

BRIEFS

SUMMERS NAMED HEAD PRO AT JOHN DALY COURSE

MYRTLE BEACH, S.C. — TSC Golf, based here, has named Rion Summers as the new head golf professional at John Daly's Wicked Stick Golf Links. Summers previously served as head pro at Diamond Back Golf Club in Loris, S.C. He has worked at TSC Golf-managed courses for four years. For a period of one year prior to working at Diamond Back, Rion was the first assistant at Wicked Stick.

VONA MOVES UP WITH MARRIOTT

ORLANDO, Fla. — Marriott Golf has appointed Dan Vona director of golf at The Frog at Georgian Resort in Atlanta. Vona, who was hired as the club's head professional last September, will replace Tom Gray, who has accepted the director's job at the company's Camelback Golf Club in Scottsdale, Ariz. A graduate of Penn State, where he captained the golf team, Vona joined Marriott Golf in 1991. He previously served as head professional at The Golf Club at Marco, on Marco Island, Fla., where he set the course record in 1993.

RED TAIL GC JOINS KEMPERSPORTS FOLD

NORTHBROOK, Ill. — Red Tail Golf Club, a private 18-hole course in Avon, Ohio, near Cleveland, has become part of the KemperSports-managed portfolio. The company began operating the Robert von Hagge layout in the spring. "KemperSports has worked throughout the years to create a balanced portfolio of golf facilities," said KemperSports CEO Steve Lesnik. "Part of that equation includes private clubs." Melinda Maltezos has been named general manager at the Red Tail complex. Eventually, more than 600 homes will be built when the 400-acre master-planned community is completed.

MCKINNEY ADVANCES AT PALMER GOLF

ORLANDO, Fla. — Arnold Palmer Golf Management has named Glen McKinney regional director for the Mid-Atlantic region. In two years with Palmer Golf, McKinney has ascended from general manager of the Penderbrook Golf Club to area manager to his most recent promotion. McKinney will oversee Palmer Golf's private Crofton Country Club and Walden Golf Club, as well as the region's daily-fees Bay Hills Golf Club and Penderbrook Golf Club.

Going Barefoot: Landmark Golf East opens big

By JAY FINEGAN

MYRTLE BEACH, S.C. — Landmark Golf East has signed aboard as long-term manager of the star-studded quadruplex called Barefoot Resort and Golf here, which features courses by Davis Love III, Greg Norman, Tom Fazio and Pete Dye.

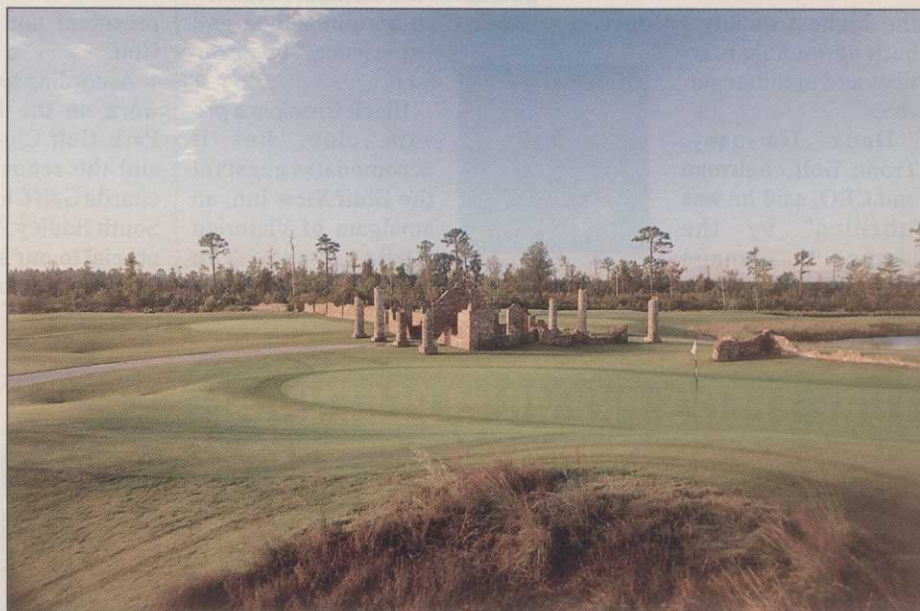
"After visiting the project, we knew Barefoot was something that Landmark wanted to be a part of," said Buzz Gill, president of Landmark Golf East (LGE), an affiliate of Landmark Golf Co. "The scope of this project and the quality of the golf courses makes Barefoot Resort very special."

According to Gill, LGE will run every aspect of golf operations, from pro shops and clubhouse functions to course maintenance. He also plans to introduce a membership program for the semi-private Dye Course. Beyond that, Gill intends to set up a homeowners' membership system at the three resort courses — those designed by Norman, Fazio and Love.

All four courses are also open to the public. The primary market consists of players visiting the area on golf package tours. "People on packages make up 95 percent of the play in Myrtle Beach," Gill said.

GIGANTIC RESIDENTIAL PROJECT

The four layouts, which opened last year, will serve as the nucleus of a gigantic residential project. The owner of the 2,500-acre property, Silver Carolina Development Co., plans to build 23 different communities with more than 1,000



The Davis Love Course at Barefoot features 'instant' ruins of a 17th century plantation house.

homesites and 4,000 multi-family homes.

The developer also plans to build a 'city within a city,' with exclusive resort hotels, open-air cafes and shopping venues with atmospheres inspired by Savannah's Riverfront, Charleston's Market and New Orleans' French Quarter.

Shep Guyton, vice president of Silver Carolina, said Landmark's track record made the choice easy. "Landmark's experience in the management and operation of golf courses in order to positively impact the surrounding real estate development is unmatched," he claimed. "When you consider the best real estate projects of the last 20 years, the commit-

ment to quality and service demonstrated by Landmark sets the standard for everyone else."

EAST COAST PRESENCE

Landmark Golf East is a newcomer to the area. Last February, Gill and two vice presidents — Tom Sullivan and Joe Huff — moved to Myrtle Beach from Landmark Golf's main headquarters in Indian Wells, near Palm Springs, Calif. They set up shop in Myrtle Beach, landing Barefoot as their first client.

"We felt we really needed a presence on the East Coast, rather than being 3,000 miles away," said Gill, who formerly ran

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Troon Golf adds 'retro' Black Creek to management portfolio

By JAY FINEGAN

SCOTTSDALE, Ariz. — Troon Golf never seems to rest. The fast-growing golf course management firm has added yet another client to its portfolio.

The newest member of the Troon fold, Black Creek Club in Chattanooga, Tenn., features a number of intriguing holes packaged in a "traditional" golf course design. Designed by golf architect Brian Silva, and built by Stein Construction, Black Creek shows strong evidence of the influence of Charles Blair (C.B.) Macdonald and Seth Raynor, as the course repeats such classic golf holes as Redan, Cape, Short and Punch-Bowl, which were signatures of their design styles.

"There is more to creating a traditional golf experience than mere appearance," Silva said. "It's one thing for a course to look old school; it's quite another for a course to play that way."

"At Black Creek," he said, "all the design elements and strategies are

there. The bunkers, for example, are certainly retro in their appearance, but it's their placement, their integration into the golf hole and landscape, that influences decision-making. That's what Raynor did so well, and that's what we've done at Black Creek."



The 16th at Black Creek Club, a 417-yard par-4 known as the "Spine"

Layout features range from deep bunkers surrounding the greens to blind shots and large green complexes. The fairways pose a challenge unfamiliar to the modern day "grip-it-and-rip-it" golfer, in that choices need to be made to avoid the strategically placed deep-faced fairway bunkers. The Black Creek, for which the course is named, comes into play on holes nine and 18.

"While creating this masterpiece, it was evident that we had to offer our members the best golf experience each time they play," said Doug Stein, Black Creek's founder. "We are very excited to have engaged Troon Golf due to their proven ability to deliver

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Donahue, Hamill headline promotions at Palmer Golf

PONTA VEDRA BEACH, Fla. — Brian Donahue and Chris Hamill have been named vice presidents of Palmer Golf, headlining a slew of changes at the course management firm.

As vice president of sales and marketing, Donahue will continue his day-to-day work with the sales and marketing teams in the field. In addition, he will assume more long-term strategic planning responsibilities within the sales and marketing department.

In his short tenure with Palmer Golf, Donahue has championed the decentralization of the sales and marketing efforts. In addition, he has been an important part of the effort to implement the "Palmer Values."

Hamill advances to vice president of development, where he will evaluate new business opportunities. As the most traveled Palmer Golf team member, Hamill "has consistently demonstrated one of the most selfless attitudes of anyone I've ever worked with. His impact on the Palmer Golf portfolio is often in a behind-the-scenes manner," said Tim Tierney,

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Scott Brady

Black Creek

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the highest quality product in both agronomic practices and member services."

Dana Garmany, Troon Golf chairman and CEO, said he was "thrilled" by the chance to manage Black Creek. "Our superior

maintenance practices and uncompromising levels of service guarantee the members of Black Creek Club an unmatched golf experience," he promised.

Black Creek is a private club, but it accommodates guests at the Bluff View Inn, an amalgam of Victorian B&Bs in Chattanooga's arts district. ■



Palmer Golf

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president and CEO of Palmer Golf.

According to Tierney, Hamill's work on the Links at Victoria Park Golf Club (Calif.) project and the renovation of The Orchards Golf Club's clubhouse, in South Hadley, Mass., "have been crucial to our success in driving revenues to our properties."

NEW GENERAL MANAGERS

Tierney also named John D'Amico general manager at Oronoque Country Club, in Stratford, Conn.

Scott Brady, last year's co-sales manager of the year, has accepted the general manager position at Tour 18 Dallas, effective immediately. "His blend of hard work, leadership and his knack for success will be a good addition to a strong team,"

Tierney said.

In addition, Chris Canonica, formerly the assistant general manager at Harbor Links Golf Club, in Port Washington, N.Y., has been named general manager at Minebrook Golf Club, in Hackettstown, N.J. "Chris is a 12-year veteran of the golf industry and will certainly have a positive impact on the operations and the team at Minebrook," Tierney said.



Chris Canonica

At Penderbrook Golf Club, in Fairfax, Va., Tim Dittmar has been named full-time general manager. According to Tierney, Dittmar has shown an ability to innovate in his marketing and leadership of the property.

TEXAS CREW

Tierney also welcomed aboard some of the most recent additions to the Palmer team from Texas. Blake Ross, formerly of Meadowbrook Golf Group,



John D'Amico

has been selected as general manager of The Golf Club at Castle Hills, in Lewisville. He also cited Palmer Golf's newest facility, The Golf Club at Star Ranch, in Austin. "Led by general manager Lindsay Bowman and superintendent Ricky Heine, Tierney said, "Star Ranch is certain to become Austin's number-one daily-fee facility." ■

GolfSwitch, TravelGolf.com join forces

SCOTTSDALE, Ariz. — TravelGolf.com, a national publisher of online golf publications, has selected GolfSwitch, a division of Spectrum Golf, as the exclusive tee time reservations network for its newest sites: GolfArizona.com and LasVegasGolf.com.

GolfSwitch supplies golf courses with tools to enhance customer service, increase revenue and reduce operating costs. GolfSwitch's Web Booking Engine has been integrated into TravelGolf.com's online publications to allow golfers to search for open tee times at area golf courses based on date, time, price range and number of golfers.

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