

Boyne USA

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William Newcomb, 1989, 18 holes; Hills GC, Arthur Hills, 1995-98, nine holes completed and nine under construction.

- Boyne Mountain, Boyne Falls, Mich. — Located in Charlevoix County on the northwest Lower Peninsula, Boyne Mountain has two 18-hole courses and a nine-hole executive track: Alpine GC, Newcomb, 1970, 18 holes; Precision GC, Newcomb, 1973, 9 holes; Monument GC, Newcomb and Stephen Kay, 1986, 18 holes.

- Big Sky, Big Sky, Mont. — Located 18 miles north of Yellowstone National Park, Big Sky of Montana GC features an 18-hole course designed by Arnold Palmer and Frank Duane that opened in 1974.

- Boyne South, Naples, Fla. — Located on the edge of the Everglades, Boyne South features an 18-hole course designed by Bruce Deblin that opened in 1981.

- Boyne USA also operates 18-hole Crooked Tree Golf Club (Harry Bowers, 1994) and 27-hole Bay Harbor GC (Arthur Hills, 1997-98), both located in Petoskey.

In addition to golf, Boyne USA runs ski facilities at Boyne Highlands, Boyne Mountain, Big Sky, Crystal Mountain in Washington and Brighton in Utah as well as the Gatlinburg (Tenn.) Ski Lift.

The elder Kircher is still very involved in the day-to-day operations of the company, according to Boyne marketing representative Steve McPhee.

Kircher's two sons and two daughters are also active in the company. John runs the Western U.S. ski operations; Stephen operates the Michigan facilities plus Big Sky Montana; Amy oversees Boyne South Naples; and Kathryn heads Boyne Design Group, the resort firm's interior design division.

While skiing holds a slight edge, making up 60 percent of Boyne's recreational revenues, golf contributes a healthy 40 percent.

"Skiing has always been our main money maker," McPhee said. "You can put a lot more people on a ski hill than you can on a golf course. We do anywhere from 3,000 to 6,000 people on a Saturday paying \$30-plus for a ski lift ticket on a Saturday where you can only put 200 golfers on a course per day at an average of \$60...But, last year we averaged 20,000 rounds per course for 3 1/2 months from mid-May to September."

As for the future, McPhee said: "Stephen has a master plan that calls for building more golf courses at each property. If something

comes up for sale at the right price, he'd consider purchasing it here in the local (northern Michigan) area. He's not one to jump on things. He's a thinker who looks at it and asks 'If we're not going to make money, why do it?'

"We'll finish the second nine holes at the Arthur Hills course at Boyne Highlands next summer and open for play around September."

Greenlinks names new controller

FRANKLIN, Tenn.—Kenneth Rebman has been named controller of Greenlinks, Inc.

Prior to joining Greenlinks, Rebman most recently served as regional controller for Danka Corp. in Nashville. Prior to that, he was an accountant with Rebman and Associates in Huntsville, Ala. As controller, Rebman will be responsible for overseeing all financial opera-

tions for the company.

Greenlinks, Inc., based in Brentwood, Tenn., owns and operates the Country Club of Franklin and Old Natchez Country Club. The company has a separate division that is also developing 69 residential lots at Old Natchez Country Club in Brentwood and is active in golf course construction and general excavation.



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