

BRIEFS

HERITAGE NAMES PLUSQUELLEC

SAN DIEGO — Heritage Golf Group has appointed Alan Plusquellec as general manager of Washington National Golf Club in Auburn, Wash. Plusquellec most recently was golf operations manager at Washington National. As the new general manager, he will carry the primary responsibility in managing and overseeing daily golf operations. Prior to Washington National, he was golf professional/first assistant and group services manager at Langdon Farms Golf Club in Aurora, Ore.



Alan Plusquellec

AMERICAN GOLF UK SHUFFLES STAFF

BERKSHIRE, England — American Golf (UK) Ltd.'s managing director, Geary Leathers, will be returning to the United States office to handle regional operations in the East. Leathers will be replaced in the U.K. by David Seidl, a 15 year American Golf veteran. Seidl started his duties in February and Leathers will return to the U.S. this month. Seidl will head American Golf's expansion in 2001 with opportunities in Spain, Portugal, France, Germany and Switzerland.

BAYMARK SELECTS STEVENSON

VIRGINIA BEACH, Va. — Baymark Construction has named Tom Stevenson director of golf for its new Arnold Palmer signature golf courses in Virginia Beach and Cape Charles. Stevenson will be responsible for membership relations, professional standards and marketing and promotion at Baymark's The Signature at West Neck and Bay Creek Golf Club.

GOODMAN TAKES KEY POST AT TROON

SCOTTSDALE, Ariz. — Jim Goodman has joined Troon Golf as regional director of sales and marketing. With over 12 years of golf and resort marketing experience, Goodman makes the move from Mammoth Mountain Resort in California, where he held a similar position. His responsibilities will entail the positioning and promotion of the Troon Golf brand to enhance the image and operations at each Troon Golf property.

Total Golf adds three courses in Michigan

By JAY FINEGAN

MILFORD, Mich. — Total Golf Inc. has boosted its portfolio to 11 courses with the addition of three new management contracts. All of the company's courses are in Michigan.

Total Golf has assumed day-to-day management of Boulder Lakes Golf Club, in Chesterfield Township, along with Sleeping Bear GC and Kings Challenge GC.

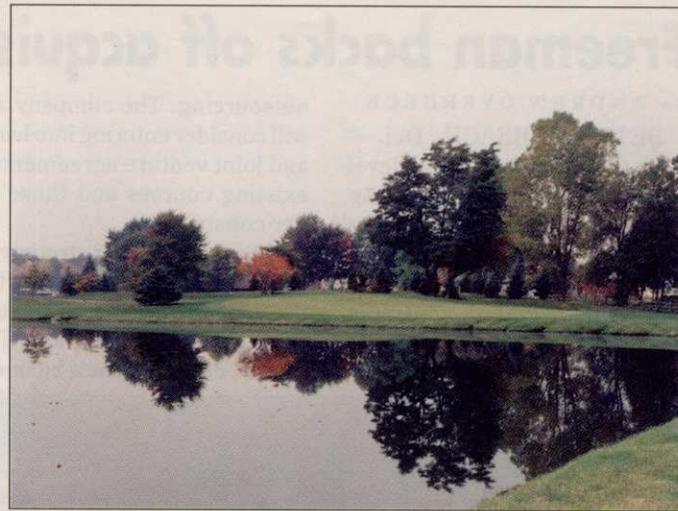
Sleeping Bear and Kings Challenge both are in Cedar and are part of the Sugar Loaf Resort in northern Michigan, representing Total Golf's first foray into the Upper Peninsula. Specifically, both clubs are on the Leelanau Peninsula.

Boulder Lakes is a private country club, with a clubhouse large enough to handle more than 200 guests for weddings, retirement parties, family reunions and the like. The other two facilities are daily-fee.

The new clubs are in for sweeping changes in their top ranks, according to Jim Dewling, Total Golf's founder and president. "We usually clean house when we take over a course," he said. "We start with a whole new management team, unless there is someone who's sacred or who knows the physical plant. The superintendents are the ones I'd usually qualify as sacred, because they bring a lot of local knowledge."

MICHIGAN GRAND GOLF TRAIL

Total Golf markets its courses under the Michigan Grand Golf Trail moniker, which rewards frequent play. Participants win prizes and awards for completing the entire "trail" in one



The 18th hole at Boulder Lakes Golf Club

year. "Our winners from last year are going on a vacation to Myrtle Beach," said Dewling.

The trail is getting longer now as Total Golf grows. "This year we'll have 10 courses on the trail," Dewling said. "Boulder Lakes will remain a private club and won't be part of that. We'll seek to expand its roster of selective membership during the coming months."

Founded in 1986, Boulder Lakes offers 18 holes of championship golf, a PGA professional staff, a first-rate pro shop, a teaching facility and the large clubhouse. The club will offer a special "senior" (over 65) and senior family membership program this year.

Continued on page 34



The 18th hole at Redlands Mesa

RBI to manage Redlands Mesa

LITTLETON, Colo. — RBI Golf Management has been awarded the management contract for The Golf Club at Redlands Mesa, a new Jim Engh design in Grand Junction, Colo.

"We're excited to be involved in a project of this magnitude," said Bill Winfield, RBI's director of golf. "Everyone on the Western Slope has been talking about Redlands Mesa."

The course, scheduled to open this summer, is set in a canyon and backs to the spectacular Colorado National Monument. Golfers will find themselves winding up and down the canyon as they progress through a round. Each hole is more challenging than the last, with rugged terrain and a 200-foot drop to the fairway from the 17th tee.

RBI constructed the course and the infrastructure of the adjacent residential community. "It's wonderful being able to deal with one company for course construction, grow-in and management," said James Eller, principal owner of Redlands Mesa Development LLC. "We didn't have to take the time to reeducate

a new contractor, or worry about being on the same page. It was clear that we were all working towards a common goal."

RBI, based here in Littleton, will be in charge of day-to-day operations of the course, including the grand opening ceremonies, staff selection and supervision, marketing, financial management and maintenance.

"Redlands Mesa will be an upscale, daily-fee course that will be a great addition to the Grand Junction area," Winfield said. "Golfers at all levels will find a challenge, and the scenery will make up for any bad games that might occur."

The Redlands Mesa contract brings RBI's full-service management portfolio to two. It also manages Coyote Creek Golf Course in Ft. Lupton, Colo. RBI is known for such award-winning courses as Red Hawk Ridge, in Castle Rock, Colo. — another Engh design — and Dove Valley Ranch Golf Course, a Robert Trent Jones Jr. design in Phoenix. It also built The Golf Course at Wente Vinelands, a Greg Norman design in Livermore, Calif.

Palmer Golf refocuses efforts on core strengths

By ANDREW OVERBECK

ORLANDO, Fla. — On the heels of its decision to pull out of its contract with San Francisco's Harding Park Golf Course, Arnold Palmer Golf Management has announced a renewed focus on its core strengths.

Palmer Golf, which grew 10 percent in 2000 as other companies' profits declined, considers itself fortunate in an industry that is in flux. As a result, the company plans to remain conservative.

"With declining rounds at daily-fee courses, increased competition from new courses, and companies like Golf Trust of America and American Golf selling off golf courses, it is an interesting environment," said president and CEO Tim Tierney. "The aggressive approach of buy, buy, buy has hurt some folks and we have to stay disciplined."

CORE BUSINESS

Tierney plans to focus on Palmer Golf's successful strategy of turning around distressed properties.

"We have had our most success taking dated assets that have gone many years without maintaining quality conditions and going in and repositioning the club," he said. "These opportunities are becoming harder to find, but they are still out there." According to Tierney, the Northeast and Mid-Atlantic regions represent the biggest markets for repositioning clubs.

In addition to these plans, Palmer Golf

Continued on page 35

Landmark National broadens horizons to third-party clients

UPPER MARLBORO, Md. — Landmark National has made a strategic decision to offer its course development and operation expertise to third-party clients through management and consulting arrangements.

This marks the first time the firm has made its professional staff available to outside course

owners and operators.

"We have a unique combination of talents to offer and we look forward to sharing those talents in the creation of great golf experiences throughout the United States," said Chris Cole, president of Landmark's new golf management division.

The firm's specialists can pro-

vide know-how across a full slate of golf issues — economic feasibility, planning and approvals, course design, construction management, cost control, daily operations, merchandising and marketing.

Cole said that professionals on the Landmark staff range from land planners and golf architects to construction managers, law-

yers and agronomists. "Clients can now consult with the company professionals on any or all aspects of golf development and operation," he said.

Cole, a member of the PGA for the last 25 years, has managed Landmark properties at Oak Tree Golf Club (Okla.), Palm Beach Polo and Country Club

(Fla.) and Kiawah Island's Ocean Course, in South Carolina.

LOST CANYONS AND DOONBEG

Landmark National, headed by Gerald Barton, is credited with the development, management and/or operation of more than 75 golf courses and 40,000 acres of golf-related communities. The firm's top projects include Kiawah Island, Mission Hills Country Club (Calif.) and LaQuinta Hotel Golf and Tennis Resort, also in California.

In addition, the company has recently opened a number of new courses around the country, perhaps most notably the first 18 of 36 holes at Lost Canyons, in Simi Valley, Calif., designed by Pete Dye. It is currently developing a new Greg Norman course, the Doonbeg Golf Club, on the southwest coast of Ireland, between Ballybunion and Lahinch. "People told us that was the last great piece of linksland on the Irish coast," Cole said.

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Total Golf

Continued from page 31

ECONOMIES OF SCALE

Total Golf's courses span the state from Detroit to Traverse City and now into the north country. The company owns all or part of eight of its facilities — its owns Highland Hills and Winding Brook outright — and Dewling said he derives numerous benefits and economies of scale by keeping his fold entirely in the state.

"It's great from a marketing aspect as well as the overall administration," he said. "If you keep a perspective on your region and the local knowledge that you develop, that's a big part of it. We know the Great Lakes market and feel that this is where we want to be."

Dewling's formula seems to be working. Total Golf recently put its marketing strategy to use at the private Metamora Golf & Country Club, situated north of Pontiac, and increased membership by 20 percent.

"We see a bright future," Dewling said. "I think everybody in the recent boom times has felt that it's been real easy. But there's a glut of golf courses around here, and that might create some turnaround situations for us. When courses begin to struggle, that's when they look for professional management. I think more opportunities will come to us — courses we could improve through cross-marketing and volume buying."

Total Golf has taken an aggressive stance towards new business development through membership in the PGA of America and the Golf Association of Michigan, Dewling said. "It's a total effort to promote the game of golf here in the state," he said. ■