



BRIEFS

BILLY CASPER GOLF APPOINTS HEADLEY

VIENNA, Va. — Billy Casper Golf has appointed Jill Headley as its director of marketing. Headley will create marketing programs and drive their implementation for several BCG properties. Headley joins Billy Casper Golf from OnePage, Inc., where she directed the software company's marketing strategy formulation and implementation. Previously she was advertising director at USA Network's Internet Shopping Network and regional account manager at *Golf For Women* magazine.



Jill Headley

CLUBCORP CHOOSES PARVIEW

SARASOTA, Fla. — Dallas-based ClubCorp has chosen ParView Inc. to provide Global Positioning System services to its daily-fee and semi-private divisions. The ParView system provides golfers with a graphical hole and green overview of each hole, exact distance from the tee to the center of the green, the pin placement, pro tips, electronic scoring, and food and beverage ordering capabilities. The system is currently installed at more than 150 courses throughout the United States, Canada and the Caribbean.



CONWAY COMES ABOARD AT BLACK GOLD

YORBA LINDA, Calif. — KemperSports Management has named Chris Conway head golf professional at Black Gold Golf Club, a 6,756-yard, par 72, 18-hole public facility which is owned by the City of Yorba Linda. The course will be opening this fall. Prior to his appointment at Black Gold Golf Club, Conway was head golf professional at Trophy Lake Golf and Casting in Port Orchard, Wash., near Seattle.



EDITORIAL FOCUS: Speed of Play

From GPS to caddies, solutions abound for improving speed of play

By ANDREW OVERBECK

As golf participation rates remain flat, a number of companies have introduced services aimed at reducing what some experts say is the number one problem with the game today — the amount of time it takes to play 18 holes.

"The two things that will kill the golden goose are speed of play and what it costs to play," said architect Michael Hurdzan. "We have to control those two things."

If the industry continues to build and operate courses that take an average of five hours a round to play, Hurdzan contends, those courses will not only fail, but will also discourage new or occasional golfers from playing more often.

Solutions, ranging from Global Positioning Systems (GPS) to caddie programs to pace of play consultants, are available to help courses improve speed of play.

MANAGEMENT IS THE KEY

According to Bill Yates, head of Pace Manager Systems and the developer of the USGA pace rating system, the key to improving speed of play starts with the management of players.



Bill Yates

"I look at the management of the golf course before player behavior," said Yates, who does three-day evaluations for about a dozen courses per year. "First we do an objective measurement of how long it should take to play the course and then we compare it with how long it is actually taking to play the course."

"We attack every issue: getting players to the first tee efficiently and on-time, loading the course properly so that it is not overcrowded, and making sure that the marshals have the tools they need."

The number one mistake said Yates is not knowing where the players are. "If a group is checked in and the starter doesn't know where they are, then the group is late and your whole day is thrown off because you have to push other groups out early to get them on time," he said. "Then you have screwed up your intervals and overcrowded the course."

Secondary to management is managing player behavior. The key to this is communication, said Yates. "A club can do this any number of ways, caddies, GPS, a time sheet," he said. "The idea is to offer feedback and information that

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Courses curb slow play with strict policies

By ANDREW OVERBECK

With courses across the country struggling with speed of play issues, some facilities are developing innovative, home-grown solutions.

For the Eastmoreland Golf Course in Portland, Ore., the solution to seemingly never-ending five-and-a-half-hour rounds of golf was the implementation of the "Eastmoreland Speed of Play Policy."

The straightforward policy requires all players to finish their round in four hours and thirty-eight minutes. If a group falls behind, the ranger warns them. If they still can't keep pace, the ranger has the power

If a group falls behind, the ranger has the power to force the group to play the next hole from the 150-yard markers.

— Eastmoreland GC's Speed of Play Policy

to force the group to play the next par-4 or par-5 hole from the 150-yard markers. If the group falls behind again, they may either be moved up or removed from the course without a refund. Golfers are required to read the policy and sign a form indicating that they have agreed to abide by the rules.

While the policy sounds harsh, course manager Clark Cumpston said the reaction by most golfers has been overwhelmingly positive.

"People realize that they can now come to Eastmoreland and play here late in the day. Before, people were staying away because they knew the course slowed down in the afternoon," Cumpston said. "Last year we averaged five-hour rounds and would occasionally melt down into five-and-a-half-hour rounds. This year we are doing four-hour-and-forty-minute rounds. It has helped our speed of play more than I thought it would."

Cumpston, who pushes 60,000 rounds through each year, has not had to remove many players from the course.

"We have a difficult, tight course with a lot of water on the back nine," he added. "There are times when people have to be moved, and they are not that happy about it. Everyone thinks they are a fast player and are surprised when they are really not fast."

PACE OF PAPER

Mike Erwin, head golf professional at The Sportsmans Club, a municipal course in Northbrook,

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Troon names Morgan, Williamson, Holland and others to key posts

SCOTTSDALE, Ariz. — Though 2001 has shown a slowing economy, especially in the golf and hospitality industries, Troon Golf is continuing its strong forward drive. With the firm now representing nearly 90 golf courses located in 18 states and nine countries, it has announced a slew of top-level promotions to help it keep pace with rapid growth.

• Less than a year after joining the company, Darrell Morgan has moved from area managing director for Northern California to Troon Golf vice presi-



Darrell Morgan

dent for North American operations. Morgan has over 18 years experience, including 13 years with Marriott Golf, and is one of six regional vice presidents reporting to John Easterbrook, Jr., executive vice president for operations.

• Relocating from Scotland to assume duties as director of marketing, Rachel Williamson moved from her position as director of sales and marketing for Starwood Hotels & Resorts in Scotland. Her properties included Turnberry Hotel, Golf Courses & Spa, a Westin Resort; and the Sheraton Grand Hotel Edinburgh. In her new role, Williamson's primary focus will be to oversee the marketing of the company's international properties

• In the Australia/Pacific division,

Continued on next page

Heritage Golf takes another course private

SAN DIEGO — Heritage Golf Group is planning to take another course private. The golf course owner and operator will be transitioning its Hamilton Mill Golf Club in Dacula, Ga., from a daily-fee course into a private club.

Opened in 1995, Hamilton Mill's 18-hole, par-72 golf course was designed by architect Gene Bates and 1992 Masters Champion and PGA Tour player Fred Couples.

The club is now offering individual, corporate, and family memberships to

those living both inside and outside the Hamilton Mill residential community. During its transition, the club will continue to welcome limited daily-fee play and outings until complete privatization is achieved within the next two to four years.

Heritage Golf Group acquired Hamilton Mill from SMG Development Associates LP in November 2000. The company also owns and operates White Columns Country Club in Alpharetta, Ga., that it took private earlier this year.

Tom Frost launches new golf course management venture

LOS ALAMITOS, Calif. — Veteran golf management and operations executive Tom Frost has established Tom Frost Golf Inc. to provide course consulting and management services to individual owners, financial institutions and government entities.

Frost spent more than 19 years with American Golf Corp., the world's largest golf operations company, working with course owners in the public and private sectors. As senior vice president and regional operating executive for Southern California, his portfolio included 45 public and daily-fee courses with more than 2,000 employees and gross revenues of some \$138 million.

Frost's new venture, based here near Long Beach, will pro-

vide a full slate of course management services, with the exception of course maintenance. "I'm not an agronomist or a superintendent," Frost said. On the consulting side, the company will offer complete operational overview, including revenue and yield strategies, market positioning, rates, and customer acqui-

sition and retention.

INDUSTRY BACKGROUND

The firm also will provide customer service programs, contract oversight, rate analysis, and capital improvement planning and management. Other specialties include workouts, facility audits and development of junior golf.

"We'll work in tandem with

each client to customize a business plan that achieves their goals and objectives," Frost said.

During his American Golf career, Frost spearheaded the construction of two new golf facilities. From 1997 to 2000, his portfolio of properties achieved a revenue growth rate of 20 percent in a fiercely competitive

market. He also helped establish the junior golf program for the city of Long Beach.

His group of courses in Southern California operated an annual capital improvement budget of more than \$3 million, and the 45 courses hosted more than four million rounds annually, making his portfolio one of the largest single golf operations in the country.

Troon promotes

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Mark Holland has taken over as operations director. The majority of his experience in golf course management has been in the southern hemisphere, including multiple stints in the role of general manager.

• John Gasper has been appointed as the director of agronomy for the Japan division.



John Gasper

Gasper received his M.S. in agronomy from Ohio State, and has held prominent positions as the su-

perintendent at Ridgewood Country Club in Paramus, N.J.; Oak Hill Country Club in Rochester, N.Y.; Oak Tree Country Club in Edmond, Okla.; and most recently with the Country Club of the Desert in La Quinta, Calif.

• Jay McGrath has been hired as vice president and senior corporate counsel. McGrath brings an extensive background in business acquisition and real estate law. He attended the University of Kansas as an undergraduate and received his law degree from U.K.'s school of law. In his previous position with Foulston & Siefkin in Wichita, Kan., he was involved with over 90 real estate transactions for a major hotel chain.

Troon Golf chairman and CEO Dana Garmany said the lackluster economy comes as "a signal to sharpen our focus" and to deliver the best quality and financial results. "We're pleased that our continued growth allows new employment opportunities and career advancement for our associates," he said. ■

GOLF COURSE NEWS

Tools of the Trade

The advertisement features a large photograph of a golf course with trees in autumn. In the foreground, several containers of Nutramax products are displayed, including a large blue drum of QUELANT-Ca, several white jugs of QUELANT-K, and several red and green jugs of MACRO-SORB. The products are arranged on a wooden deck or patio. The background shows a lush green golf course with trees in autumn foliage.

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