

BRIEFS



GLOBAL GOLF MANAGEMENT ACQUIRES SHINING MOUNTAIN

WOODLAND PARK, Colo. — Global Golf Management LLC, doing business here as Shining Mountain Golf Club, has acquired the former Woodland Park Fujiki Golf and Country Club here. John F. Golden will be the managing principal of golf facilities. The championship golf course and clubhouse are open to the public for daily golf, outings and special events.

TROON GOLF NAMES SKELTON GM

PEORIA, Ariz. — Troon Golf named Paul Skelton general manager of Quintero Golf & CC here last month. Quintero, an upscale private course, is scheduled to be open for play on November 15. Skelton will be responsible for overseeing the balance of construction on the golf course and directing all operational functions of the facility.

EETEETIME.COM ADDS COURSES

LA QUINTA, Calif. — Tee time reservation operator eTeeTime.com, has added to its reservations network with the signing of agreements covering Michigan, New Mexico and Florida.

Guerra, Pillsbury to lead American Golf charge

By ANDREW OVERBECK

SANTA MONICA, Calif. — In response to the challenges posed by the increasingly competitive course management industry, American Golf has named Joe Guerra and David Pillsbury to the posts of co-CEO. In their newly created positions, the golf industry veterans will be working to transform the company from an acquisitions-driven organization into a service and sales-driven organization domestically. Internationally, the company will be renewing efforts to expand through acquisitions.



Joe Guerra



David Pillsbury

"There is a de-emphasis on growth through acquisitions and more focus on capitalization of opportunities internally," said Guerra who has moved up from the execu-

tive vice president slot to lead American Golf.

Citing competition from the 400-plus new golf courses a year that have come on stream in the U.S. for several years running and market saturation in the top 20 metro areas, Guerra and Pillsbury have decided to adopt a "grow from within" strategy.

"One day we will be the beneficiary of the growth of this high-quality golf that has come online," said Guerra, who will focus his efforts on golf operations and business development. "But if you take a snapshot today it is not good because the added supply is putting pressure on the industry and the operators. With our inability to raise greens fees

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NGCOA teams with In-Touch to gauge player satisfaction

CHARLESTON, S.C. — The National Golf Course Owners Association (NGCOA) is initiating a new golfer satisfaction program that will allow course owners to gauge customer satisfaction.

In-Touch Survey Systems, with clients including McDonald's, Holiday Inn and American Airlines, will provide NGCOA members with on-site, automated kiosks, which contain a brief customer satisfaction survey. The golfer uses an electronic pen to answer a

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McCumber Golf's Greystone GC in Dickson, Tenn.

McCumber Golf adds to stable

JACKSONVILLE, Fla. — McCumber Golf Facility Management has added to its stable of courses in the Southeast with the purchase of The Course at Northgreen in Rocky Mount, N.C. McCumber Golf has opened the previously private facility to the public and is offering limited lifetime memberships.

"When the opportunity arose to purchase this course, we conducted several months of due diligence," said company CEO Jim McCumber. "There is very little competition in this market for an affordable daily fee course."

According to McCumber, the company will continue to take a measured approach to acquiring further properties.

"We are interested in courses that are turn-around opportunities," he said. "The strategy is to acquire courses that have either missed their mark or not been managed properly."

Northgreen is the perfect example of a course that McCumber thinks has missed its mark.

"The course is very solid. They have played 10 ACC (Atlantic Coast Conference) championships at Northgreen," he said. "It is also ideally located outside of Raleigh, off I-95."


The company is also looking to build and own more courses and has a couple of locations, including one in Florida, in mind.

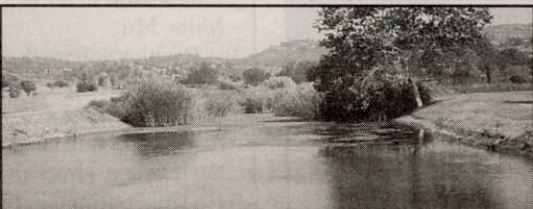
In addition to Northgreen, McCumber Golf manages The Course at Westland in Jacksonville and Greystone Golf Club in Dickson, Tenn.

— Andrew Overbeck

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