

## BRIEFS

### DUNCAN TAKES OVER AT HERITAGE PALMS

SCOTTSDALE, Ariz. — Western Golf Properties has named Randy Duncan the director of golf for Heritage Palms Golf & Country Club in Indio, Calif. Prior to joining the company, Duncan was head golf professional at the Westin Mission Hills Resort and Mission Hills North in Rancho Mirage, Calif.

### SINGLETEETIMES.COM LAUNCHES

OAKLAND, Calif. — In an effort to help single golfers find tee times more efficiently, a new Web-based company, SingleTeeTimes.com, has been launched. The Web site solves the single player problem by creating an online community of individual golfers who share pre-arranged tee times. "Golfers from all over the U.S. and Canada can make pre-arranged tee times for two or more players, post it on the site and make the additional spots available for others," said president Ron Jackson. A single player can then search the database for the time and location he wants and join the group. Players who register with the site can also receive e-mail notifications listing available tee times in their local area.



### SARTAIN TO HEAD GOLFBUSINESS.COM

TAMPA, Fla. — Jim Sartain has been named CEO and president of golfbusiness.com. Previous to joining the golf distribution company, Sartain was CEO of the Meadowbrook Golf Group. The company, launched last year, has relationships with more than 100 suppliers and 5,000 golf courses throughout the United States.

### SCHAFER NAMED HEAD PRO AT SUNRIDGE CANYON

FOUNTAIN HILLS, Ariz. — SunCor Golf has named Joel Schafer as its new head golf professional at SunRidge Canyon Golf Club here. Schafer, who has worked at courses in Arizona, Colorado, and Wisconsin over the past seven years, will assist in supervising golf course operations, budgeting, merchandising, training employees, planning tournaments and promoting the club.

## Heritage adds five high-profile courses to management portfolio

By JAY FINEGAN

SAN DIEGO — Heritage Golf Group, a San Diego-based owner and operator of premier private and daily-fee golf facilities, has added five new courses to its portfolio through management agreements of five years or more.

Heritage will manage Angel Park and The Legacy, both in Las Vegas, Nev.; Langdon Farms Golf Club in Portland, Ore.; Trophy Lake in Port Orchard, Wash.; and Washington National in Auburn, Wash.

Four of the five are 18-hole courses and the fifth, Angel Park, is 45 holes.

All five courses are owned by O.B. Sports, of Kirkland, Wash. "We'll manage them under the O.B. Sports umbrella,"

said Heritage executive vice president Gary Dee, "and they will concentrate on the management contracts they have for eight golf properties owned by other companies or individuals."

The new properties offer premium golf experiences in resort-style settings. "Our goal is to have the Heritage name associated with the finest golf facilities in the country," said Bob Husband, president and CEO. "To be able to bring on five courses of this caliber at once is truly exciting for us. This transaction is an important step, not only because of the quality of these facilities, but also for our increased exposure in new markets."

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The 8th hole at the Talega Golf Club in San Clement, Calif., built and managed by Heritage Golf Group. The course, designed by Fred Couples and Brian Curley, opened last month.

## Troon opens three courses in Australia

SCOTTSDALE, Ariz. — Troon Golf has announced the opening of three new golf courses in Australia. The new facilities "down under" all debuted on *Golf Australia* magazine's "Top 25 Resort Courses" list for 2001, released in the January edition.

Glades Golf Club opened in December and is the highest-ranking Troon Golf property on the list. Owned by an investment group led by Ian Baker-Finch, the Glades is an 18-hole Greg Norman-designed layout nestled in a creekside valley on the Gold Coast of Queensland.



Another newly opened Troon Golf property is Pelican Waters, also a Norman design. This 18-hole facility, located near Golden Beach, Queensland, features an extensive lake and wetlands system on the front nine, while the back nine lays out in a links format.

The third course — Golf Club Kennedy Bay — is scheduled to open at the end of January. *Golf Australia* debuted the course

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## Diamond Players Club rolls out new division, builds portfolio

By JAY FINEGAN

LONGWOOD, Fla. — Diamond Players Club, a golf brand and course management company spearheaded by Arizona Diamondbacks pitcher Todd Stottlmyer, has formed a new division to focus on landing management contracts that might lead to future course acquisitions.

The new unit, DPC Management Services, is being run by managing partners Dan Burdette and Cathy Martell. Both will report to company president W. Douglas White. It already has one contract to operate the soon-to-open Legends Course, in a Lennar Homes development in Clermont, Fla. DPC also managed construction of that course, which opens this winter.

An 18-hole, 6,766-yard championship track, the semi-private Legends was designed by golf architects Clifton, Ezell & Clifton. The 400-acre site will include some 700 homes.

The company already owns and manages DPC Clermont, an 18-hole, 6,900-yard layout near Or-

## Miami firm launches 'golf only' Internet recruitment site

MIAMI — GolfSurfin Inc., based here, has launched the world's first online job-recruiting site dedicated exclusively to the golf industry. The site serves as a comprehensive job board strictly concentrating on jobs in the golf industry, listing everything from golf pro to caddy to manufacturer's sales rep.

Currently, the site features job openings at some of the leading clubs and resorts in the United States and Canada, as well as many of the industry's top manufacturers of golf equipment and apparel.

Striving to be the "Monster" job board of the golf industry, the Web site is loaded with high-end features while maintaining an easy-to-navigate format. "If it is golf-related, we will post it," says CEO Michael Schlesinger.

Schlesinger, a lawyer and an avid golfer, founded the company together with his wife, Dawn Schlesinger, who already runs a successful recruitment firm, after discussing her frustration at having to pay in order to search the jobs at other sports-related online job boards.

"We started the board after it became clear that the golf industry lacked a central source for candidates to search for," he said, "and for employers to post jobs."

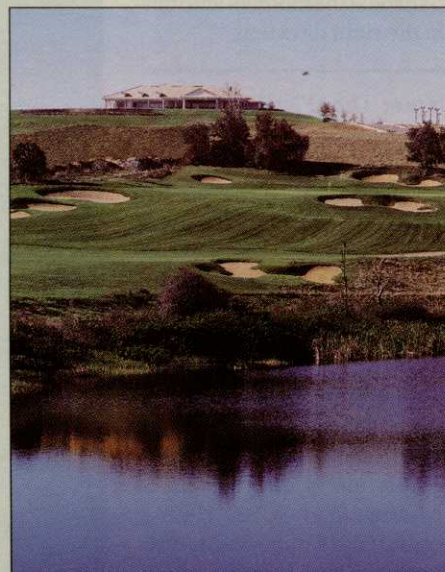
### FREE FOR JOB SEEKERS

Unlike other online job boards catering to the sports industry, GolfSurfin.com

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Michael Schlesinger



The 9th hole at DPC Clermont, playing 425 yards from the tips, requires a tough carry over water on the tee shot and a steep uphill second shot to the green.



## Diamond Players Club

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and Wekiva GC, a 6,640-yard track here in Longwood, DPC's headquarters.

According to Stottlemire, the new division will operate nationwide, seeking acquisition and management targets and providing services ranging from design and construction of new layouts to managing all golf and clubhouse operations at existing private or daily-fee facilities.

### BURDETTE AND MARTELL

Burdette and Martell both have deep experience in the course management arena.

Certified in golf operations and course maintenance, Burdette has directed land acquisition and development projects. He is a member of the Golf Course Superintendents Association of America (GCSAA) and a retired Class A member of the PGA of America. A former vice president of agronomy and new construction for Granite Golf, he served as senior superintendent at Grand Cypress Resort and as golf professional at Pinehurst.

Martell, formerly director of marketing for Granite Golf, specializes in the development and execution of comprehensive golf course business plans and marketing strategies.

### STRATEGIC GROWTH

According to White, the company plans to develop top-caliber golf properties in major league sports cities throughout the country. "We are a branded, sports-minded group," said White. "Tampa and Orlando are our anchors, and we will grow from there."

Any city with a franchise from the National Football League, the National Basketball Association or Major League Baseball appears to be fair game. "The primary focus is to get to 30 or 35 courses, and 50 at the outside,"

White said. "Strategically, that might take five to 10 years, but our overall goal is to have a golf presence in every major league city."

White added that DPC's preference is to build courses rather than buy existing clubs. He hopes to forge partnerships with developers to help fund the projects. "The financial partnerships will vary by relationship," he said. "Certainly there are some big builders doing creative arrangements. If they buy into the concept, there could be joint ventures under negotiable terms. It would allow us an entry into that market and develop a form of collateral for us."

### SPORTS ATMOSPHERE

Accentuating the company's sports theme, it has trademarked its Box Seat Sports Bar and Grille. "We'll have one of these at each of our properties," White said. "They have sports memorabilia, including World Series trophies. Seven satellite feeds and 20 television monitors will show golf tournaments live around the world as well as any other sports you might want to watch."

White sees an opportunity for the company in tournament play. "A lot of athletes have charitable causes," he said. "One of our niches is charity tournaments, where we'll bring celebrity players out and hold auctions."

"The whole company has been well thought out," White added. "Right now it's just a matter of growing the concept."

DPC was formed four years ago by Stottlemire and Florida PGA professional Gregg Gagliardi, the company's CEO. A number of current and former pro athletes are partners in DPC, including pitching greats Mel Stottlemire Sr. and "Sudden Sam" McDowell. Steve Jones, a former U.S. Open winner now on the PGA Tour, is also on board. ■

## Myrtle Beach top golf resort worldwide

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thrill to come out on top, against Scotland and Ireland, the Algarve, and so on."

Since its inception in 1998, IAGTO has attracted nearly 300 operators and suppliers from 50 different countries. It is now recognized as the global trade association for the golf tourism industry.

"Every day, people from all over the world rave about how pleasant the merchants and the golf pros treat visitors," said Sharp. "Myrtle Beach is not just a golf destination but a family destination that offers something for everyone."

Myrtle Beach Golf Holiday is a marketing organization comprised of 88 accommodations and 96 golf course members.

Broadly recognized as the most successful golf-marketing cooperative in the world, Myrtle Beach Golf Holiday also operates several golf events, including the DuPont CoolMax World Amateur Handicap Championship, the Myrtle Beach Summer Family Golf Tournaments, and the Veterans Golf Classic.

MyrtlebeachTravel.com and MyrtlebeachGolf.com are the official travel and golf online publications of Myrtle Beach. Both publications are affiliated with TravelGolf.com, golf's most highly read chain of online golf and tourism publications.

TravelGolf.com includes such sites as GolfCalifornia.com; GolfFlorida.com; EuropeGolf.com; ScotlandGolf.com; and BadGolfMonthly.com.

The Myrtle Beach area has 115 golf courses. ■

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## Marriott Golf and Shadow Ridge Golf Club

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reward and encourage a variety of approach shots. Miss the putting surfaces here and your ball will invariably roll into a tightly mown collection area - requiring a deft touch to recover - or into a greenside bunker."

Shadow Ridge Golf Club will also feature a Faldo Golf Institute by Marriott, the third such school in the company's portfolio, along with Marriott's Grande Vista in Orlando, Fla., and the Marriott Seaview Resort in Absecon, N.J.

### FALDO GOLF INSTITUTE ON SITE

Set to open in early 2001, the Faldo Golf Institute by Marriott will feature one of the largest, most unique practice facilities in the world. Faldo-certified teaching professionals will be on staff, offering programs for the novice golfer up to the accomplished player.

Faldo, known as one of the greatest players in

the game and a true student of the golf swing, has developed a curriculum for the Institute, which will embody his personal philosophy and teaching techniques.

"I'm confident that Marriott's Shadow Ridge will inspire golfers of all levels to improve their game," he said. "Most of all, my hope is that everyone who plays the course will be enchanted and thrilled by a unique golfing experience."

Marriott Golf currently manages 26 courses in the United States, Central America, Europe and the Middle East through its two arms: Marriott Resort Golf and Marriott Golf Management Services. Each year more than one million rounds of golf are played on Marriott courses.

Marriott Golf is a division of Marriott International, a leading worldwide hospitality company with over 2,000 operating units in the United States and 57 other countries and territories. ■

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