

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 Ballyunion 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. ■