

BRIEFS

FAMILY GOLF'S TOP EXECS RESIGN

MELVILLE, N.Y. — Under a motion filed with U.S. Bankruptcy Court, Family Golf Centers chairman and CEO Dominic Chang and chief operating officer Krishnan Thampi have agreed to resign and act as consultants to the company through Dec. 31, 2001, subject to court approval.

LOEHR ADVANCES AT MARRIOTT GOLF

ORLANDO, FLA. — Marriott Golf has promoted Paul Loehr to director of development. A nine-year Marriott veteran, Loehr will continue to manage development activity for the Marriott Golf corporate team, based here. His new responsibilities include the generation of market feasibility studies, the development and analysis of golf course financial profiles, facility evaluation for acquisition and overseeing management of ongoing projects. Marriott Golf currently manages 26 courses in the United States, Central America, Europe and the Middle East.



EXECUTIVE MOVES AT CARL M. FREEMAN

POTOMAC, Md. — Carl M. Freeman (CMF) Associates, a multi-faceted golf services company based here, has announced four staff promotions. Thomas R. Gallagher is the new vice president and associate counsel for acquisitions. Patti A. Grimes has been named vice president with CMF Communities LLC. Michael T. Reilly becomes vice president and director of CMF Retail LLC. And Deborah L. Waldman takes over as vice president for human resources and administration at CMF Associates. As previously announced, Daniel R. Stovall has been named CEO of teetimes.com.

INTRAWEST APPOINTS COSTANZO

TUSCON, Ariz. — Intrawest Golf has promoted Donald Costanzo II to head golf professional at the Raven Golf Club at Sabino Springs here. Costanzo, who has been with Intrawest since 1996, will be responsible for all facets of the club's golf operations.

Honours Golf picks up 'flagship' properties

BIRMINGHAM, Ala. — Honours Golf has acquired two high-profile championship courses, both located at World Golf Village in St. Augustine, Fla. Scratch Golf Company, based in Hilton Head Island, S.C., has sold The Slammer & Squire and The King & The Bear to Honours for an undisclosed amount.

"Our overall goal is to provide golfers with a superior golf experience, including excellent customer service and course conditioning," said Bob Barrett, CEO of Honours Golf, headquar-



The Slammer & Squire

tered here. "These two unique courses fit perfectly into our growth plans and will undoubtedly serve as the new flagships of our portfolio."

The Slammer & Squire is an 18-hole, par-72 resort layout designed by Bobby Weed, measuring 6,939 yards from the tips. Course design consultants were "Slamming Sammy" Snead and

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AllGolf takes over 20 Family Golf facilities

By A. OVERBECK

NORTHBROOK, Ill. — KLAKE Golf has acquired 20 properties from Family Golf Centers for \$16.15 million.

KLAKE Golf is a joint venture between Lubert-Adler Real Estate Opportunity Fund, Klaff Realty and Kemper Sports Management. The group has formed AllGolf, a new subsidiary

could make any money, regardless of the revenue stream," he said.

Despite the admittedly thin margins in the driving range business, KemperSports CEO Steve



Steve Lesnik

Lesnik is optimistic about the long-term opportunities. "We wanted to continue to expand our presence in golf and golf management, and that

includes operating golf courses, driving ranges, and practice centers," he said. "If we operate these properties well, we will be able to provide a return to our investors."

Lesnik did not rule out the acquisition of more driving range and practice facilities.

ALLGOLF TAKES OVER

With that mandate, Fink and AllGolf are now in the

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ClubLink sells surplus real estate for \$10.5 million

KING CITY, Ontario — ClubLink Corporation has entered into agreements of purchase and sale totaling \$10.5 million with Canadian Country Club Communities Ltd. of Toronto to transfer parcels of surplus residential land at four of its Greater Toronto Area golf courses.

These agreements will close upon receipt of regulatory approvals and severance of the respective parcels.

In addition to the sale proceeds, ClubLink is entitled to 25 percent of the net profits from King Valley sales. Moreover, in connection with the sale of ClubLink's 50 percent interest in the Emerald Hills residential land, ClubLink receives 500,000 warrants to purchase Country Club common shares at \$1.50 per share. These warrants expire at the earlier of 12 months after the common shares are listed on a stock exchange or 18 months after closing of the Emerald Hills deal.

EIGHT ACRES AT GLEN ABBEY

Included in the purchase and sale agreements are 22 acres at King Valley Golf Club in the Township of King, eight acres at Glen Abbey Golf Club in Oakville, 20 acres at Emerald Hills Golf Club in Whitchurch-Stouffville, and 112 acres at Georgetown Golf Club.

Country Club plans to develop 55 homes at King Valley, 30 homes at Glen Abbey, 80 homes at Emerald Hills and an undetermined number at Georgetown.

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Heritage Golf's latest acquisition is Hamilton Mill Golf Club in Dacula, Ga.

Heritage Golf acquires Hamilton Mill

SAN DIEGO — Heritage Golf Group, based here, has acquired Hamilton Mill Golf Club in Dacula, Ga., from SMG Development Associates.

Hamilton Mill joins Polo Golf & Country Club in northern Atlanta and Talega Golf Club in San Clemente, Calif., as part of Heritage Golf Group's growing portfolio of high-caliber golf facilities.

Opened in April 1995, Hamilton Mill is an 18-hole, par-72 daily-fee course designed by Fred Couples and golf course architect Gene Bates. Ranked as one of Atlanta's 10 best golf facilities, the Hamilton Mill course is the centerpiece of a master-planned community featur-

ing custom-built homes. SMG, an Atlanta-based partnership, has been developing the surrounding residential properties.

"Hamilton Mill Golf Club is a breathtaking course, challenging, impeccably maintained, and as its new owners, we will take great pride in continuing the traditions that are already there," said Bob Husband, president and CEO of Heritage.

Hamilton Mill Golf Club is a 6,825-yard championship-length course, offering five sets of tees and bentgrass greens. Its practice facilities include a 10-acre driving range with practice sand bunkers and chipping and putting areas.

American Golf to grow Nike Golf Learning Centers concept

By ANDREW OVERBECK

SANTA MONICA, Calif. — In response to the success of its Nike Golf Learning Centers, American Golf Corp. is set to open 25 new ones this year. The company already has 40 centers in operation, and has introduced

more than 7,000 new players to the game of golf this year.

"We are outperforming the expectations of our business plan," said Mike O'Donnell, director of operations. "We expected to convert 30 percent of our students into 'new golfers' — that is people

who play 10 rounds of golf each year. Right now we are doubling that."

Most of the learning centers are located in the western United States, but that will soon change.

"Our overall strategy was to move from west to east," said O'Donnell. "Right now we are assessing our courses to determine if they have the facilities necessary to run the program and

whether they have a need for the program. Our regional directors in New York and Minnesota are very interested in the program. It is in high internal demand."

Nike Golf Learning Centers will expand eastward this year and facilities will be created in Charlotte, N.C., Atlanta, Orlando, Fla. and Chicago. Additional centers will come on stream in southern California and Texas. The com-

pany plans to expand into the Northeast in 2002.

SAFE HAVEN FOR NEW GOLFERS

The point of the learning centers, said O'Donnell, is to build play and create a demand for tee times at American Golf facilities.

"Depending on the numbers that you look at, there are 40 million people that are interested in playing golf and want to take lessons and there are 21 million people that watch golf on television but don't play," he said. "That is eight to 15 percent of the population that is ready to play. But they need a place where they can go and learn and not be intimidated. We aim to be a safe haven for new golfers."

The instruction program consists of six hours of group lessons that take place over a period of four weeks. If at the end of the program a golfer is not ready to play on course they can repeat the program free of charge.

"The program content is focused on teaching transition-to-play components," said O'Donnell. "We include time on the course and practice swing mechanics, but 50 percent of our time is spent on teaching students how to book a tee time, how to drive a golf car and what to do on the course. Our focus is on producing technically good students opposed to technically good golfers."

Following the initial lessons, there are programs at the centers designed to keep the new players coming back.

"We have Play Days where they get a free 30- to 45-minute topical clinic and then go out and play on the course with the golf pro," he said. "We also have new golfer scrambles, and one of our courses just did a night 'glow golf' tournament. We try to make it fun and break down the stereotypical stodgy image of golf."

ClubLink

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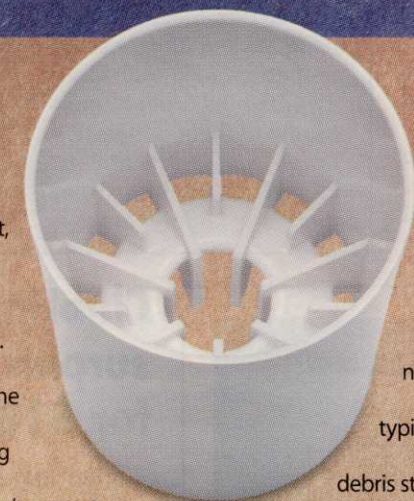
"These agreements with Canadian Country Club Communities allow ClubLink to realize the value of its surplus residential land at four of its Greater Toronto Area golf courses," said Bruce S. Simmonds, ClubLink president and CEO. "These transactions transfer the cost and risk of land development to Canadian Country Club Communities while ClubLink remains focused on its core golf business."

Canadian Country Club Communities is a private company that has associations with leading developers and house builders, including The Kaitlin Real Estate Group of Toronto, one of the Greater Toronto Area's most distinguished developers and homebuilders. ■

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