

BRIEFS



**NEW MGT. AT NC'S CRAMER MT.**

CRAMERTON, N.C. — Granite Mountain, Inc. (a subsidiary of Granite Golf Group, Inc.) has turned over management of Cramer Mountain Country Club here to Cramer Mountain Country Club Corp. Granite left the upscale private country club before the lease expired. Its owner will again operate Cramer Mountain as it has since its inception in 1986. Cramer has named the following people to its management team: Stephen Olliff, golf course superintendent; Marie Revels, general manager; Dean Huffman, executive chef; Brian Singsank, food and beverage manager; Caroline Gallrein, membership director; Christy Perrin, banquet manager; David Scalzi, head golf professional; and Dee Rathod, head tennis professional.

**FNA OFFERS NEW LOAN PROGRAM**

First National of America, one of the largest principal lenders to the golf industry, is now accepting applications for smaller loans. Managing Director Jerry Sager said FNA's intentions are to offer five-to-20-year domestic loans of \$250,000 to \$1.5 million.



"These loans are designed for someone who wants to buy a driving range or a small course, equipment or just for working capital requirements,"

said Sager. From application to commitment, the process takes 10 days, with another 20 days to closing. For further information, contact Sager at 908-604-4700 or visit the FNA website at <http://www.firstNA.com>.

**SERVISCAPE ADDS IND. FACILITY**

MICHIGAN CITY, Ind. — The North Township of Lake County has contracted ServiScape, Inc., to manage the golf course maintenance operations and course improvements planning at the 18-hole Wicker Memorial Park Golf Course.

**SNOOK JOINS TEXTRON**

Textron Financial named Andrew Snook director. European business development, for its golf finance and resort receivables divisions.

**CROWN ACQUIRES NJ LAYOUT**

CAPE MAY COURTHOUS, N.J. — Crown Golf Properties has acquired Stone Harbor Golf Course here.



**Bergstol's Empire Golf flies public golf banner in NY, NJ**

By PETER BLAIS

NEW YORK CITY — Developer Eric Bergstol, 43, has formed Empire Golf, an umbrella organization that will oversee financing, design, development, management, supervision and maintenance of a number of high-end, daily-fee courses primarily in New York and New Jersey.

Among the courses in the Empire Golf network are New Jersey National Golf Club in Basking Ridge, N.J.; Minisceongo

*Developer Eric Bergstol, left, has formed Empire Golf, a management firm that includes several New York and New Jersey courses including Pine Barren GC below.*



Golf Club in Pomona, N.Y.; and Pine Barrens Golf Club (which Bergstol designed himself) in Jackson, N.J. Scheduled to open this fall are Pine Hill (N.J.) Golf Club and Links at Madison Green in Royal Palm Beach, Fla.

Bergstol is a longtime residential/commercial developer who has been developing golf courses for the past 10 years. In addition to the above courses, he was involved in development of Hudson National in Westchester County, N.Y.; is co-developing a course under construction called Twisted Dunes near Atlantic City, N.J.; is seeking permits for a course he designed in Bayonne, N.J.; has laid out a 27-hole course at the entrance to Long Beach Island near Exit 63 of the Garden State Parkway; and has a course in the planning stages in Portland, N.Y. He also plans to add two or three more courses in Florida.

"The metropolitan New York area has been deprived in regard to real, quality public golf," Bergstol said. "You have some of the best private courses in the country here, but I've always believed the public should have the opportunity to play quality golf courses."

"The concept I like to promote is the private club for a day. I want people who play public golf courses to get a feel of what it's like to play a world-class course."

Bergstol believes Northern New Jersey's dense population, high incomes, professional work force, and lack of quality public facilities make it an attractive area for an upscale, daily-fee operation.

"The few public courses that have been built are older and they are munis," he said.

Continued on page 54

**Husband's Heritage Golf makes 1st buy**

SAN DIEGO — Heritage Golf Group, a San Diego-based course ownership and operating company, has acquired Polo Golf & Country Club in northern Atlanta.

This purchase by Heritage from Fairgreen Capital, L.P. marks the initial course acquisition by the company. Heritage is led by Bob Husband, former founder, president and chief executive officer of Cobblestone Golf Group. Husband and Heritage's management team created the recently sold Cobblestone Golf Group.



**ACQUISITIONS**

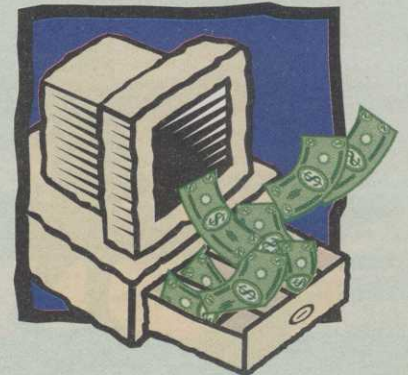
"This marks the first in a collection of golf properties we plan to acquire throughout the United States," said Husband, who joined GTCR Golder Rauner, LLC, a Chicago-based private equity firm. "We will invest further capital to make significant improvements to the facility including the golf course, clubhouse and various other member areas."

Polo Golf & Country Club is an 18-hole private country club, built in 1989 and designed by Joe Lee. The course is a 6,558-yard layout featuring bentgrass greens.

**eGolfevents unveils new 'Best of Business Golf' online program**

By PETER BLAIS

LEESBURG, Va. — eGolfevents, a web-based company that markets more than 7,000 courses to golf-event planners, has formed a Best of Business Golf (BOBG) program that provides courses a preferred listing to help them attract more golf outings.



The eGolfevents.com website is focused solely on helping golf-event planners find courses interested in hosting golf outings. Developers plan to eventually list all U.S. golf courses that host outings in the database.

For \$500, courses can choose the BOBG designation, which provides far more information than simply whether or not a course welcomes outings.

BOBG course listings include more than 120 categories of information about the facility. BOBG listings include detailed information about the course location, golf course playability, food and beverage capabilities, meeting space, tournament scoring, nearby accommodations, and non-golfer/after-hours activities. Since a BOBG course provides more information, eGolfevent developers believe those courses are far more likely to be selected by event planners.

The BOBG designation also allows the event planner to communicate directly with the course by e-mail or fax. Event planners list their outing needs on the eGolfevents.com website, then send them to the course by highlighting the

Continued on page 54