

## Diamond Players Club

Continued from page 44

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

According to Stottlemeyer, 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 Stottlemeyer 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 Stottlemeyer 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

Continued from page 47

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. ■

## Marriott Golf and Shadow Ridge Golf Club

Continued from page 45

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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**Fream in Tunisia**

Continued from page 32

tree planting. Tozeur has an unemployment problem, and daily wages approximating \$1 per hour will be a boost to the local economy. Long-term, we'll use a labor-intensive turfgrass maintenance program."

That labor supply will come in handy for the transplanting of 3,000 trees. "The oasis has about 200,000 date palms," Fream said. "The people don't want to pick the dates anymore, so they are kind of letting them die. We're going to move 3,000 of them and put them around the course."

The course itself will play to 7,040 yards, with five sets of tees. A valve-in-head irrigation system will help control water usage. Olive pomos and grape pomos – the remains of olive oil and wine grape pressing – and barley straw will be trucked in from the coast to provide an organic humus base. As for bunker sand – well, no problem.

**BALLOON RIDES OVER THE DUNES**

The course owner is a hotel and tourism entrepreneur from Tunis, who also owns Fream's course at Tabarka, set directly on the Mediterranean.

"This guy is buying a little two-engine plane," Fream said, "and he'll be able to fly golfers into Tabarka, which is on the coast near Algeria. There they can play in the sand dunes and pine trees along the shore. Then he can fly them an hour south and land in the middle of the Sahara Desert, and they'll play on the most authentic-looking desert course they're ever going to see."

Fream has high hopes that sun-seeking golfers will show up. He thinks they will, because golf isn't the only local attraction. If you want to lay off golf for a day, you can take a camel or SUV safari into the Sahara sands or float over the dunes in a hot-air balloon. "Exotic dinners at tented encampments would appeal to golfers, too," Fream said. ■

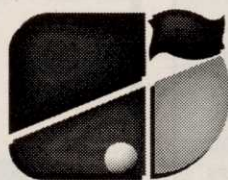
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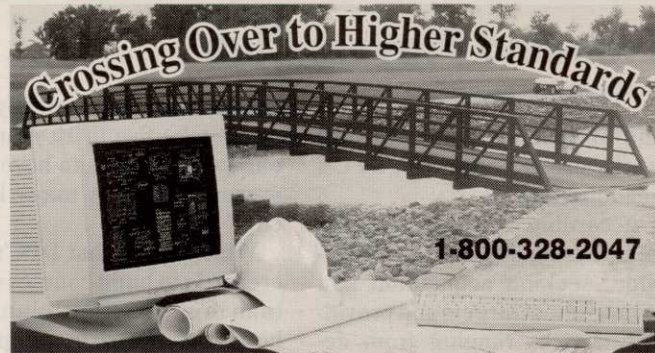


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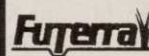
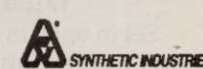
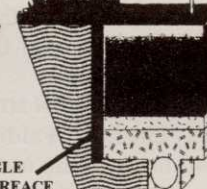
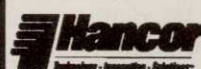
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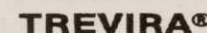
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### MARCH

1-2 — *Fairway 2001 Munich, Germany.* Contact +49(89)32353-219.

7-9 — *New England Regional Turfgrass Show in Providence, R.I.* Contact 401-848-0004.

8 — *New York State Turfgrass Association Western Regional Conference.* Contact 800-873-8873.

8-9 — *International Golf Equipment & Turfgrass Maintenance Technology Exhibition Dalian, China.* Contact 86-411-2826339 or www.golf-turfshow.com.

21 — *Crittenden's 2001 Golf Inc Expo, Phoenix, Ariz.* Contact (800)211-1697.

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### APRIL

2-4 — *American Chemical Society Expo, Spring.* Contact (202) 872-4553.

5 — *Cactus & Pine GCSA Annual meeting, Arizona.* Contact lynn@cactus&pine.com

9-13 — *PDA West Coast Chapter Symposium, Courses & Exhibitions, San Francisco.* Contact (301) 986-0293.

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