JOINS KEMPER

NORTHBROOK, Ill. — Kemper Sports Management has announced that Joshua W. Lesnik has joined the firm as an associate responsible for new business development. Lesnik will develop new opportunities in the firm's growing municipal golf course management and leasing division.

FOUR SEASONS NEVIS NAMES MANAGER

NEVIS, West Indies — Mark Hellrung has been named general manager and Brian Parmelee resort manager of the Four Seasons Resort Nevis, the Caribbean's first and only AAA Five-Diamond property. Opened in February 1991, the resort is located on a 2,000-foot stretch of sand on the leeward side of the island.

PGR TO MANAGE ORCAS ISLAND

MOUNT VERNON, Wash. — Orcas Island Golf Club, a destination resort in the San Juan Islands of Washington, has hired Professional Golf Resources, Inc. to supervise management of the course. Also, Professional Golf Resources have combined with Johnson Design to help Starbird Golf Club of Conway, Wash., with the permitting and construction stages and will oversee management and operations of that course once it opens.

ZMETROVICH JOINS LANDAUER

BOSTON — Landauer Realty Advisors, Inc. is expanding its efforts in golf course, club and recreational real estate consulting. Michael Zmetrovich, formerly a national specialist in golf and club-related real estate for Kenneth Leventhal & Company in Los Angeles, has been hired to lead the move into the golf and recreation market. Zmetrovich has worked in consulting and operations for Leventhal & Howarth's Golf and Club Services Group in West Palm Beach, Fla., and for Marriott Golf in Orlando.

PALMER OPENS SILVERTHORN

ORLANDO, Fla. — Silverthorn Country Club, an Arnold Palmer-managed private club in Brooksville near Tampa, opened for play to members in late November and will allow limited outside play until memberships are sold out, according to Palmer Management President



Peter Nanula

Peter Nanula. Silverthorn features a Joe Lee-designed course and an 11,000-square foot clubhouse.

# Del Webb Corp. expanding its Sun City plans throughout U.S.

By PETER BLAIS

PHOENIX, Ariz. — Recent announcements involving new golf projects in South Carolina, Texas, California, Nevada and Arizona brings to 32 the number of Del Webb courses operating or planned in its Sun City communities and firmly establishes the Phoenix-based company as one of the major owner/operators of golf courses in the country.

Terravita Golf Course in north Scottsdale, Ariz., is the most recent Del Webb layout to open for play. The Greg Nash/Billy Casper design is the first major project to open under restrictions imposed by the city of Scottsdale's Environmentally Sensitive Lands Ordinance intended to govern desert development. Interestingly, it is not affiliated with any of the Sun City projects, but was developed by Terravita Corp., a Del Webb subsidiary.

"Terravita was a unique opportunity for Del Webb," said company spokes-



Deer Valley Golf Course, above, is a Sun City West layout that opened last February.

woman Martha Moyer. "It is not age-restricted, like most Sun City projects that require residents to be 55 or older. And the houses will be in a different price range than Sun City [which rarely exceed \$300,000]. Homes at Terravita go from the high \$100,000s to more than \$1 million."

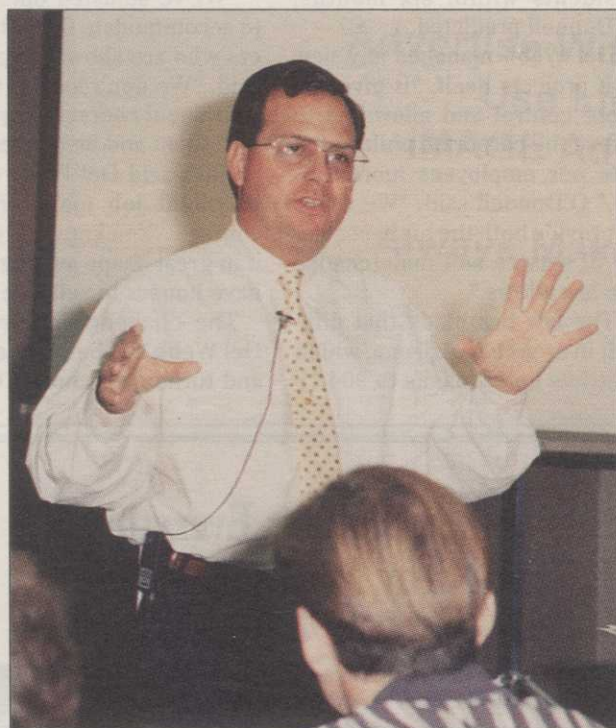
Construction began recently on the first course at Sun City Hilton Head in South Carolina. The Mark McCumber design is the first of three or possibly four courses

that will be built over 20 years. Lot sales at Del Webb's first East Coast project began in November and "are off to a great start," said Director of Community Association Affairs Steve O'Donnell.

Across Highway 60 from the original Sun City and Sun City West projects in suburban Phoenix, construction of the first golf course will begin in the next two months in another massive development currently referred to as Grand Avenue.

Continued on page 76

## Filling down times key to successful golf operation



Greg Gagliardi discusses marketing strategy at Golf Course Expo, held Nov. 11-12 in Orlando, Fla.

### Gregg Gagliardi provides the Marketing Ideas of the Month

By PETER BLAIS

PALM HARBOR, Fla. — Maximizing the tee sheet by creatively filling down times is the key to running any successful daily-fee operation, according to Gregg Gagliardi, general manager of Lansbrook Golf Course in suburban Tampa.

"Tee times are a commodity," Gagliardi explained during the recent Golf Course Expo, sponsored by *Golf Course News* in Orlando, Fla. Left unsold, tee times can never be recovered, just like empty hotel rooms.

"You must be tireless in your efforts to fill every spot on your tee sheet in one way or another," Gagliardi said.

Prime slots are relatively easy to fill, Gagliardi said. In western Florida, golfers line up to get early-to-mid-morning tee times from mid-December through late April. It's Gagliardi's success at finding

Continued on page 78

**GOLF COURSE EXPO**

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## Golf Enterprises buys five layouts

DALLAS — Golf Enterprises Inc. has purchased five private golf clubs from Great American Clubs Inc. and Affiliate Clubs for \$26 million.

Four of the clubs are located in Texas — Great Southwest Golf Club (GC) in Arlington, Diamond Oaks Country Club (CC) and Woodhaven CC in Fort Worth, and Oakridge CC in Garland. The fifth is Pinery CC in Denver.

The recent additions are the first GEI-owned facilities in Texas and Colorado. The company owns, leases or manages 36 courses in 16 states.

GEI financed the purchase from its \$45 million revolving credit facility estab-

lished in conjunction with the company's successful public offering.

According to GEI President and Chief Executive Officer Robert Williams, these acquisitions "represent a significant advance in GEI's strategy to be a leading consolidator in the golf course industry."

"Including the five courses acquired through this transaction," he added, "we purchased or leased nine golf courses in 1994.

"We currently are involved in active discussions with a number of other attractive acquisition candidates. We plan to selectively acquire and improve 30 to 50 courses over the next five years."

## ClubCorp adds four Palm Coast facilities

PALM COAST, Fla. — Club Corporation International (ClubCorp) will soon add four championship golf courses in the Palm Coast community to its Florida portfolio.

The 18-hole semiprivate courses are Matanzas Woods Golf Club, Pine Lakes Country Club, Cypress Knoll GC and Palm Harbor GC.

ClubCorp's affiliate GolfCorp is looking to buy the courses from the locally-based ITT Community Development Corporation.