

BRIEFS



**NEW FIRM TAKES OVER NH LAYOUT**

JAFFREY, N.H. — Championship Golf Enterprises — which runs courses on the island of Antigua, Atlanta and Connecticut — is the new owner of 18-hole Shattuck Inn Golf Course. The company has pledged to improve course conditions and facilities, and add more housing. CGE recently bought the challenging, craggy 391-acre course from developer Richard H. Bryant of Capitol Heights, Md., and his mortgage holders which include the Resolution Trust Corp.

**LINKSCORP BUYS DALLAS TRACK**

DESOTO, Texas — LinksCorp Inc. has acquired private Thorntree Country Club in this Dallas suburb. GATX Golf Capital financed the purchase of the 18-hole course from the previous owner, Pexim Inc. This is Northfield, Ill.-based LinkCorp's second Texas acquisition, joining Northcliffe Golf & Country Club in San Antonio. LinksCorp owns 19 courses nationwide.

**CLUB RESORTS PROMOTES PAIR IN OHIO**

CONCORD, Ohio — Richard McLennan is the new general manager and Martha Heagany the new director of sales at Quail Hollow Resort and Country Club. The two were part of the successful management team that revitalized The Homestead, another Club Resorts Inc. property located in Virginia. The pair will direct growth activities for the Quail Hollow resort and the new Tom Weiskopf/Jay Morrish Golf Course scheduled to open in May.

**AGC AWARDED PA CONTRACT**

FLEETWOOD, Pa. — American Golf Corp. has been awarded a long-term operating lease for Golden Oaks Country Club in this Reading suburb. "We are thrilled to add this exceptional semi-private course to our management portfolio," said AGC Executive Vice President Joe Guerra. The Jim Blaukovitch-designed, 18-hole layout opened for play in 1994.



Joe Guerra

**WESTERN GOLF OPENS ARIZ FACILITY**

FOUNTAIN HILLS, Ariz. — The Golf Club at Eagle Mountain, a Western Golf Properties-managed facility here, opened in late January. Scott Miller designed the 18-hole, daily-fee layout. The in-season green fees rate is \$130.

# EAGL management soars to new heights

Dallas firm doubles in size with last year's acquisitions

By PETER BLAIS

IRVING, Texas — Evergreen Alliance Golf Limited (EAGL) of Dallas doubled its management portfolio by taking control of 11 courses in the past year, making it one of the most active mid-sized players in the golf course management arena.

The privately-held firm controls 24 courses scattered across the United States including private, resort, daily-fee and municipal operations.

"We think we can grow by 10 courses per year into the foreseeable future," said President Gary Heward. "We're looking for equity and lease arrangements. We're also open to management contracts if the situation is right."

EAGL is a full-service management firm offering operations, marketing, maintenance, merchandising, food and beverage, construction and project management services.

The Dallas-based company has several courses under construction. All except one should open this spring:

- Canterbury Golf Course in Parker, Colo., an 18-hole Jeff Brauer design that EAGL will manage. EAGL is also a part owner.



The 8th hole at Painted Dunes Golf Club in El Paso, Texas, one of the award-winning EAGL facilities.

- Quarry Oaks Golf Course in Lincoln, Neb., a wooded, 18-hole design by John LaFoy located along the Platte River. EAGL will manage the facility.
- Pacific Springs Golf Course in Omaha, Neb. The first nine will open this spring and the second nine and an 18-hole putting course next year. EAGL is an equity partner along with Landscapes Unlim-

- ited, a golf course construction company.
- Lake Park Golf Course in Lewisville, Texas. EAGL and partner Landscapes Unlimited are renovating the existing 18-hole layout and building a new executive-length nine.
- Scheduled for a later opening is Giant's Ridge Golf Course in Biwabik,

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**MARKETING IDEA OF THE MONTH**

## Magazines aid course promotion

By PETER BLAIS

LAWRENCEVILLE, Ga. — Taking a page from its success in the real-estate market, Network Publications has expanded its reach to golf courses looking to increase their business.

Network prints *The Real Estate Book*, a digest-size publication containing four-color ads, photographs and descriptions of choice properties offered by local real-estate agents. The advertiser-supported book is published in 460 markets nationwide and distributed free at banks, real-estate offices and other locations frequented by potential home buyers.

"We've basically taken the same concept to the golf industry," said Product Manager Craig Ridley, referring to *Golfer: The Great Golf Values Magazine*.

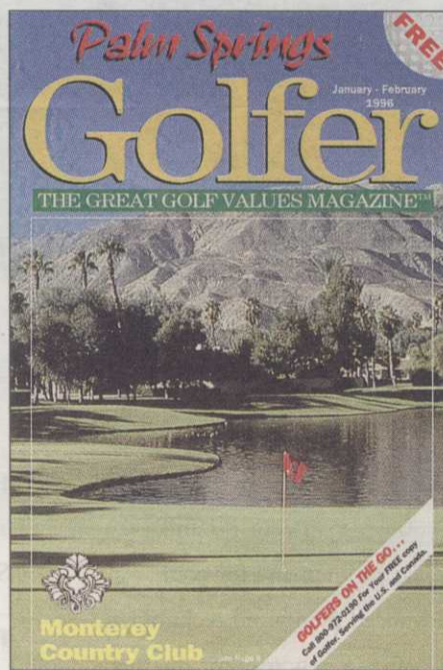
Like its real-estate cousin, *Golfer* is also a digest-size, four-color magazine. It contains predominantly full-page ads with photos and descriptions of golf courses within a specific geographical market. There is little if any editorial copy.

The formatted ads generally include a brief description of the course, amenities, course statistics, rates, course address and telephone number. *Golfer* is available in 16 golf markets nationwide with plans to go to 20 this spring.

"We started with just two publications back in July, 1994, Atlanta and Broward/North Dade counties in Florida," Ridley said. "It's been growing fairly quickly."

*Golfer* publishes between three and six issues per year, depending on the length of a particular market's golf season. This provides courses the opportunity to update their information every 60 days.

Network prints 25,000 copies of each regional issue at its 600-person Atlanta printing facility. Local independent contractors



sell ads and distribute magazines free to courses, ranges, retail shops, bars, restaurants, hotels and other places golfers visit.

"It's a very targeted distribution that gets into the hands of golfers," Ridley said. "With a free publication, you have to reach a target market. If you print 25,000 copies, you have to get them into the hands of 25,000 golfers."

"Advertisers can promote some sort of an incentive, but this is not a coupon book. The formatted ads are the most popular and we have graphic artists with extensive backgrounds who can tailor specific ads to a certain market."

In addition to golf course ads, *Golfer* also features ads from nine-hole courses, golf getaway package dealers, practice ranges and golf pros.

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**LEGAL CORNER**

## Golf car lawsuits bewilder courts, course operators

By NANCY SMITH, J.D.

The quick and easy operation of a golf cart enhances the game for many enthusiasts—until someone gets hurt. Injuries occur in various ways, from backing into a player loading clubs on the rear of the cart to falling out of the cart on a sharp turn taken too fast.

But the common factor after any injury is a search for who is at fault—often in the form of a lawsuit. Suit may be filed against the driver, the manufacturer, the servicer, the seller or the owner or operator of the golf course where the accident occurred.

In a comprehensive study of golf cart lawsuits, legal author Boyd J. Peterson, J.D. analyzed lawsuits across the country which involved injuries from carts.

"A golf cart may not be a dangerous instrumentality in all situations, however, many actions are brought against various persons and entities to recover for injuries resulting from the operation of a power golf cart," Peterson said.

Anyone involved in the chain of causation of the accident can be held responsible for an injury. Although state laws vary, most states permit recovery from anyone whose negligent conduct caused the injury. Historically, many states had a rule of "contributory negligence" which prohibited an

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## EAGL expands management portfolio

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Minn., an 18-hole Jeffrey Brauer design that EAGL will manage for the Iron Range Recreation and Resources Board.

EAGL's other properties include Amana (Iowa) Colonies Golf Course; Bos Landen Golf Club in Pella, Iowa.

Champions Club in Omaha, Neb.; Coal Creek Golf Course in Louisville, Colo.; Cross Timbers Golf Course in Azle, Texas; Crystal Springs Golf Course in Hamburg, N.J.

Iron Horse Golf Course in North Richland Hills, Texas; Ironhorse Golf Club in Leawood, Kan.; Knolls Golf Course in Omaha, Neb.

Lago Vista (Texas) Golf Clubs; Mira Vista Golf Course at Lowry Air Force Base in Denver; Northlinks Golf Course in North Mankato, Minn.

Painted Dunes Golf Course in El Paso, Texas; Riverside Golf Course in Austin, Texas; Sammons Park Golf Course in Temple, Texas.

Shoreline Links Golf Club in Carter Lake, Iowa; Stanford University Golf Course in Stanford, Calif.; Weeks Park Golf Course in Wichita Falls, Texas.

The key to EAGL's success, Heward said, has been getting the right people with the right training and providing them the resources they need. Total employment peaked at 850 last summer. Heward anticipates that figure will grow to 1,200 sometime in 1996.

"We stress success through accountability," Heward said. "We set high standards and hold people accountable. Everyone's goal is to make EAGL the best operator of golf courses in the industry."

Limited Partner Diana Peterson purchased 50 percent of the company in March, 1991 and the remaining stock in September 1992.

Her husband, Joel, a Stanford University Graduate School of Business instructor and former national managing partner of Tramwell Crow Co. (among the nation's largest development companies), also advises Evergreen Alliance.

Chairman and Chief Executive Officer Michael Lohner heads the EAGL staff. Lohner is a Stanford graduate, former consultant with an international management company and one-time landscape company owner. He is responsible for new business development, promoting EAGL's services and supervising course operations.

Heward, also a Stanford graduate and long-time recreation industry executive, is responsible for operations including finance, systems, legal and personnel.

Curt Grieser is the agronomic and construction specialist. He had 10 years experience at Lincoln (Neb.) Country Club and the Champions Club in Omaha as well as eight years as construc-

*'Everyone's goal is to make EAGL the best operator of golf courses in the industry.'*

— Gary Heward  
EAGL President

tion superintendent for Landscapes Unlimited. He is assisted by Regional Agronomist Guy Auxer, a certified superintendent and specialist in using native plant material for reclamation.

## Marriott Golf to assume control of nine European facilities

WASHINGTON—Marriott Golf has reached an agreement with Whitbread PLC to operate nine Whitbread facilities in the United Kingdom and Germany under the Marriott banner beginning March 4.

The facilities are all part of Whitbread's Country Club Hotel Group, a leading European golf operator and host to more than 50,000 corporate rounds annually.

The facilities include St. Pierre Hotel & Country Club near Cardiff Wales; Dalmahoy Hotel & Country Club near Edinburgh, Scotland; Forest of Arden Hotel & Country Club outside Birmingham, England; Truedelberg Hotel &

Country Club outside Hamburg, Germany; Breadsall Priory Hotel & Country Club in Derbyshire, England; Hanbury Manor & Country Club outside London.

In June, Goodwood Park Hotel & Country Club in West Sussex, England will join the Marriott portfolio as will the Meon Valley Hotel & Country Club in England in 1997.

Six major professional tournaments are scheduled at these nine facilities at various times this season.

The Marriott portfolio includes more than 20 additional facilities in the United States, Bermuda and Mexico.

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