

May 2007

# Golf Inc.™

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# MOST ADMIRED OPERATORS

When it comes to running a golf course, nobody does it better than these 20 operators selected for their outstanding leadership and commitment to excellence

**22**



**Mary Grover,**  
General Manager  
Deer Creek Golf Club

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**Don Crowe,  
General Manager  
The Glen Club,  
Glenview, Ill.**

Crowe, the 2001 general manager of the Year for KemperSports Management, has headed up some of the company's top properties during his nine years with the firm. His past three years have been at the helm of The Glen Club, home to the Illinois Golf Hall of Fame and Illinois PGA Section, and host of the Nationwide Tour's LaSalle Bank Open and the annual Illinois Open.

Prior to that, Crowe's assignments included oversight of hotel operations at Bandon Dunes Golf Resort, then general manager roles at Desert Willow Golf Resort in Palm Desert, Calif., Holly Hills Country Club in Ijamsville, Md., and Independence Golf Club in Richmond, Va.

Crowe's challenges at The Glen Club include balancing service of the club's 180 corporate memberships with public play at the Tom Fazio-designed layout. The club does approximately 21,000 rounds a year and maintains an active social calendar for members and community events.

**Stephen Cohoon, Director of Agronomy  
Heritage Hunt Golf & Country Club, Gainesville, Va.**



Cohoon literally grew up on a golf course. As a youngster, he caddied for his father and later worked as an assistant to the club superintendent. Now, after 35 years in the course management business, he's also sharing his expertise on construction and agronomy with four other Western Golf Properties-managed courses under development.

Cohoon, a Certified Golf Course Superintendent, has successfully balanced the two goals of producing a quality golf course and still yielding profits for the owner at the private Heritage Hunt club. Not surprisingly, his biggest critic is himself. "Superintendents always have a higher standard than the golfer," he said. "I'm always tweaking things. I'm never completely satisfied."

Much of his focus recently is on staff training, always a challenge when employees come from diverse backgrounds and cultures.

the past three years.

**Jay Larscheid, General Manager  
Longbow Golf Club, Mesa, Ariz.**



Last year, rounds were up 7 percent from the previous year, continuing a trend since the club completed a rebuild in 2003. And Longbow's tournament club membership has more than doubled in

At a time when many daily fee clubs are struggling for rounds, Larscheid is growing business at Longbow.

How does Larscheid, who has been at Longbow for six years, do it? By putting himself in the shoes of the golfer.

"We try to understand our clientele and guests," he said. "Golf is a recreational sport. We have to provide a positive experience for them."

To do that, he hires employees by personality and attitude. So it's no secret why Longbow has been voted as one of the most friendly courses in the Phoenix-Scottsdale market.

**Sandy Clark, Superintendent  
Barona Creek Golf Club, Lakeside, Calif.**



Clark is the middle of three generations of golf course superintendents, and his grandfather was the first Scottish golf pro in the U.S. and a founding father of the PGA of America. But Clark is no mere follower of tradition—he is a recognized leader in golf course environmental practices, winner of the 2004 Environmental Leaders in Golf

National Resort award. Clark needs all his craft in maintaining the award-winning Barona Creek layout, which he shepherded through construction. The course has 114 bunkers with seven acres of sand, all requiring hand mowing, as well as 110 traditionally shaped tee boxes requiring similar hand-mowing.

"We send out a crew bigger than some courses' entire crew just for those [bunkers]," Clark said.

He and his 33-man crew also maintain the facility's cart fleet.