

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."

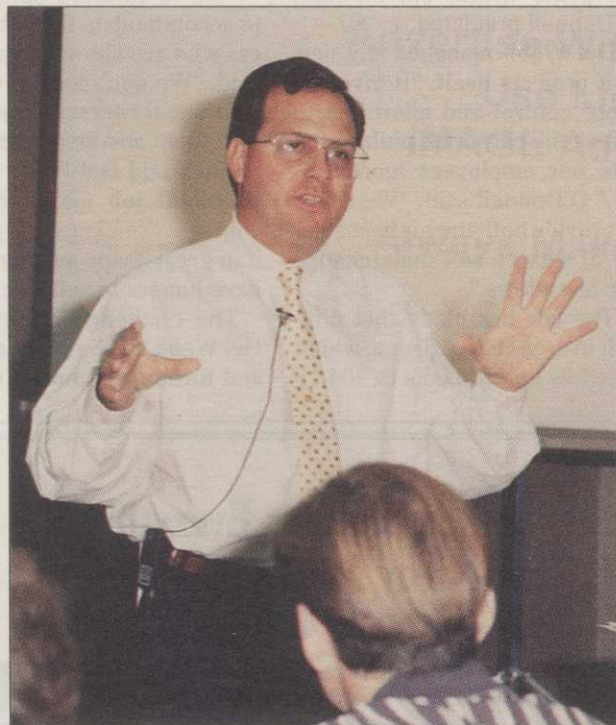
Construction began recently on the first course at Sun City Hilton Head in South Carolina. The Mark McCumber design is the first of three or possibly four courses

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.

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## 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

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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.



## Del Webb facilities throughout the United States

	Sun City Arizona	Sun City West Ariz.	Sun City Tucson	Sun City Las Vegas	Sun City Palm Spgs	Sun City Roseville	Sun City Hilton Hd	Sun City G'town
<b>Opened</b>	Jan. 1960	Oct. 1978	Jan. 1987	Nov. 1988	July 1992	May 1994	Nov. 1994	Mid-1995
<b>Courses*</b>	10 1/2	8	1	2	1/(1)	(1)	(3)	(3-4)
<b>Residents**</b>	46,000	24,000/(31,000)	3,526/(5,000)	8,000/(14,000)	1,000/(10,000)	(6,000)	(15,000)	(17,000)

\* ( ) means planned courses

\*\* ( ) means projected population at build-out

### Del Webb

Continued from page 75

Three to four courses are planned there. Other Sun City projects are at various points of

development and include:

- Sun City Georgetown north of Austin, Texas, is set to break ground in mid-1995 on a 5,300-acre development that will eventually include three Greg Nash/

Billy Casper-designed championship layouts and an executive-length track.

- Sun City Las Vegas has an 18-hole, executive course in the design stage that will complement the two championship layouts already in play.

- Sun City Palm Springs has opened one course and has another in the planning stages.

- Sun City Roseville's 18-hole layout is set to open this spring near Sacramento.

- Sun City West near Phoenix and its eight, 18-hole courses have been turned over to resident control, although Del Webb continues to develop homes in what will eventually be a 17,000-home complex.

- Sun City Tucson and its 18-hole facility are still managed by Del Webb, although the company will turn over control to residents within six months, O'Donnell predicted.

Del Webb manages any new golf projects itself. "It gives us more control and allows us to infuse the corporate philosophy into our employees more easily," O'Donnell said. "We strive to provide both the highest quality of service and maintenance the law allows."

The law has made that difficult in areas like Arizona, which restricts golf projects to 90 irri-

gated acres. "With newer courses, we're more sensitive to the playing needs of senior citizens," O'Donnell said. "That means things like no carries of more than 125 yards, at least from the white tees. We try to draw back on the difficulty, but that's hard in desert areas with the 90-acre restriction. Greg [Nash] has done a nice job."

Nash, who along with golfer Billy Casper has designed 25 Del Webb courses, claims the acreage restrictions have not made his job more difficult. In fact, with the trend toward earlier retirement, many recent Sun City residents come to their communities in better shape and with an above-average golf game. That requires Nash to design more-challenging layouts than the Sun City courses he sculpted 25 years ago.

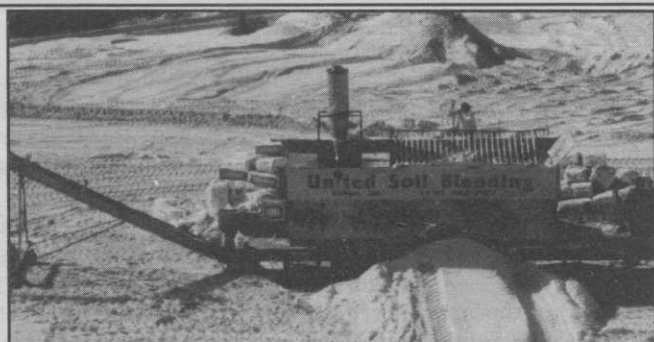
"We've adjusted our designs to accommodate the better golfers who are showing up," Nash said. "We don't look at them as retirement courses. Anyone can play them and be challenged."

Nash said Del Webb does an excellent job maintaining its courses. "You know they'll keep it in great shape as long as they have houses to sell," he added.

The challenge comes when Del Webb has built out a facility and turns over control to a pri-

vate membership group or Sun City community recreation center.

"The private country clubs do an excellent job of keeping things up," Nash said. "The recreation centers do a good job. But they charge such small greens fees it's difficult for them to maintain them at Del Webb levels. Generally they do very well."



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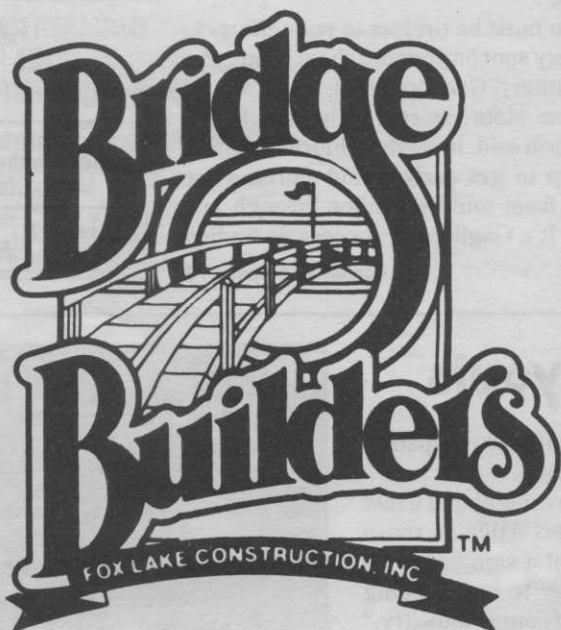
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### NGP continues to perform well in third quarter

SANTA MONICA, Calif. — National Golf Properties Inc., the largest publicly-traded U.S. company specializing in golf course properties, reported continued growth in the third quarter of 1994.

Funds from operations for the third quarter were \$8.9 million compared to \$8.7 million for the second, a 2.3 percent increase. Net income for the third quarter was \$3.2 million, up from \$3.1 million in the second, a 3.2 percent increase. Rental income increased 9.1 percent from \$8.8 million in the second quarter to \$9.6 million.

National Golf acquired eight golf courses during the third quarter — four on Hilton Head, S.C., and one each in Florida, Georgia, Indiana and Nevada — for an aggregate investment of approximately \$58 million. That raises its 1994 acquisition total to 19 golf courses.

National Golf Properties currently owns 69 golf courses spread across 22 U.S. states and one in the United Kingdom. Thirty-six are daily-fee courses, 17 private country clubs, and 16 resorts.

The company recently acquired Hickory Heights Golf Club in Bridgeville, Pa., 10 miles southeast of downtown Pittsburgh.

Hickory Heights was acquired from Pittsburgh Business Properties for \$2.1 million.

NGP expects to invest an additional \$1 million on the course, primarily in the clubhouse.