

## EAGL expands management portfolio

Continued from page 53

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.

*This publication gives  
you good reading,  
good writing*

*and good arithmetic.*

We present the information in our articles clearly, accurately and objectively. That's good writing. Which means good reading.

We present the information in our circulation statement clearly, accurately and objectively. That's good arithmetic.

BPA International helps us provide precise and reliable information to both advertisers and readers.

An independent, not-for-profit organization, BPA International audits our circulation list once a year to make sure it's correct and up to date. The audit makes sure you are who we say you are.

This information enables our advertisers to determine if they are reaching the right people in the right marketplace with the right message.

The audit also benefits you. Because the more a publication and its advertisers know about you, the better they can provide you with articles and advertisements that meet your information needs.

BPA International. Circulation Intelligence for Business & Consumer Media.

270 Madison Avenue, New York, NY 10016, 212-779-3200.

