

BRIEFS



CROWN GOLF OPENS TWO

GLENVIEW, Ill.—Crown Golf opened two new courses in October; South Mountain Golf Course in Draper, Utah and River Valley Ranch Golf Course in Carbondale, Colo. South Mountain, which was designed by David Graham and Gary Panks, is located on rugged, mountainous terrain 30 minutes south of Salt Lake City. In contrast, River Valley Ranch, near Aspen, Colo., was built in a river valley with 13,000-foot Mt. Sopris in the background. Jay Morrish designed the 18-hole championship course.

MATRIX ADDS CUTCHINS

WILLIAMSBURG, Va.—Beverly Cutchins has been named vice president of Golf Business Advisors, a Matrix Golf and Hospitality company based here. Cutchins has more than 15 years of experience in the private club and resort sports sector. Prior to joining Golf Business Advisors, she had been with Kingsmill Resort in Williamsburg. In addition to assisting Golf Business Advisors with its current consulting services, Cutchins will bring additional consulting assistance to clients in the areas of membership, spa, fitness, tennis and resort programming.



Beverly Cutchins

GMG GROWS PORTFOLIO

NASHVILLE, TENN.—Golf Management Group has signed a management agreement with Old Hickory Country Club. Nashville-based GMG now manages the turfcare operations at four courses, two in Nashville and two in suburban Hendersonville. Golf Management Group is an affiliate of Edwin B. Raskin Co., a Brentwood-based 44-year-old, real-estate investment, management and development company that began golf management activities in 1981.

GOLDEN BEAR PROMOTES O'BRIEN

NORTH PALM BEACH, Fla.—Golden Bear Golf, Inc. has promoted Andrew O'Brien to vice president/marketing. In his new role, O'Brien will be responsible for marketing, licensing and branding of the Golden Bear name and implementation of the company's tactical marketing plans for 1999, as well as for helping to develop new business opportunities in this area.

Forecaddies making a comeback at Marriott

By JOHN TORSIELLO

An innovative forecaddie program at the Seaview Marriott Resort in Galloway, N.J. has been such a success that the company is considering expanding the program to other Marriott-owned courses.

Rob Bartley, director of golf at Seaview, located near Atlantic City, said the feedback from golfers playing the resort's two courses—The Pines and The Bay Course—has been "98 percent positive" in the program's first year.

The unique aspect of Seaview's caddie program is that the service is mandatory, making it one of the few resorts where golfers must be accompanied by a forecaddie. Bartley said Seaview's program was patterned after a similar program at Coeur D'Alene Resort Golf Course in Idaho. The price of a forecaddie is included in a golfer's greens fees. Tips—the club recommends at least \$10 per bag—are encouraged.

"The forecaddie program has been a way for us to differentiate ourselves from other courses in the area," said Bartley. "It's been a huge success in its first year. We think of our forecaddies as on-course concierges. No other employee spends as much time



Forecaddies at the Seaview Marriott Resort in Galloway, N.J.

with the customer as they do. There is certainly a potential that it can be molded to other Marriott facilities."

Brendan Lenihan, director of guest services at Coeur D'Alene, said that resort's mandatory forecaddie program, now in its eighth year, has been popular among golfers.

"I think the program has been successful because it is mandatory and not optional. I don't know if it would work if golfers had a choice," he said.

Lenihan said forecaddies have positively affected speed of play at Coeur

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UCA, Palmer join forces to build network of U.S. university clubs

By ANDREW OVERBECK

COLUMBIA, S.C.—University Clubs of America (UCA) and Arnold Palmer Golf Management have formed an exclusive joint venture to develop and operate university- and college-affiliated golf clubs across the United States. The UCA-Palmer collaboration began Oct. 21, with its first course here at the University of South Carolina.

According to E. Linwood Johnson, President of UCA, this partnership will be the first step in a major expansion for UCA, which builds customized golf courses and themed clubs to suit the needs of individual colleges and universities, which in turn offer memberships exclusively to their alumni and university supporters. Terms of the partnership state that all participating clubs will bear the UCA brand and be managed by Palmer Golf.

"UCA's resource is club design, marketing and its ability to cater to the needs of individual universities," said Peter Nanula, president and chief executive officer of Palmer Golf. "They're niche experts. This partnership brings together the best

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K-State's management program draws students

MANHATTAN, Kan.—Kansas State University's golf course management program is up and drawing attention from not only students, but from other universities as well, said Jack Fry, associate professor of horticulture, forestry and recreation.

"Our golf course management program is the first of its kind to shift emphasis to business and other academics. Most other programs just offer the traditional turfgrass management program," Fry said.

Offered as a new option under K-State's horticulture major, the golf course management program focuses on more than how to get and maintain the optimum playing surface. It also covers all aspects of managing an 18-hole course, including business, hospitality and food-service operations.

"The program was developed with help from experienced golf course superintendents, who emphasized that skills students can develop in business, communications and personnel management are as important as the education they receive in plant and soil sciences," Fry said.

"The Golf Course Superintendents Association of America (GCSAA) and the PGA Tour are advisers to the program and are working with us in structuring internships and evaluating the program's effectiveness in educating the next generation of golf course superintendents and facility professionals," he said.

"Enrollment has been good. We have nearly 40 students, including several students from out-of-state and K-State students who switched their majors when the program became available," Fry said.

That's what Jonathan Bakalar did. The junior from Charlotte, N.C., was majoring in business, but switched when the golf course management option became available. "I've been playing golf since I was a little kid. I love it," he said. "I want to be a golf course superintendent or be a

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KEMPER GROWS ILLINI PORTFOLIO

NORTHBROOK, Ill.—Kemper Sports Management has signed a three-year agreement with the Village of Worth to manage Water's Edge Golf Club. The course is scheduled to open in May. Kemper begins operations immediately. Built alongside the Cal Sag Channel in Worth, Water's Edge is located 15 miles from the heart of downtown Chicago with lush natural grasses, protected wetlands and dense forest. A highlight of the 18-hole championship course is the 10th hole, a par-4 that sits high above the course and offers a beautiful view of 14 other holes. Water's Edge also features a driving range, clubhouse, pro-shop, and full-service restaurant.

University clubs

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university club organization with the extensive resources of the Palmer organization."

According to Paul Degenhart, chief operating officer of UCA, the new relationship with Palmer will help to expand the vision that UCA set out to create with their first club at the University of South Carolina in 1993. "The Palmer

partnership will help us expand the number of projects that we can handle by bringing their organizational and operational skills, and financial resources to the table." Joe Redling, chief operating officer of Palmer Golf, is equally optimistic. "This partnership will work because UCA has the credibility and access to the university community, and we share a commitment to exemplary

service and quality standards."

Growth of the University Club network is a primary goal for the new partners. Degenhart projects that UCA-Palmer will build 20 courses over the next five years.

Construction is about to commence at another UCA-Palmer project at the Auburn University Club in Auburn, Ala., and letters of interest to construct additional clubs have been signed with

Vanderbilt University in Nashville, Tenn., the University of Louisville in Louisville, Ky., and the University of Kentucky at Lexington. UCA-Palmer has a half dozen more projects pending with other schools including the University of Tennessee and Texas A&M.

UCA customizes each club design and operation to meet the specific theme and need of each university client. At each school,

UCA integrates campus architecture into each clubhouse design and creates club-specific logos. For example, the theme of the new club at Auburn University will be "a new habitat for tigers" and the golf course is being designed by Auburn graduate and golf course designer, Bill Bergen. Further, UCA creates membership programs that support the particular profile of existing alumni and their geographical dispersion.

Although the University of Louisville club has yet to break ground, the school is noticing the benefits. "This has been a good business decision for the university, we have earmarked the profits to create 22 new scholarships and the response from alumni has been overwhelming," says Tara Singer, assistant vice president for alumni relations.

K-State

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general manager at a country club."

Bakalar says the course management program was one reason he stayed at K-State after his parents moved from Lenexa to North Carolina a few years ago. "It's a one-of-a-kind program," he said.

Erick Horton, a senior from Overbrook, said: "I thought the program would be a great opportunity to get involved in the golf industry. My dream job would be golf superintendent at Augusta National, where the Masters is played." His resume currently includes jobs at his hometown course and at the Manhattan Country Club.

Horton and fellow students are particularly excited about the internship components of the program. Students are to complete two internships. One will be in turf management at Colbert Hills Golf Course, the 18-hole, PGA-caliber course now under construction in northwest Manhattan. The second will be in golf course management or food service/hospitality operations at a Tournament Players Club or other select courses in the United States.

"The upperclassmen in the program will serve internships on Colbert Hills starting in the spring, probably working on course construction," Fry said.

Scheduled for completion in spring 2000, Colbert Hills also will include a clubhouse, nine-hole teaching course and driving range. The golf course was spearheaded by SENIOR PGA Tour golfer Jim Colbert, a K-State alum. The course is being built through a partnership with the university, PGA TOUR GOLF COURSE Properties Inc. and the GCSAA. Additional support is being provided by the John Deere Company and Rain Bird. For more information, contact 785-532-1430.

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