

Palmer adds second franchise

CROWN POINT, Ind. — White Hawk Country Club, which is scheduled to open here in late June, recently came under the Arnold Palmer Golf Management franchise banner.

"They've helped us with everything, from the design process right through to course operations," said Jack Slager, vice president of Hawk Development Corp. "Palmer helped us find, interview and hire a superintendent; they've also assisted in locating and sizing up candidates for general manager.

Designed by Tim Nugent of Dick Nugent and Associates, White Hawk is the second facility to become a Palmer Golf franchisee. The first, Reflection Ridge in Wichita, Kan., partnered with Palmer last spring.

White Hawk is an ambitious residential development featuring a championship-caliber golf course, surrounded by more than 300 housing units. Having completed several projects in northwest Indiana, Hawk Development Corp. is an experienced residential developer. However, White Hawk CC is the firm's first golf development.

"We're land developers," Slager said. "The piece of land we came upon in Crown Point lent itself nicely to golf, but we needed an experienced hand — a company that would partner with us, not dominate the development's golf component."

White Hawk is located an hour south of Chicago. Next month the staff will visit Orlando for training at Palmer Management University.

Palmer/Presidio

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come off the 18th green, "greeters" report each group's time to the general manager.

Four official rounds are tracked each day; the timed results of these spotlighted loops are charted on the "Big Board" then reviewed "to see what's working and what's not," said Levine.

"The Big Board also comes in handy should a golfer complain about the speed of his round. We can bring him inside, show him the Big Board, and explain what we're doing to alleviate the problem.

"Those instances are becoming ever more rare. We're becoming more consistent and our guests have noticed."

After implementing the Pace of Play Policy in Palm Springs, Levine said Palmer will institute the program at the firm's Los Angeles facility, Whittier Narrows Golf Course.

Eventually, the policy will be installed at all of Palmer's properties.

Jay Bastian, Palmer's senior vice president of acquisitions, said the company is "thrilled" to have a presence in the growing Chicago-area market. "White Hawk is our first franchise to test the brand's draw prior to opening," he said. "We have every confidence they will see positive results in their real estate activity."

Cobblestone introduces Trophy properties into Atlanta

DELMAR, Calif. — Cobblestone Golf Group, Inc. has introduced the "Trophy Club Collection" into the Atlanta market.

The first two Trophy Club properties will be The Trophy Club of Gwinnett and The Trophy Club of Apalachee Farms. These were formerly known as The Champions Club of Gwinnett and The Champions Club of Apalachee Farms. "We've made significant upgrades to the course

and clubhouse, since purchasing these properties and continue to do so," said Bob Husband, president of Cobblestone. "As we continue to purchase additional golf facilities in the Atlanta area, we anticipate additional properties to be included in the "Trophy Club Collection".

Cobblestone Golf Group acquired The Trophy Club of Gwinnett in April 1997 and The Trophy Club of Apalachee Farms this February.



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