

Pinehurst

Continued from page 27

teur, the 1991 and 1992 Tour Championships and 1994 U.S. Senior Open.

Pinehurst was awarded the 1999 men's U.S. Open in 1993. Rather than hire one of the larger tournament management firms to oversee the Open — firms such as IMG, Advantage International and Executive Sports — ClubCorp opted to start its own tournament management company. To head up the new firm, ClubCorp selected Wagner, a former PGA Tour marketing and championship director, who had overseen the 1991 and 1992 TOUR Championships on Course No. 2.

Since its inception, PCM has managed golf championships at both ClubCorp and non-ClubCorp facilities, including the 1996 U.S. Women's open at Pine Needles Lodge and Resort in Southern Pines. The firm plans to manage at least one major championship a year and was recently chosen to manage the 2001 U.S. Women's Open Championship again at Pine Needles. By mid-April, PCM also expected to be named manager of the 2002 U.S. Senior Open at Caves Valley near Baltimore.

PCM realized the need for state involvement in hosting a major tournament like the U.S. Open. To make this a North Carolina event, PCM developed a President's Council consisting of 16 of the state's biggest company chairmen, including Gov. James Hunt and former Gov. James Martin. Through PCM's work with that committee, North Carolina agreed to expand state roadways (primarily US1) leading to Pinehurst.

Other aspects of the Open that PCM has dealt with have included:

- Attracting corporate sponsors — PCM recruited 50-plus sponsors, a record number that included many first-timers.
- Building The U.S. Open Hospitality Village — Construction began in late March. The village, which includes more than 300,000 square feet of covered canvas tenting, will sit along holes 1, 2 and 18 of Pinehurst No. 4, another Ross design that architect Tom Fazio is redesigning and will be renamed The Tribute. Construction of The Tribute will begin following the tournament. A Media Village is also planned.
- Preparation of Course No. 2 — The course will close almost three weeks prior to the Open. PCM recruited 60 volunteers, many of them superintendents at U.S. clubs, to help prepare the layout. There will also be close to 18,000 bleacher seats.
- Traffic issues — Coordinating traffic and the 50,000 daily spectators in and out on the one road leading to and from Pinehurst will involve shuttles operating from two remote parking facilities. ▶

Wilson becoming major force in Upper Midwest

By PETER BLAIS

WHITE BEAR LAKE, Minn. — Wilson Golf Group (WGG) has acquired Turtleback Golf Course in Rice Lake, Wis., giving the White Bear Lake-based management firm seven golf facilities in the Upper Midwest.

"We're trying to acquire a course per year," said Greg Stang, WGG's director of acquisitions.

WGG courses include four in Minnesota and two in Colorado. The Minnesota facilities are Oak Glen and Applewood Hills in Stillwater, Gem Lake Hills in White Bear Lake and North Links in North Mankato.

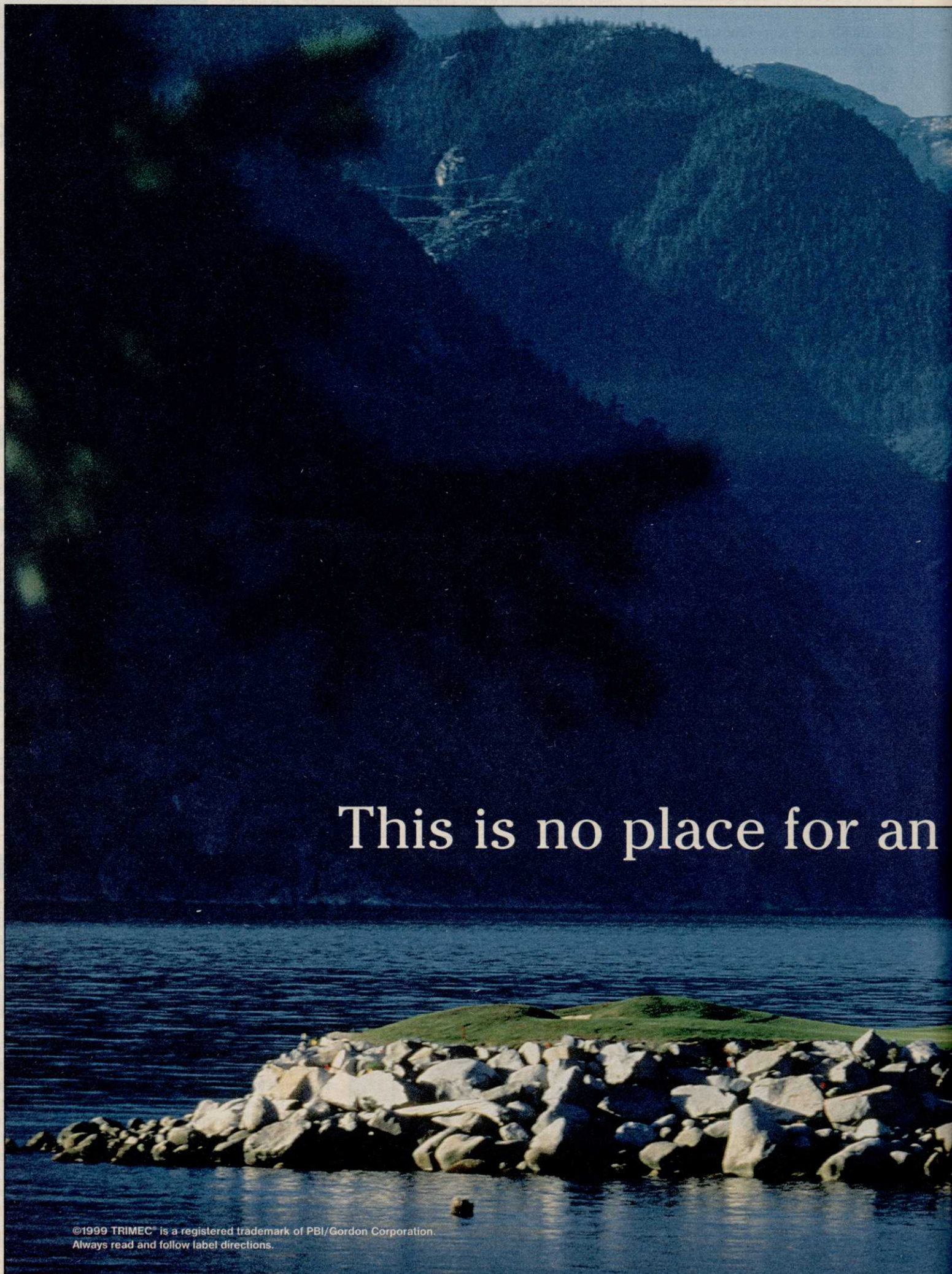


ACQUISITIONS

The Colorado tracks are 15 miles apart on the Western Slope — Adobe Creek in Fruita and Chipeta in Grand Junction. The company also owns a piece of land outside St. Paul that will see construction of course No. 8 within the next 18 months, Stang said.

With four Minnesota courses apiece, WGG, Continental Golf Group and American Golf Corp. are the largest course operators in that Upper Midwest state.

"There are a couple others [management firms] that have started up that have one or two on hand," the Wilson Golf Group executive said.



This is no place for an