

BRIEFS



MADISON NAMES NEW PARTNERS

MADISON, Wis.— Bill Reller and Steve Stumbras have become partners in Madison Golf and Development Group's ownership. Reller, a PGA member, is director of golf operations. Stumbras is director of food and beverage operations. Both will continue in their respective capacities. Madison Golf's portfolio includes three golf facilities plus residential and commercial developments in and around the Madison area. An additional 27-hole, daily-fee facility with residential lots in the town of Verona is currently in the development stages.

CMAA'S SINGERLING GIVEN NEW TITLE

ALEXANDRIA, Va.— The Club Managers Association of America (CMAA) has changed the title of its executive vice president, James Singerling. The CMAA board voted to amend Singerling's title to executive vice president/chief executive officer, a title that more appropriately represents Singerling's capacity at the CMAA national headquarters. "Jim's performance as CMAA's executive vice president was the catalyst for this change in title," said CMAA President Paul Skelton.

Epani introduces one-stop shop for IT purchases



Photos such as The Woodlands Course at Craft Farm in Gulf Shores, Ala. available on OnTee.com.

CARBONDALE, Colo. — Epani, Inc. has announced an autumn roll-out of its comprehensive information technology (IT) system, OnTee.com.

OnTee.com claims to have signed on 5,000 European courses and has hundreds of U.S. facilities signing on each month. Founded in 1994, Epani is the official IT provider to national golf federations in Sweden, Denmark, Norway and Finland. Epani has also secured contracts and commitments from golf associations in England, Scotland, Ireland, Wales, Germany, Austria, Spain and Iceland.

OnTee.com provides course owners and operators a range of Internet-based IT tools and solutions: a private golf media network, a worldwide family of web sites, a multi-channel tee-time reservation system, a suite of course management software products, and state-of-the-art messaging to communicate these offerings to golfers.

"We're intent on simplifying the IT equation for course owners and operators, while at the same time expanding their horizons to the cost and promotional benefits our system makes possible," said OnTee.com's U.S. President Gary Barr. "Golf's IT market is crowded and confusing; there are so many new

vendors out there, most of them peddling individual products that don't work with each other and are basically unproved. We're a single vendor, so our products are fully integrated."

The services that comprise the OnTee.com network fall into five main categories, which may be employed as a wholly integrated system or in parts. They include:

- Private Golf Media Network — Multiple television screens at the golf course show golf and health tips, travel and business videos, and live streams of local and global information, all transmitted via the Internet. While the OnTee.com network is similar to CNN's Airport Network programming, a local screen area allows each course to provide marketing information about its facility; a global area downloads up-to-the-second news, stock quotes, sports scores and weather.

- Worldwide Family of Cross-Promotional Web Sites — OnTee.com provides a localized web site for every region where the system is employed. Each site provides local course news, regional features and the ability to complete tee-time, travel and merchandise purchase transactions. These sites also feature photos by Mike Klemme, a founding partner in

Continued on page 37

Clubhaus makes play for PGA European Tour Courses network

By TREVOR LEDGER

Clubhaus PLC, the British-based golf course management company, is looking to expand its portfolio (and put a sizable dent into its reported bank facilities of £40 million) with its £25 million bid for PGA European Tour Courses PLC — a valuation of 40 pence per share.

While some 32 percent of the company's shares are in the hands of institutional and private investors, the remaining 68 percent is shared between International Management Group (19 percent), PGA European Tour (19 percent) and ClubCorp (30 percent).



ACQUISITIONS

Somewhere in among all the financial spaghetti is a 4.5-percent personal holding by American Golf Corp. Owner and Chairman David Price.

Initial responses from PGA are disparaging toward the bid as Rudy Anderson, managing director of Surry-based ClubCorp explained: "Following a meeting of the board of PGA European Tour Courses, at which we were obviously represented, the board notified Clubhaus that their preliminary approach to evaluate the possibility of making an offer for the company has not received the support of either the board of the company's principal shareholders. We consider that [the bid] materially undervalues the company and the board doesn't wish to take it any further."

The lure of the PGA company is obvious: valued at 90 pence per share at its launch in 1996, the company has traded around or below 30 pence pretty much ever since. This despite the fact that PGA's portfolio contains Woburn Golf & Country Club, Quinta do Lago in Portugal, Kunsangen in Sweden and PGA Golf de Catalunya in Spain — as

Continued on page 36

ClubLink adds to Montreal cluster

KING CITY, Ontario — ClubLink Corp. has purchased 50 percent of Quatre Domaines Golf Club in Montreal, a 36-hole daily-fee facility designed by architect Graham Cooke.

ClubLink has subscribed for treasury shares representing 50 percent of Golf des Quatre Domaines, Inc., whose other shareholders include the family of contractor Robert Dion and developer Gilles Debut, both of Montreal. The facility is on a 346-acre site leased until 2073 from the municipalities of Blainville, Mirabel, Boisbrind and Ste-Therese, which jointly own the property.

The first 18-hole course — a par-72, 6,780-yard layout — opened in May along with a practice range and a three-hole academy course. Construction on the 7,100-yard second course, also designed by Cooke, is to begin this fall. It is scheduled to open in June 2001.

Quatre Domaines is ClubLink's second course in Montreal, following the acquisition of private Cedarbrook Golf Club in Ste-Sophie in March. Quatre

Continued on page 38

ClubCorp takes over Mexico's Palmilla

DALLAS — ClubCorp Resorts has acquired the management contract for Palmilla, an oceanfront property on the Sea of Cortez in Los Cabos, Mexico.

"We have long been interested in expanding our resort division to the Latin American market," said Robert Dedman Jr., ClubCorp president and CEO. "In addition to the Los Cabos location giving us a very exclusive address, the resort is rich with history and the golf is known as tough and almost distractingly beautiful."

GS Emerging Market Real Estate Fund L.P. retains ownership of Palmilla. ClubCorp Resorts assumed management of Palmilla effective July 1.

Palmilla sits on 900 acres on the southern tip of the Baja Peninsula.

The resort is home to a Jack Nicklaus Signature-designed course. The Palmilla Golf Course, which opened in 1992, was Nicklaus' first in Latin America.

An expansion of the Palmilla course will bring the total number of holes to 27. In addition to the existing Moun-



Palmilla has become a ClubCorp property.

tain Nine and the Arroyo Nine, the Ocean Nine is under construction and is expected to open in the fall.

## Clubhaus

Continued from page 33

well as two additional clubs in the United Kingdom. With the price of golf courses recovering of late, coupled with Clubhaus' desire for expansion, the temptation proved too much to resist for Clubhaus Managing Director Charlie Parker.

"We made a preliminary approach," he said, "and the [PGA board] put out a release saying we had undervalued the company. We'll have to see what happens next. I'm a little disappointed at the initial reaction."

So, is that it for Clubhaus? Parker doesn't think so.

"I'm still hopeful, although its odds against as far as Clubhaus is concerned at the moment," Parker said. "But we have the firepower."

Both Kunsangen and Woburn are hosts to European Tour events. Given the stated intention (and actual practice) of selling golfing holidays abroad to its client base of 15,000, Clubhaus is unlikely to let this issue fade quietly. However, the European golf club management industry is in its infancy compared to the United States and such an acquisition might prove too attractive to other parties, thus sparking a "bidding war." ClubCorp's Anderson would not be drawn on such a question and American Golf UK's managing director Geary Leathers was similarly reticent. ClubCorp and American Golf UK are Clubhaus competitors.

"There's not any news [from American Golf]," Leathers said. "I'm not being coy, but we are pretty plain, boring guys that keep our noses to the grindstone and operate golf courses. To date there has not been an opposing bid [from American Golf] and we do not anticipate any such opposing bid."

ClubCorp would seem to have the resources to make a bid, but has not expressed interest.

Parker is convinced something will come of Clubhaus' original bid. "Share prices are now way up so the market thinks that something will happen and Clubhaus is in the prime position. There's no more to say."

Added one financial analyst: "This will be a volatile period for the [PGA European Tour Courses'] shares as everybody will be holding their cards close to their chests waiting to see if anybody else acts. The blips that we are seeing in the share price at the moment represent speculation that a capital event is about to take place."

Three years ago, PGA European Tour Courses PLC evolved out of its two previous incarnations as PGA European Tour Properties Ltd. (1987-1992) and PGA European Tour Golf Courses (IMG) Ltd. (1992-1996).

## CMAA promotes Palermo, Pasquale

ALEXANDRIA, Va.—The Club Managers Association of America (CMAA) has promoted two staff members. Lou Palermo has been promoted to director of education and Kim Pasquale to director of chapter/member services.

As director of education, Palermo arranges all aspects of the education sessions offered at the Annual World Conference

on Club Management. He is responsible for hiring speakers, selecting and scheduling educational programs and overseeing all details. Additionally, Palermo supervises the staff within the CMAA's education department and is the education liaison with CMAA member groups such as the Club Management Institute, Certification Committee and The

Club Foundation. In addition to overseeing CMAA's Professional Development Program and coordinating CMAA's Business Management Institute, Palermo manages the administrative and budgetary functions of CMAA's education department.

Pasquale assumes the management of CMAA's chapter and member services, Executive Career Services and student development programs. Pasquale

works on several chapter and member award programs, such as CMAA's annual Idea Fair and Chapter of the Year competitions; manages the membership renewal process; oversees CMAA's special recognition and affinity programs; serves as coordinator for the annual Legislative/Leadership Conference; and handles voting procedures at the annual World Conference on Club Management.



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