

Couples, Bates collaborate

TALLAHASSEE, Fla. — PGA Tour star Fred Couples and Palm Beach Gardens-based golf course architect Gene Bates will design an 18-hole golf course at Southwood, Arvida's master-planned community underway in southeast Tallahassee. Bates and Couples expect to break ground on the course late this year.

"I'm looking forward to working with Gene on the layout for Southwood," Couples said. "Every course has its own personality and our goal is to create a design that complements the natural flow

of the land, and presents a fun and challenging golf experience for players of all levels."

"We are delighted to have such a talented team designing the first course at Southwood," said Timothy D. Edmond, president of Arvida's Capital Region, who is responsible for developing the 3,200-acre community four miles southeast of the state capitol. "We intend to operate it on a semi-private basis and hope to see the first ball teed up in early 2001."

The holes will meander around groves of massive forests of old oaks, play past natural lakes and marshes, over rolling hills and meadows.

Quintero adopts 'The Jerk Rule'

LAKE PLEASANT, Ariz. — To maintain courtesy and decorum between club members and employees, owner Gary McClung will institute a special rule at Quintero Golf & Country Club. We'll call it 'The Jerk Rule.' Every year, McClung said, the staff will have the opportunity to vote for "The Jerk of the Year" among club members and declare the reasons he or she earned that honor. The club will give that person the option of "adjusting themselves to proper decorum, or we'll pay them off," McClung said.

The hope, he added, is that there will be no "Jerk of the Year."

Quintero financing

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four-bedroom homes; rental homes as an investment; and one- to three-bedroom time shares.

McClung is financing the project in an unusual way. Normally people must purchase property to buy memberships at high-end private clubs.

"We're backwards," McClung said of Quintero. "You have to buy a membership before property. So with these membership sales, my risk in construction, interest, etc. is significantly less than most developers'."

McClung's fee structure is unique as well.

Memberships started at \$50,000 and goes up \$5,000 after every 25 members.

Founding memberships (15 of the 18 available have been sold) may, in fact, earn big paybacks. The cost is \$150,000, but when the 401st membership is sold, the first founding member will get \$200,000 and still retain his membership. The second and successive founding members get their money back, and more, when other levels are reached.

"It's not an equity club," McClung said, "but as the price of membership increases, when a member sells his membership back to the club he gets 90 percent of the going price... The reason I'm doing that instead of equity is that member-owned clubs are often the most poorly operated businesses in the country. There is no focus of ownership, members change, and there is no means of discipline; employees can't uphold the rules because a member can get them fired."

"A benevolent ownership is the best way."

McClung hopes to top out at 700 members for the two courses — 350 for each — and to build 283 dwellings. Automobile traffic will be discouraged in favor of golf cars.

Troon Golf Management's private course division, Troon Privé, is acting as a consultant and will manage Quintero. McClung described Troon Chairman and CEO Dana Garmany as "a visionary."

"I'm not going to live forever and I want the course to live forever," McClung said. "We're ensuring continuity of leadership through Troon Management."



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