

BRIEFS



WHITE JOINS DPC

ORLANDO, Fla.— Douglas White has been named vice president of operations and business development by Diamond Players Club (DPC). The Orlando-based company operates Sweetwater Country Club and Diamond Players Club Wekiva, both in Longwood, and has just opened Diamond Players Club Clermont. All are in greater Orlando. White, a former Granite Golf, Inc. vice president, will direct the operations of the company's existing courses, and integrate the planning for additional courses around the country with other business opportunities, such as a golf and travel club and DPC brand-name merchandise. At Granite, White opened more than two dozen new courses and clubhouses over the past five years. White is a graduate of the University of South Carolina with a bachelor's of science degree in hotel, restaurant and tourism.



Douglas White

CLUBCORP, CYPRESS FINALIZE DEAL

DALLAS— ClubCorp, Inc. (ClubCorp) and the Cypress Group LLC (Cypress), a New York-based private equity firm, have closed on a \$300 million investment commitment to ClubCorp. In conjunction with this transaction, two representatives from Cypress, James L. Singleton and Bahram Shirazi, have joined the board of directors of ClubCorp.



HONOURS MAKES ALA. PURCHASE

BIRMINGHAM, Ala.— Honours Golf, a company specializing in the development, acquisition and management of upscale golf courses throughout the Southeastern United States, has purchased Peninsula Golf & Racquet Club in Gulf Shores, Ala. This marks the second Honours acquisition in recent months along Alabama's Gulf Coast, coming on the heels of the purchase of Rock Creek in Fairhope. "Our goal at Honours Golf is to create a strong brand identity among golfers at every level," said Honours Chief Executive Officer Bob Barrett.

ClubCorp, Golden Bear launch Bear's Best concept

Joint-venture partnership to develop unique golf courses in Atlanta and Las Vegas

DALLAS— ClubCorp and Golden Bear International will develop two new properties under the signature name "Bear's Best." The first Bear's Best courses will be located northeast of Atlanta and in the western Las Vegas valley.

The new public-access courses will feature replications of golf course designer Jack Nicklaus' favorite hole designs, such as Elk River No. 6, Castle Pines No. 18, and Muirfield Village Nos. 11 and 12.

"Over the past 30 years, I have had the opportunity to design nearly 200 courses and in just about every corner of the world," said Nicklaus, chairman of Golden Bear International. "There are certain holes that I have enjoyed designing and ones we hope have given golfers a lasting memory."

The Bear's Best courses will be designed for group play. "These courses will meet a significant need for corporate entertainment and events," said ClubCorp Chief Operating Officer Jim Hinckley.

Sections of the practice facilities will



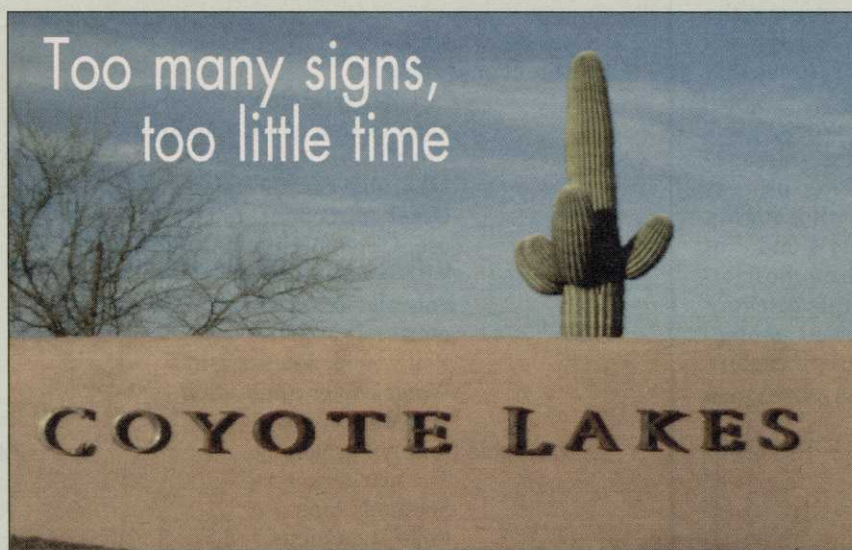
The 18th hole at Nicklaus-designed Castle Rock will likely be one of the replicas to show up at Bear's Best.

be reserved for each group. Electronic signage will direct individuals to their group's location. A catering staff will attend to the players' food and beverage needs immediately before and after play. Multiple bag drop-off points and parking will facili-

tate larger groups. Each location will feature a golf learning center for clinics.

ClubCorp and Golden Bear International launched the joint venture partnership in July 1998 to develop new proper-

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Coyote Lakes Golf Club in Surprise, Ariz.

Editor's note: This is the final installment of a three-part series on managing the process of creating and nurturing a golf course's visual image, signage course details and printed graphics.

By FORREST RICHARDSON

In the first two installments, the topics were image and the arrival statement. These two areas are the most critical to creating a solid and memorable experience in terms of course image.

In the golf business, positive first impressions are essential. As we build more courses, the choices golfers have with regard to where to spend their dollars also grow.

The golfer can already choose from several types of daily-fee courses, ranging from pseudo-municipal to high-end resort. It is almost impossible to accurately classify courses the way we have come to know them: private, daily-fee, resort, municipal, etc.

The lines between types of courses are becoming blurry. Some resort courses are being built on adjacent public land and hence are part municipal to satisfy development agreements.

Indian communities are building courses that are often resort, daily-fee, municipal and private all at once. All this translates into a need for managers and owners to make sure that first impressions are well above par. It makes good business sense to build a positive and lasting image. Course names, visual image and the arrival statement at the clubhouse drive, and approach to the first tee, all need to be much more than adequate. They need to be crafted and thought out every bit as much as the detailing of bunkers and putting surfaces.

INDIVIDUAL ELEMENTS

We have developed a classification system in which course image and graphic

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KemperSports to manage four New Orleans golf courses

NEW ORLEANS — The City Park Improvement Association (CPIA) here has signed KemperSports Management to operate Bayou Oaks, a 72-hole public golf facility.

"City Park chose KemperSports because of its outstanding national reputation for excellence in managing multiple course municipal operations," said CPIA President Judge C. Hearn Taylor. "We have heard great reports about the work KemperSports has done in Chicago and Cincinnati to revitalize their golf programs."

Located 10 minutes from downtown, Bayou Oaks attracts a high volume of golfers. Each course features oak and cypress tree-lined fairways, bunkers and plenty of water.



Layouts include the Championship Course, a par-72, 7061-yard course consistently rated one of top 10 "Best Public Courses" in Louisiana by *Golf Digest* and current home of the New Orleans Metro Championships and former host of the USGA Public Links Qualifier; The Wisner Course, a par-72 measuring 6,968 yards and also ranked among the "Best Public Courses" in the state by *Golf Digest*; the Lakeside Course, a par-70 measuring 6,054 yards; and the Little Course, a par-71 measuring 4,948 yards.

Bayou Oaks also features a teaching academy, a two-tiered, lighted driving range, clubhouse, full-service restaurant,

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