

GCA breaks ground in Florida

ORLANDO, Fla. — Golf Communities of America, Inc. recently held a groundbreaking ceremony in Montverde for its Hillcrest Country Club golf community. The property consists of 430 acres of mixed-density, single-family homesites with 120 acres dedicated to the construction of a championship course. The 18-hole, par-72 layout will feature rolling terrain.

"The elements that make this a unique project for Central Florida are the very dramatic topography and the excellent soil conditions," said architect Steve Smyers. The highest point is 180 feet above sea level.

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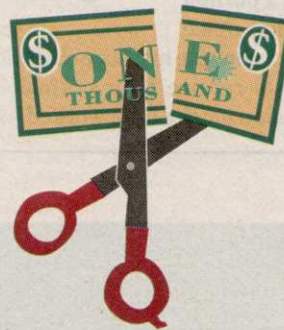
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New suppliers added to Smart Buy Network

John Deere among golf companies recruited for NGCOA group buying program

CHARLESTON, S.C.—The Smart Buy Network, the National Golf Course Owners Association's (NGCOA) group purchasing program, has added several new suppliers. They include:

- Pepsi — soft drinks and dispensing equipment;
 - Gateway — computer systems;
 - John Deere — reconditioned and new equipment;
 - Kirby Marker Systems — fairway marker system;
 - Burton Bags — golf bags;
 - SOLO — cups and paper goods;
 - Cigars Around the World — name-brand cigars and humidors;
 - Design Materials, Inc. — floor coverings and wall coverings;
 - World Junior Golf LLC — junior apparel;
 - Richardson Sports — hats and caps;
 - HOK Gloves — golf gloves;
 - New Wood Displays — custom wood retail display units.
- "These suppliers are leaders in their respective



markets and offer great products and services to members of the NGCOA," said Jim Bailey, director of the Smart Buy Network. "The Smart Buy Network gives participating golf course owners and operators a competitive edge in today's market by offering significant savings on major purchases."

Said Aaron Wetzel, national accounts manager for John Deere: "Participating in the NGCOA Smart Buy Network gives John Deere access to golf course owners and operators who make the final decision on major purchases, such as maintenance equipment. Our distributors are able to continue working at the local level with their established contacts, with the added strength of the Smart Buy Network behind them."

Participation in the Smart Buy Network is free to all NGCOA members. In addition to the traditional purchasing program, the Smart Buy Network implemented an electronic commerce program that offers substantial savings. The site is located at www.smartbuynet.com.

SunCor en fuego

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operates in Goodyear. Accessed from the Palm Valley clubhouse via a newly constructed tunnel, the par-60, 4,755-yard Lakes Course sits on 127 acres. Greens are planted with Tifdwarf; tees, fairways and roughs with Tif 419.

Irwin is also designing the nine-hole pitch 'n putt track. The eight-acre layout will be lit for evening play. Contoured greens will be made of a synthetic grass top dressed with sand to the desired putting height, Patrick said. Natural and artificial grass teeing surfaces will be used. To complement Palm Valley, which offers one of the leading junior golf programs in Arizona, green fees will run as low as \$5 at the pitch 'n putt in order to stimulate junior golf. A lighted, 15-acre practice facility is adjacent to the pitch 'n putt.

The anticipated opening is November.

- Northeast of the city, construction is underway on a new Randy Heckenkemper-designed layout named the Sanctuary Golf Course at Westworld in Scottsdale. Built near the Arizona Canal, which transports drinking water to Phoenix residents, partners SunCor and Capital Realty Corp. are working with Audubon International to make the Sanctuary the area's first Audubon Signature course.

"Some of the species the Sanctuary hopes to reintroduce and support on and around its course are an entire family of native plants and birds," said Dave Harris, adjunct faculty for the Audubon International Institute. "The willow, mesquite, reeds and cottonwoods which were originally a part of the area's natural landscaping, will beautify the course and set it apart from others in the area."

The facility will open in late 1999.

- Coral Canyon in St. George, Utah, started construction in late May. The 18-hole, Keith Foster-designed layout will be the centerpiece of an 1,800-acre residential/commercial master-planned community, a two-hour drive east of Las Vegas. Coral Canyon will open in September 2000.

SunCor also operates SunRidge Canyon Golf Club in Scottsdale; Sedona Golf Resort in Arizona's Red Rock Country 90 minutes north of Phoenix; and the Wigwam Resort in Litchfield Park, southwest of the city.

The Wigwam Resort — built in the early 1900s as a retreat for Goodyear Tire & Rubber Co. executives visiting the firm's nearby cotton farms — has earned Mobil's Five-Star ranking 24 times. The Robert Trent Jones-designed Gold Course is the most famous of



The Wigwam near Phoenix is a SunCor property.

the Wigwam's three tracks and has received numerous accolades in golf publications.

SunCor has also had a hand in developing and/or managing Scottsdale Country Club and Ancala Country Club in Scottsdale; Tatum Ranch Golf Club in Phoenix; and Real Del Mar Golf Club in Baja California, Mexico.

As for the future, SunCor Vice President Tom Patrick, who also serves as president of Arizona's Golf Industry Association, said: "We'd like to develop one or two golf projects a year. We'll continue to follow the market and, as opportunities come up, we'll keep moving forward... We'd like to stay within a two-hour air flight of the Phoenix market."

Patrick said the major roadblock to future golf development in the Southwest is neither water nor environmental issues, but rather consumer demand.

"When Arizonans started dealing with the water situation, we soon became the leader in technology and the ability to stretch water," Patrick said. "Golfers can have as great a playing experience on a course with 70 acres of turf as they can on a course with 100 acres of turf."

"The only obstacle for the golf industry is the consumer. As an industry, we need to do a better job of creating new golfers and keeping them. That's the biggest challenge."