

St. Joe's purchases Riverside Golf Management

JACKSONVILLE, Fla. — In a move with significant implications for golf course growth in Florida and the southeast, St. Joe Corporation has purchased the Riverside Golf Management Company, a Jacksonville-based golf development, operation and management business founded by former U.S. Amateur Cham-

pion, PGA Tour pro and ABC-TV golf analyst Steve Melnyk.

Melnyk will continue to direct Riverside as part of St. Joe, a publicly-held company and a major Florida land owner with interests in real estate, timber and railroads. St. Joe recently acquired the assets of Arvida, one of the country's most re-

spected community developers. Riverside has managed eight upscale semi-private golf courses in the Southeast while teaming with some of golf's foremost architects. Riverside currently operates three courses at Clemson in Jacksonville and Atlanta. Riverside and St. Joe have plans to develop or acquire a

large portfolio of new courses over the next five years.

"The addition of Steve Melnyk and his team of experienced professionals at Riverside Golf to the St. Joe Corporation will be great for our company, for Florida and for golf," said Peter Rummell, St. Joe chairman and chief executive officer.

"We plan an ambitious program of building and operating

stand-alone, high-quality, daily-fee golf courses as well as teaming Riverside with other St. Joe divisions to jointly design, develop and operate both independent golf courses and courses within integrated communities. Riverside will enable us to meet the growing demand for top quality recreational and residential opportunities, as well as take advantage of St. Joe's huge land holdings."

Melnyk said Riverside would continue to meet the rapidly growing demand for championship-caliber, semi-private golf courses. "For many golfers, private club membership is not practical," said Melnyk. "We're going to develop high-quality facilities within a semi-private structure to provide a better alternative."

"I'm excited about joining the St. Joe team," said Melnyk. "For those who love golf it is more than a game - it is a way of life. The growth potential for golf, driven by strong demographics, has only just begun to be tapped. Together, St. Joe and Riverside will design and develop great tests of golf."

Melnyk, 50, played on the PGA Tour for ten years until 1982, when he joined CBS-TV as a golf analyst. In addition to his work at Riverside, Melnyk is also founding chairman of First Coast Community bank of Amelia Island, Florida.

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MEANS BUSINESS

Troon names new vice pres.

Troon Golf named John Easterbrook its vice president of operations and added Rams Hill Country Club in Borrego Springs, Calif., to its portfolio.

Easterbrook has 13 years of golf management experience with Hyatt Golf and Marriott Golf, including the past four years as Hyatt's director of golf operations.

"The move to Troon Golf will allow me to focus on my strengths in the areas of multi-facility management, along with becoming a part of our company's international growth," said Easterbrook, who once served as regional director for Marriott's golf division.

Rams Hill is part of a privately gated, 3,200-acre residential and resort community. The 18-hole course was designed by Ted Robinson. Troon's management and construction portfolio now numbers more than 20 courses.