

BRIEFS

INTRAWEST NAMES MCLAUGHLIN

PHOENIX, Ariz. — Intrawest Golf has appointed James J. McLaughlin to director of business development. In this position he will be responsible for identifying Canadian development and management opportunities as well as providing assistance in meeting strategic objectives of golf management. McLaughlin has served as director of the Canadian Golf Tourism Alliance as well as on the board of directors of PGA British Columbia. Previously he was vice president and general manager of golf operations for Wesbild Holdings.

EGOLFCAPITAL.COM LAUNCHES

HOUSTON — Egolfcapital.com, a vertically integrated finance organization offering global financing of golf course capital equipment and golf course projects, is open for business. The company provides golf industry buyers with a turn-key, fully integrated package of project financing, capital acquisition and off-lease equipment disposition. The company is actively providing financing in the areas of golf cars, maintenance equipment, Global Positioning Systems technology providers and project financing. A web site for online e-financing will be rolled out in the near future.

DORAL GOLF RESORT HIRES TWO PROS

MIAMI — The Doral Golf Resort and Spa has named two new head professionals to manage all five golf courses and tournament activities. Scott Davey will work with membership and events and will oversee course assistance personnel and golf shop operations. Andy Green will oversee golf tournament office operations, outside staff and driving range operations.

CLUB CAR SIGNS WITH INTRAWEST

AUGUSTA, Ga. — Club Car has entered an exclusive five-year national account agreement with Intrawest Golf. Intrawest, which owns and operates twenty golf courses, also develops and operates village-centered resorts in cold and warm weather destinations such as Blackcomb Ski Resort and Sandestin Golf and Beach Resort. The agreement calls for Club Car to provide golf cars, utility vehicles and guest transportation vehicles to Intrawest resorts. Club Car will also provide training and marketing support to the Intrawest Golf Group.

SunCor Golf to offer management services

By ANDREW OVERBECK

PHOENIX, Ariz. — After nearly two decades of managing courses developed by its parent company, SunCor Development Co., SunCor Golf is planning to expand operations and offer golf management services to courses in the Southwest.

"We have pretty much stayed within our plan of building a golf course community, retaining it and managing it," said Tom Patrick, vice president of golf operations for SunCor. "But we are at a point now where we feel good about going out and doing it for other clients."

For years, SunCor Golf, which currently manages six courses in Arizona and one in Utah, has been getting a large number of requests to manage other facilities.

"It is time to get into golf," said Patrick. "I just wanted to wait until we had the staff in place and knew that we could do it. The market is attractive right now because everything seems to be moving towards management."

Patrick plans to develop SunCor Golf's management team without expanding corporate staff. "We have everyone in place. I have a philosophy that we can do it with the people that we have. We will not go out and create this giant," he said.

Instead, Patrick is emphasizing training and working with existing staff at the new clubs. This strategy will be tested at Phoenix's Club West Golf Club in which

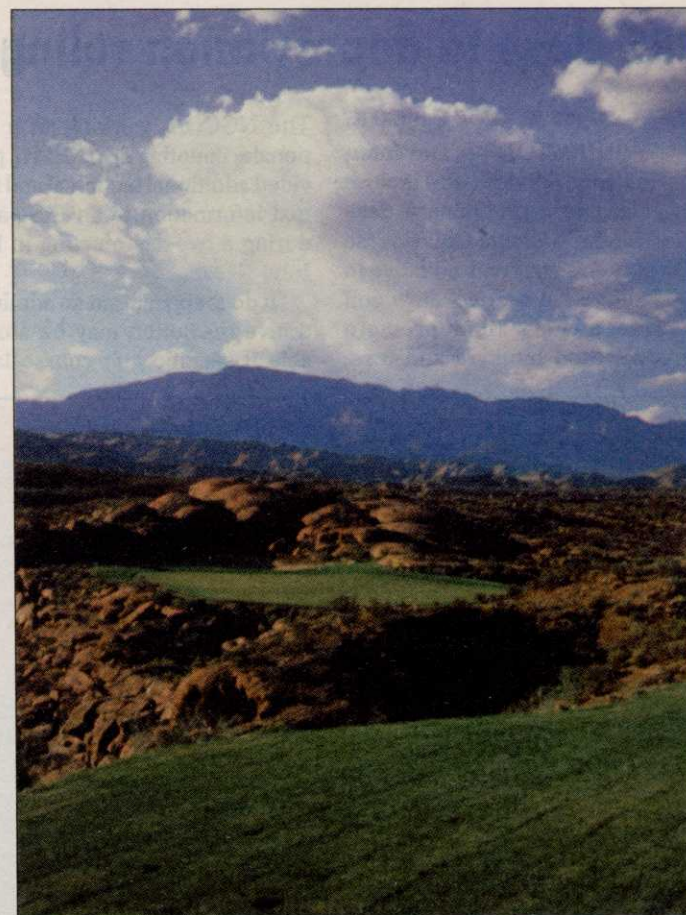
SunCor Golf purchased the controlling interest this past August.

"At Club West we will utilize existing staff and do some retraining. Ninety-five percent of the staff is staying," he said. "We usually find that most places have really good people, but they just lack direction and they need some training. It is really not that difficult."

SunCor Golf will continue to build one or two courses per year, said Patrick. "We just finished Coral Canyon Golf Club in St. George, Utah, and

we start construction at Stoneridge Golf Course in Prescott this month," he said.

Patrick also expects that the company will add only one or two management contracts a year. "We want to be able to do a first-class job," he said. "And I don't think you can do that if you



SunCor Golf's newest development, Coral Canyon Golf Club in St. George, Utah, opened Sept. 16.

grow too quickly."

SunCor Golf will focus mainly on the Southwest but will not rule out other opportunities. "We will look at Mexico and possibly the Orient," said Patrick. "We will go elsewhere, but it has to be the right situation."



The TSC Golf-managed Wicked Stick Golf Club in Myrtle Beach, S.C.

TSC Golf adds to Myrtle Beach stable

By ANDREW OVERBECK

MYRTLE BEACH, S.C. — TSC Golf, based here, has taken over the management of Myrtle West Golf Club and Rolling Hills Golf Club, bringing its total of Myrtle Beach courses to six. TSC principal Darrell Childers points to increased competition in the area as the reason for the company's continued growth.

"Whether we like it or not, it is getting tougher for a single course operator to maintain a competitive edge," he said. "Through economies of scale, whether it has to do with marketing or other ex-

penses, the more courses you have that can come together and take advantage of price discounts, the more the bottom line benefits."

TSC has national sales agreements with apparel, food service and course equipment companies in order to get the best prices for its course owners. "For example," said Childers. "The superintendents got together and bulk-ordered all the seed for overseeding. That all goes to the bottom line—an individual course owner does not have those opportunities."

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Internet venture streamlines inter-club 'reciprocity'

DALLAS — Reciprocal privileges, which permit a member of one club to use the facilities of another, enjoy a long history among private clubs. Processing charges for a member of one club at another club, however, has often been an accounting hassle. A start-up called RecipNet promises to make things a lot easier.

Dallas-based RecipNet, utilizing Internet technology, allows clubs to not only verify a visiting member's home-club status instantly, but also be paid for that guest's expenditures within three business days.

The company, which has raised \$1.6 million in equity financing, was slated to go operational Oct. 1.

"Under the old way of doing business, just getting reimbursed for reciprocal charges could literally take months," said RecipNet founder and CEO Don Williams. "Our system passes those charges directly through to the guest's home-club master RecipNet account. The guest's home club then bills its member just as though the charges were made right there at

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RecipNet to simplify reciprocity agreements

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their club, except they can now be billed in the current billing cycle. The host club gets its money for these charges within three days."

STRONG INITIAL INTEREST

There are more than 8,000 private city, tennis and country clubs in the United States. The

exact number of reciprocal transactions between these clubs is unknown, but industry experts agree it is "well into the thousands per day," Williams said. "These charges have been an incredibly difficult problem for private clubs for decades."

Williams, who has spent his career in the private club indus-

try, also founded both ClubTec Corporation and The Private Club Advisor (TPCA). To run RecipNet, he has brought in a CPA and former auditor with Arthur Young & Co. named Lee Larimore, who has spent the past 16 years with Colonial Country Club in Fort Worth, Texas, where he served as con-

troller and information systems manager.

"As I've explained the RecipNet concept to our friends managing clubs around the country, they've said, 'Count us in,'" Larimore noted. "As clubs sign on, getting them up and running will take very little time or effort, and no formal training." Already, he said, some 500 U.S. clubs have signed up for the service, and

inquiries have come in from Japan. "Our plan is to add 10 to 15 clubs a day," he said.

For clubs, the service requires no up-front investment. RecipNet's revenues will come from \$15 monthly service fees for member clubs, along with fees of \$1 per transaction and a handling charge ranging from \$1 to \$5.

Larimore said the economics should appeal to club managers. The traditional method of capturing and billing reciprocal charges can be so labor-intensive and costly, he said, that some clubs simply throw away reciprocal charges of less than \$10. "With Recipnet, no charge has to go unbilled," he added. "By maintaining a clearinghouse over the Internet, we've taken all the phone calls, journal entries, receivables, payables, guesswork and hassles out of reciprocal charges."

USER FRIENDLY

Clubs can sign up right over the Internet. Once an online application is completed, RecipNet uses a secure link to set up the club with a master RecipNet account, and then does an electronic setup of the club members' names and membership numbers. No other personal information is necessary.

From that point on, Larimore said, "everything is really, really simple. Suppose a Mr. Adams, who is a member of a club we'll call The Arbors, in Atlanta, is visiting Chicago. Wanting to play golf, have dinner, whatever, Adams walks into Chicago's Chinaberry Club. He gives Chinaberry his name, the name of his home club - The Arbors - and his membership number.

"This is the exact information a reciprocal member has always had to provide and must provide today," Larimore continued. "Except now, instead of someone at Chinaberry having to pick up the phone, they make a few quick key strokes, and bam! There's The Arbors' Mr. Adams.

RecipNet processes Adams' charges through the Federal Reserve system, and Chinaberry is reimbursed within three business days. The transaction generates an e-mail notice about Adams' charge to The Arbors, which can post it to his account in the current billing cycle. The home club also receives a consolidated monthly statement summarizing all of the charges that members made at participating clubs, eliminating the need to deal with statements from each one. ■

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