

## BRIEFS



## LEEKE APPOINTED TO OWNERS BOARD

MT. PLEASANT, S.C. — Meriam Leeke has accepted a nomination to become a member of the National Golf



Meriam Leeke

Course Owners Association board of directors. She is the owner and chief executive officer of Old Channel Trail Golf Course near Grand Rapids, Mich., and an amateur golf champion who made the 36-hole cut in three straight U.S. Women's Opens.

## LASALLE BUYS MARRIOTT COURSE

NEW YORK — LaSalle Partners Inc. has acquired the Marriott Seaview Resort in Galloway, N.J., on behalf of an investment partnership. Marriott International, Inc. will continue to manage the resort and its two courses under an existing management agreement. Terms of the transaction were not disclosed. Plans are underway to invest over \$5 million to restore the resort. The hotel's golf courses will also receive significant renovation capital. Work is commencing to restore The Bay Course to architect Donald Ross' original course design. This acquisition brings LaSalle's hotel portfolio to 16 upscale and luxury full-service hotels, with over \$170 million invested in 1997.

## COBBLESTONE RETAINS DL&amp;J

DEL MAR, Calif. — Cobblestone Golf Group, Inc. has retained Donaldson, Lufkin & Jenrette to assist the board of directors in evaluating its strategic alternatives. Formed in 1992, Cobblestone Golf Group, Inc. owns, operates or manages 24 private country clubs and daily-fee courses located in and around San Diego, Phoenix, Dallas, Houston and Austin, Texas, Atlanta, Tampa, Fla., and Richmond, Va.

## MARTY TAKES OVER MISS. STATE TRACK

BATON ROUGE, LA. — Martty Golf Management-operated Mallard Pointe golf course in John Kyle State Park, Sardis, Miss., opened for play Nov. 1. Mallard Pointe, designed by Bob Cupp, is the second course of The Magnolia Trace, golf courses developed by the State of Mississippi within its state parks. The first course of The Magnolia Trace, Quail Hollow, designed by Arthur Hills, opened Nov. 15, 1996, at Percy Quin State Park, McComb, Miss.

## Management firm sees rosy future in ownership

By PETER BLAIS

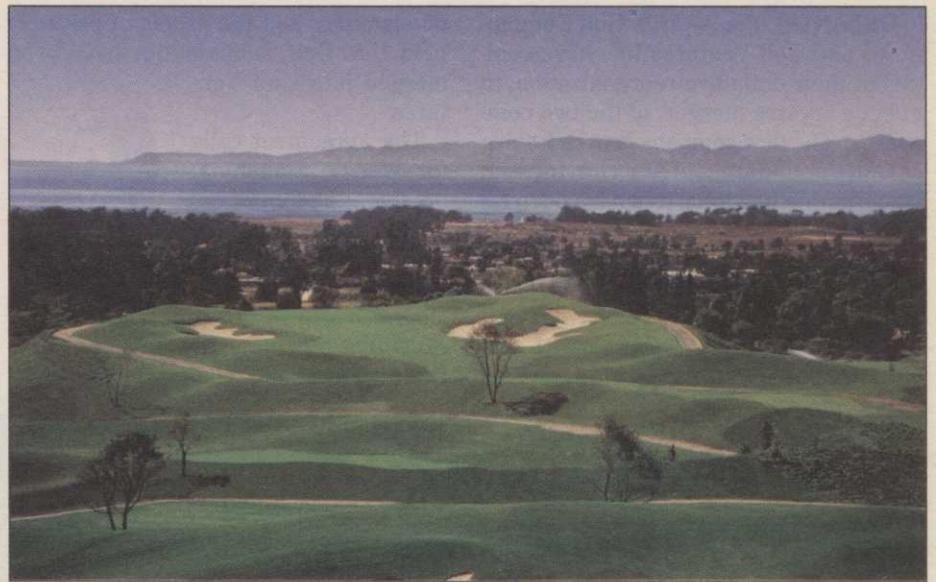
GOLETA, Calif. — The Dec. 7 opening of Glen Annie Golf Club here marks a new direction for Environmental Golf: course ownership.

The Calabasas, Calif.-based firm is a subsidiary of 4,000-employee Environmental Industries Inc., a leading national landscape, nursery, maintenance and site-development contractor.

Environmental Industries has built more than 400 courses since 1954. Today, Environmental Golf is building or remodeling 15 to 20 courses annually. It also has maintenance-only contracts at another 30-plus courses nationwide.

But it was just last year that Environmental Golf entered course ownership. In May 1997, the company assumed part ownership of Arnold Palmer-designed Cherokee Run, which Environmental Golf built for the city of Conyers, Ga., and opened in October 1995.

The first planned build/own course is Damian Pascuzzo- and Robert Muir Graves-designed Glen Annie. Pascuzzo and Graves are also the architects at Westridge Golf Course (opening September 1998) in



Glen Annie GC in Goleta, Calif., is the first course that Environmental Golf built, manages and owns.

LaHabra while Ronald Fream designed The Links at RiverLakes Ranch (opening November 1998) in Bakersfield, a pair of California courses the company will also build and own.

"We've been building courses for 40-plus years for other owners and maintaining them for more than 20,"

explained Director of Golf Mike Dingman of his firm's recent move into ownership. "We just made the decision that it was an industry we were familiar with as far as construction and maintenance and thought it would be a natural progression to get into [overall]

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## MOVIN' ON UP

## N.C. super realizes career dream

By PETER BLAIS

GRIFTON, N.C. — Brad Brooks, 39, recently realized the dream of many golf course superintendents, to own his own course.

Brooks and his three partners purchased Indian Trails Golf Club, a 28-year-old course located between Kinston and Greenville, N.C., a 90-minute car ride south of Raleigh.

The ownership at Indian Trails is a tight-knit group. Brooks is the superintendent and his wife, Margaret, is the administrator. Partner Ed Wheeler was the pro before and after the purchase.



Superintendent Brad Brooks is the new owner of Indian Trails GC in Grifton, N.C.

Wheeler's wife, Debra Bryant, is a certified public accountant and serves as controller. Together they are the four equal stockholders and "provide the synergy

that we think is special," Brooks said.

The foursome formed an S-Corporation. Fortunately, they had to obtain little financing and purchased the course from a construction company whose owners were ready to sell the facility. Brooks group negotiated a price and had a sufficient down payment to get a loan.

"It isn't as complicated as you would think it is," said Brooks, who took the GCSAA course on owning a golf facility and availed himself of National Golf Foundation reports on course ownership. "Ninety percent of the work you have to do to please a bank is just leg-work and number crunching. There is no secret formula you have to know. If you can

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## Palmer adds to mgt. portfolio

ORLANDO, Fla. — Arnold Palmer Golf Management has signed an agreement with Paloma Golf Group, acquiring four golf courses in the process — two in Buffalo, N.Y., and single courses in New Jersey and Oregon.

"This is the beginning of a great relationship between Palmer Golf and Paloma," said Peter Nanula, chief executive officer of Palmer Golf. "This strategic alliance is the first of many we are currently negotiating, and Paloma and [Paloma Chairman] Garth Chambers are exactly the kind of progressive partners we're seeking to help grow our network.

"Garth appeals to us as a 'merchant developer.' He believes in our vision for bringing a new level of service to

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## Brassie realigns organization

TAMPA, Fla. — Brassie Golf Corp.'s Joseph R. Cellura, chairman and chief executive officer, announced that the company has completed its downsizing and restructuring program that began July 1, 1997. Brassie owns and operates golf courses and holds certain golf-related development, licensing, and marketing rights internationally.

Outstanding issues relating to previous management have been resolved, including the resignations from William Horne and Lance McNeill from the board of directors.

Clifford Bagnall, chief operating officer and chief financial officer of the company, has been named vice chairman of the board of directors.

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## Brooks

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make a few calls and ask the right questions, you can provide the information any bank would want to know to help you."

Originally from Elizabeth City, N.C., Brooks is a certified golf course superintendent (CGCS). He is a graduate of the University of Arkansas, where he played on the golf team and earned a bachelor's degree in agronomy.

Before purchasing Indian Trails, Brooks spent three months at Foxfire Resort & Country Club in Pinehurst and 10 years at Benvenue Country Club in Rocky Mount. He was director of golf and grounds at Foxfire when he and his partners closed the deal to buy Indian Trails.

But most of his professional career was spent at Benvenue, where Brooks helped renovate the Donald Ross-designed facility: upgrading irrigation, converting greens from Bermudagrass to bentgrass, enlarging ponds, constructing tee boxes and improving drainage. "That's where my real hunger for wanting to develop my own place really started," Brooks said.

The change from employee to employer has been about what Brooks expected. "I've always been fairly hands-on, so the transition of going from a supervisor to a supervisor/owner has not been as drastic as I had thought. One of the things I had always prided myself in as a superintendent was being fairly cost conscious. Now that I'm spending my money that has proved fairly beneficial."

Another change was the conversion back from the bentgrass greens he'd groomed elsewhere to the Bermudagrass greens at Indian Trails.

"It's [Indian Trails] low budget," Brooks said. "We are operating on an as-needed basis. Irrigation will be the next phase. I'm having to learn about food and beverage. With that as a major income, food and beverage is something I need to have a background in."

Brooks said he and his partners are fortunate to be in a good market. Greenville is the home of East Carolina University, with numerous factories and rural golfers nearby. There is little competition in the public market. "We appeal to a market demand that isn't provided from any other source," Brooks said.

It was while at Benvenue that Brooks said he realized he wanted something beyond being a superintendent. After 10 years at the upscale, private club, Brooks said he had reached his earning and professional limits. The percentage of turf students flooding the market also made him realize that he was approaching the upper end of the age

group for his profession. Finally, the time required on the job left too little time to spend with his children.

"At Indian Trails I can have the privilege of having my children come out on the course with me if I so choose," he said.

As for his future goals, Brooks said he is not interested in owning or building a lot of courses. "I'd like to make a real mark with this course here," he said.

## Brassie Golf

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Harlan Logan, Jr. joined the management team as director of golf course properties and destination management. Jerry Daly was named president of the company and a member of the Board of Directors. Management also stated that it has resolved, in entirety, all remaining disputes with the holders of its convertible debentures.

Definitive terms have been reached, whereby

Brassie will acquire certain assets of Divot Golf Corp. Brassie will issue to Divot warrants to purchase 10 million shares of Brassie common stock with a one-year holding period. The transaction is subject to execution of definitive documentation, approvals of both boards, and Brassie's shareholders. Divot holds certain development rights and license agreements at the World Golf Village, a destination resort currently being developed south of Jacksonville, Fla..

# PopQUIZ...

**SUBJECT:** Milestones in the Development of Laboratory Support for the Construction of USGA Greens

1. Which commercial laboratory developed the use of water release curves to select USGA rootzones and shallow depth sandbased turf systems for optimum agronomic and environmental performance?

☒ TD&D, Inc. ☐ Brookside ☐ Thomas Turf ☐ Hummel ☐ Tifton

2. Which commercial laboratory in 1992 pioneered the industry to shift to the use of organic matter by weight versus volume blending, which is the most significant change in the testing for USGA Greens and sand based turf systems in the last 30 years?

☒ TD&D, Inc. ☐ Brookside ☐ Thomas Turf ☐ Hummel ☐ Tifton

*Adopted by the USGA 1993 Recommendations*

3. Which commercial laboratory pioneered the use of variable tension rootzone evaluation for sand based rootzones which minimizes the chance for turf failure and demonstrated that the use of 40cm tension testing requirement was inappropriate for the evaluation of USGA Greens?

☒ TD&D, Inc. ☐ Brookside ☐ Thomas Turf ☐ Hummel ☐ Tifton

*Adopted by the USGA 1993 Recommendations*

4. Which commercial laboratory pioneered the use of the uniformity coefficient of sand as an evaluation tool to select rootzone construction materials for perched water table golf greens?

☒ TD&D, Inc. ☐ Brookside ☐ Thomas Turf ☐ Hummel ☐ Tifton

*Adopted by the USGA 1993 Recommendations*

5. Which commercial laboratory developed and field tested in 1992 the industry standard for quality control of the construction of sand based perched water table systems?

☒ TD&D, Inc. ☐ Brookside ☐ Thomas Turf ☐ Hummel ☐ Tifton

6. Which commercial laboratory shared five years of documented commercial laboratory and field development research with the USGA Green Section, which represented the bulk of the new changes in the 1993 Recommendations, in an effort to improve the quality of golf greens and minimize the environmental impact of golf courses?

☒ TD&D, Inc. ☐ Brookside ☐ Thomas Turf ☐ Hummel ☐ Tifton

**FACT:** The answer to all of the above questions is Turf Diagnostics & Design



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