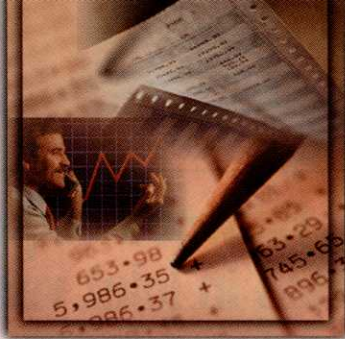


MANAGEMENT



BRIEFS

FIRST TEE OF AUGUSTA LOOKS TO ALIGN WITH MASTERS

AUGUSTA, Ga. — The First Tee of Augusta has appointed international golf management and consulting company MacDuff Golf to market the organization's venue as a potential site for entertainment and hospitality at next year's Masters Tournament. The site, located 10 minutes from Augusta National Golf Club, offers a nine-hole Arnold Palmer-designed golf course, practice range and putting green and a new clubhouse.

CURRAHEE CLUB HIRES TWO

ATLANTA — Currahee Club Properties LLC has named Brian D. Stock as director of golf and Gwen Gordon as general manager. In this position, Stock will oversee the startup of Currahee Club, a Jim Fazio-designed 18-hole that opened in late September. Stock will work closely with Gordon to direct all golf operations, from scheduling tee times and coordinating tournaments to handling staffing and guest services. Stock comes to Currahee from Woodlake Resort & Golf Club in Pinehurst, N.C., where he was head golf pro. Most recently, Gordon was general manager of Jupiter Hills Club in Tequesta, Fla.

OLSEN NAMED PGA PROFESSIONAL OF THE YEAR

CHICAGO — Jock Olsen, head pro at Interlachen Country Club in Edina, Minn., has been named the 49th recipient of the PGA Golf Professional of the Year by the PGA of America. Olsen is in his ninth year at Interlachen and has been a head pro since 1976. At press time, Olsen was to accept the award at the PGA's 86th annual meeting on Oct. 31 in Philadelphia.

TROON PURCHASES REVERE GOLF CLUB

LAS VEGAS — Scottsdale, Ariz.-based Troon Golf has bought The Revere Golf Club, a 36-hole daily-fee facility. Revere features courses, aptly named Lexington and Concord, that were designed by Greg Nash in collaboration with Billy Casper. Lexington opened in 1999 and Concord June of this year. Both courses feature waterfalls and lakes, canyons and rugged outcroppings, and dramatic shifts in elevation.

With hiring, new funding, Meadowbrook looks to double size

By DEREK RICE

CHAMPIONSGATE, Fla. — With the addition of industry veteran Don Rhodes as its vice president of acquisitions and development, coupled with the formation, along with Apollo Real Estate, of Honors Fund LLC, Meadowbrook Golf appears poised to take the next step toward becoming a larger player in the course management sector.

Rhodes, who formerly held high-profile positions at Heritage Golf, Bank of America and Textron Financial, said the company, backed by Apollo is looking to make significant acquisitions.

"Apollo has made the decision, and I think they're great for doing it, that instead of trying to sell everything and getting out even or with a small profit maybe, or a loss, they've



Don Rhodes

raised more money and they're going to try to roughly double the size of the company," he said.

Because Apollo went through the boom of

the 1990s and the downturn of the early 21st century, Rhodes said, the company is in a position to understand that golf is a stable business, just not one that was made for get-rich-quick schemes.

"They've been through this and they understand the reality of the market. They understand what golf as a business can really generate. It is a

Continued on next page

NGCOA revamps annual conference

CHARLESTON, S.C. — In response to the challenges facing the golf course business, National Golf Course Owners Association (NGCOA) is revamping its annual conference to present solutions to the pressing problems facing golf course owners and operators.

The NGCOA's Solutions Summit is scheduled for Feb. 22 through 26 in Palm Springs, Calif. The summit's educational seminars will focus on how to maximize profit centers and control expenses in all areas of golf course operation.

A pre-conference workshop will tackle the issue of marketing solutions, which has become key as owners and operators attempt to maximize profits in the face of flat rounds played data. Other educational topics will include the business value of

Continued on next page

Business veterans form golf consulting firm

HOUSTON — Golf, real estate and hospitality industry veteran Elmer E. Stephens and financial consultant Glenn Fold have formed ES Partners Inc., a firm that will specialize in golf course and real estate project management and advisory services for developers and owners of golf courses and residential communities.

ES Partners is a preferred golf management provider for Jack Nicklaus Design, as well as a strategic partner of C.H. Johnson Consulting, a convention, sports and real estate consulting firm.

According to Stephens, the company's expertise and experience will be beneficial to developers, owners and managers.

Continued on next page

First-time owners generate early buzz for new course



The 16th hole at Puddicombe & Associates' RedTail Landing GC, which will open next summer.

EDMONTON, Alberta, Canada — After building and designing courses for years, architect and builder Grant Puddicombe finally has a course of his own, and he wants everyone to know about it.

Although RedTail Landing Golf Club won't officially open until July 2003 (GCN May 2002), Puddicombe and Associates, which will operate the

course, is distributing a limited number of "Early Birdie" passes to allow golfers to play the track, which measures 7,330 yards from the back tees.

Puddicombe said the program should generate growing interest in the course. Along those same lines, earlier this year, Puddicombe lobbied for the club to host the resurrected Alberta Open, which will return next summer at RedTail June

24 through 26, a week before the scheduled opening.

Operation of the course is a family affair for Puddicombe. He co-owns the course with his sons Tod, Mike and Grant, who is also the company's managing director. Grant's wife, Kimberly Schick-Puddicombe, serves as the club's director of sales and marketing.

Cleveland Metroparks takes on pace of play issue

By MICHELLE R. SMITH

CLEVELAND — According to many golf experts, one of the toughest and most important challenges facing golf course operators today is pace-of-play management. A course with substandard pace of play, or even a reputation for having slow play, stands to lose revenue and regard in the professional golf community if the problem is not purposefully addressed.

In recent surveys of golfers, pace of play was the number one concern. To address this, Cleveland Metropark District's golf staff modified previous measures and instituted several new pace-of-play ini-

tiatives this season to maintain an above satisfactory pace of play on all six Metroparks courses.

"The goal is to ensure that we keep our promise of fast play to loyal and new patrons alike," said Mike Raby, clubhouse manager for several of the district's golf courses, and leader of the pace-of-play initiative.

One measure the district has taken at all six of its golf courses is to hand out pace-of-play POP information cards with receipts at every clubhouse. This information emphasizes the benefits of playing "ready golf," which improves pace of play.

Sleepy Hollow and Little Met golf courses have established incentives

programs, using completed POP cards, through which players are rewarded for finishing 18 holes in less than the standard four and a half hours. The incentives, which include free rounds of golf, are intended to encourage players who might not otherwise focus on pace of play.

Also at Sleepy Hollow, Personal Rangers have been installed in the golf cars. These electronic pace-of-play management systems attach to the car's steering wheel and track time from the beginning of a player's round. The LCD display indicates where players should be on the course at any given time.

Continued on next page

NOVEMBER 2002 15