

LESSIG NAMED DIRECTOR OF GOLF AT SUNRIDGE

FOUNTAIN HILLS, Ariz. — Jeff Lessig has been hired as director of golf at SunRidge Canyon, a new master-planned golf community developed jointly by SunCor Development Co. and MCO Properties. Lessig will manage all golf course operations at the Keith Foster-designed layout which is scheduled to open by mid-November.

North American

Continued from page 55

been involved in more than 80 projects and currently manages seven.

"We started this company nine years ago. But there's still a big gap between ourselves and the really big guys. Companies like ours have to worry about holding our own while staying competitive with the larger firms. It's a tough choice."

For now, NAG will continue to mix it up with the big boys on its own. And Rippey is confident his firm can compete.

"There are three things that differentiate us," Rippey said. "First, we have the talent and expertise of the larger companies. Our senior management team is a match for anyone. We're small and can stay close to our clients, but our management team reads like that of a larger firm. That positions us well for the future."

"Second, we're a legitimate full-service firm that can take a project from conception through actual operation. That differentiates us from many other supposedly full-service companies that are actually a consortium bring-

ing various firms together to complete a project. A truly full-service firm is an advantage to a new developer because he can look to one company for accountability all the way down the line.

"Third, we operate a wide range of facilities. Our most significant is Medinah (Ill.) Country Club. It's 54 holes, a prestigious layout with 300 employees. At the other end of the spectrum we have some average-cost, daily-fee facilities where we've succeeded in producing a quality golf experience and a strong bottom line. Some people say it's a mistake to have a wide fo-

cus. But because of our people, we can do a good job anywhere."

In addition to Medinah, NAG manages Blackthorn Golf Club (GC) in South Bend, Ind.; Hawk Ridge GC in Lake Saint Louis, Mo.; St. Lawrence GC in Canton, N.Y.; The Club at Mill Creek in Mebane, N.C.; Prairie Landing GC in West Chicago, Ill.; and Emerson (N.J.) GC.

In each case, the company has assigned a general manager to work with the owner. The GM communicates daily with the corporate vice president for operations.

In 1985, Rippey founded Can-Am Golf Enterprises, a full-service golf company that evolved into North America Golf. As COO and one of five principals in the company, Rippey directs all business development activity at NAG facilities.

The firm recently added two golf industry veterans to its operations management group.

Allan Irwin is vice president of operations. In that capacity he heads the management teams at Medinah, Prairie Landing, and The Club at Mill Creek. Irwin formerly directed the club management division at Jack Nicklaus Development Co. and at one time managed Sentry World in Stevens Point, Wis.

Joseph Zaleski is vice president of golf operations. He oversees Blackthorn GC, Emerson GC, Hawk Ridge GC and St. Lawrence GC. A Class PGA professional, he has extensive daily operations experience. Zaleski was formerly chief operating officer of Fore Golf Inc. and vice president for operations of the Fairway Group.

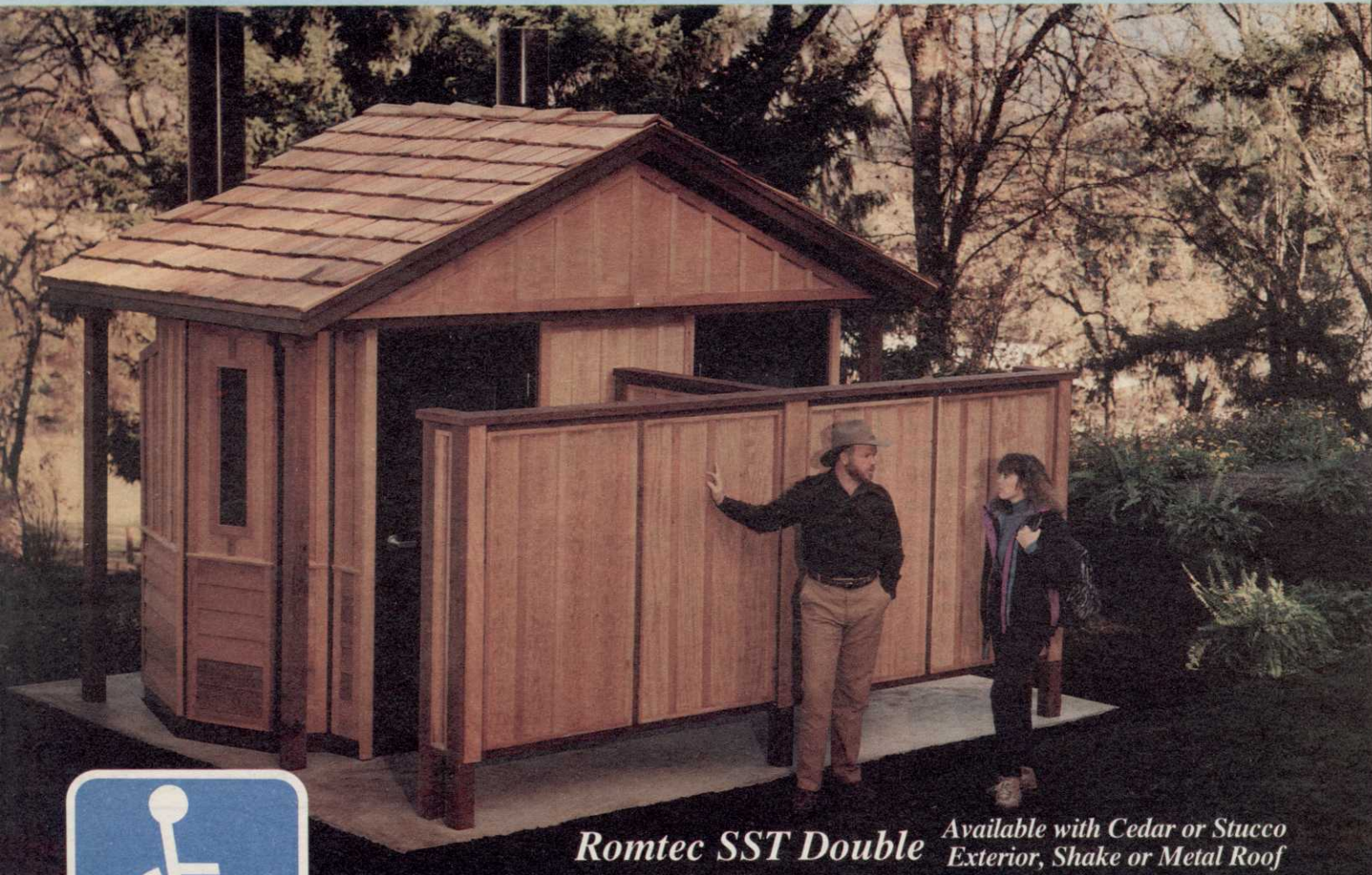
Another key manager is Director of Construction and Maintenance Mark Fischesser. A Michigan State University graduate, he spent several years as a European project manager for Robert Trent Jones Sr. and later became director of maintenance for a European golf course management company. Fischesser directs on-site design and construction activities and serves as a consulting superintendent to NAG-operated courses.

"We have just three layers of management—the principals, two vice presidents and the people who work at the facilities," Rippey said. "That allows senior management to get to know our clients and have personal contact."

With the addition of a new financial partner, NAG management considered six course acquisitions in March alone, Rippey said. The firm is looking for public facilities in the \$2-to-\$5 million range with surrounding developable property. The company is concentrating on cities of 300,000 to 1 million people east of the Mississippi River.

"It's much easier to market a course in a community that size than a large city," Rippey said. "You have to spend \$100,000 on advertising to even make a dent in Chicago. In South Bend we can get a lot of attention for \$25,000."

Great Looking Restrooms For The Great Outdoors



Romtec SST Double Available with Cedar or Stucco Exterior, Shake or Metal Roof



Romtec SST Original Available in Forest Green & Earth Tone



Affordable Restrooms for Any Location

Restrooms don't have to be expensive. Now any recreation area can have high-quality, permanent restrooms at a fraction of the cost of site-built structures. Romtec manufactures a complete line of outdoor restrooms that require no water lines, septic tanks or drainfields. They are easy to install and even easier to maintain.

SST... Odor Free & Environmentally Safe

Romtec SST Restrooms are widely used by national, state and local agencies. They've earned the name SST (Sweet-Smelling Toilet), because of the unique vent system that removes odors from the building. They are environmentally-safe, too. The reinforced, one-piece underground vault is made from rugged cross-linked polyethylene. It cannot crack and leak like concrete or fiberglass tanks.

Handicap-Accessible

All Romtec SST Restrooms meet the requirements for wheelchair access. 36" doors with safety-lock handles, stainless-steel handrails and 18" high toilet risers are all included in the Romtec SST design.

Call for Information

Learn how you can put great looking restrooms in your recreation area. Call Romtec today at 503-496-3541.

Call today for a FREE VIDEO showing all the features & benefits of Romtec SST Outdoor Restrooms.



ROMTEC SST
Odor-Free • Permanent • Handicap-Accessible

CIRCLE #149

ROMTEC, INC.
18240 North Bank Rd. • Roseburg, OR 97470
Phone: 503-496-3541 Fax: 503-496-0803