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**2012 COMPANY BROCHURE**

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Golf Club Consulting, Inc.  
Richard N. Eide, Principal  
831 Westbank Road  
Glenwood Springs, CO 81601

o 970.384.2069  
c: 970.618.0813

[reide@golfclubconsulting.com](mailto:reide@golfclubconsulting.com)  
[www.golfclubconsulting.com](http://www.golfclubconsulting.com)

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***“Your Golf Course is Our Business”***

*Golf Club Consulting, Inc.* provides expert guidance in a wide variety of tasks relating to a golf course.

This brochure gives an overview of the company personnel, available services, past and present clients, testimonials and a listing of references.

Our company website [www.GolfClubConsulting.com](http://www.GolfClubConsulting.com) is an excellent source for additional information on our expertise.

We look forward to assisting.

## **TEAM**



**Richard N. Eide (CGCS)** is the Principal of *Golf Club Consulting, Inc.* and actively leads all engagements of the company.

Dick is 32 year veteran of the golf industry serving as Vice President of Golf Operations of *Great American Clubs, Inc.* for 7 years, Western Regional GC Superintendent for *ClubCorp* for 4 years, GC Superintendent of *The Pinery CC* (CO) for 12 years and GC Superintendent of *Aspen Glen Club* (Aspen, Colorado) for 9 years.

In 1983, Dick became one of the youngest to earn the professional designation of *Certified Golf Course Superintendent (CGCS)*, which is achieved through rigorous evaluations of examinations. “Building and maintaining environmentally sensitive golf courses has always been an important priority of mine. I am very proud of achieving *Audubon International Certification* for many golf courses that I’ve been involved with”, said Eide

In 1994, he graduated with a degree in Golf Operations and Agronomy from the *University of Florida/Lake City*.

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**Scott Bradshaw** is the staff accountant for *Golf Club Consulting, Inc.* and is responsible for all accounting and report preparations for the company.

Scott is a 1995 graduate of *Colorado State University* in Accounting.



## **GOLF COURSE EVALUATION**

This service includes reviewing each aspect of the golf course care & providing recommendations on improvements or procedures for a club to implement. This service is very similar to a *USGA Green Section Turf Advisory* visit, but our service includes a review of a club's gc maintenance area, the gc maintenance equipment, the course irrigation system and the pumping station.

If this service is considered, it is best to schedule this several weeks in advance. This will give us the needed time to review the records of the club and to get any needed testing done.

Cost of service:

- See website for current price (If club is in Colorado)
- See website for current price (If club is west of Mississippi River)
- See website for current price (If club is east of Mississippi River)

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In addition to a *Golf Course Maintenance Evaluation*, a club can add other services during a course visit.

Services that can be added:

- *Payroll Analysis.* The goal of this service is to help a club pro-actively improve the use of GC Maintenance payroll dollars. For this service we review the present personnel compensation, the present staffing and what the staff is expected to do. Then we communicate how a club's GC Maintenance payroll compares to other similar clubs and how a club can reduce or modify their GC Maintenance labor expenses. The cost of this add-on is \$1,800.

- *Agonomic Analysis.* For this service, we review the physical and the nutritional soil issues of a golf course. We will also review the irrigation water a course uses. This service will help a club grow better turf and make proactive decisions in dealing with course care. This service requires a club to provide full soil and water testing results of the areas to be reviewed. The cost of this add-on is \$1,500.

- *Asset Analysis.* This is a study of the physical assets of a golf course. The assessment includes; the physical aspects of every course component, the golf course maintenance equipment, a basic irrigation system review, and the maintenance area. The study will identify the needs of each area, estimate costs and prioritize the needs. The cost of this add-on is \$1,000.

- *Expense Analysis.* This is a study that will identify cost savings of a golf course maintenance operation. It includes a review of the present spending and ways to reduce or streamline present spending practices. It does not include a review of the payroll expenses. The cost of this add-on is \$1,200.



## **GOLF COURSE EFFICIENCY ANALYSIS**

This is a group of services to review a club's golf course asset and how a club maintains it. The results are commonly used to identify expenses that can be modified to make a club become more profitable.

A golf course is *always* the largest asset of a club and is the *foundation* for any effort of a club to become more profitable. Thus, we always suggest a club analyses its golf course **first**, so it can productively improve the club's bottom-line. This is because improving a club's profitability is largely determined by the club's primary asset; the golf course.

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This service contains the following:

*Golf Course Asset Analysis.* This is a study of the physical assets of a golf course. The assessment includes; the physical aspects of every course component, the golf course maintenance equipment, a basic irrigation system review, and the maintenance area. The study will identify the needs of each area, estimate costs and prioritize the needs.

*GC Maintenance Payroll Analysis.* For this phase of the service we review the present personnel compensation, the present staffing and what the staff is expected to do. Then we communicate how a club's GC Maintenance payroll compares to other similar clubs and how a club can reduce or modify their GC Maintenance labor expenses.

*GC Maintenance Expense Analysis.* This will identify cost savings of a golf course maintenance operation. It includes a review of the present spending and ways to reduce or streamline present spending practices.

Cost of service:

- See website for current price (If club is in Colorado)
- See website for current price (If club is west of Mississippi River)
- See website for current price (If club is east of Mississippi River)



## **SOLVE A TURF PROBLEM**

This study focuses on solving a turf problem or issue. It can include such issues as; turf loss, turf decline, wet areas, and weed or Poa Annua intrusion.

A club can either choose (1) or (2) site visits for this service. If a club chooses (2) visits, we will apply a 30% discount to the price of the second visit.

This service requires a club to provide full soil and water testing results of the areas to be reviewed. If a club needs assistance with this testing, we can provide a club with discounted testing services at a USGA approved laboratory or do the testing ourselves as an add-on cost.

Cost per visit:

- See website for current price (If club is in Colorado)
- See website for current price (If club is west of Mississippi River)
- See website for current price (If club is east of Mississippi River)



## **ASSIST A CLUB HIRE A NEW GC SUPERINTENDENT**

*Golf Club Consulting Inc. can assist any club search and retain a new GC Superintendent.*

We know how to identify a person that can provide *exceptional* golf course conditions and *adhere* to the financial requirements of a club. Prior to being retained, we will provide options for assisting and a cost range for each.

### This service can include the following:

- Establish the criteria for candidates
- Advertise or search for qualified candidates
- Screen received applications
- Participate in candidate interviews

### Common reasons to assist a club with this need are:

- We can approach an employed GC Superintendent
- We can use our vast industry contacts to find the correct person
- We can keep the need private for a club

### Completed GC Superintendent placements:

- Arizona (Mesa and Scottsdale)
- California (LaQuinta, Los Angeles, Palm Springs, San Diego, and San Jose)
- Colorado (Aspen, Colorado Springs, Denver, and Parker)
- Florida (Boca Raton, Ocala, Orlando, and Tampa)
- Idaho (Sun Valley)
- New York (Long Island, Syracuse)
- Pennsylvania (Philadelphia and Pittsburgh)
- South Carolina (Bluffton and Hilton Head)
- Texas (Arlington, Corpus Christi, Dallas, and Fort Worth)
- International (Cancun, St. Thomas USVI)



## **AGRONOMIC ANALYSIS**

For this service, we review the physical and the nutritional soil issues of a golf course. We will also review the irrigation water a course uses. This service will help a club grow better turf and make proactive decisions in dealing with course care. This service requires a club to provide full soil and water testing results of the areas to be reviewed.

### **Cost of service:**

- See website for current price (If club is in Colorado)
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## **ON-GOING GOLF COURSE CARE**

This service is to pro-actively assist a club in the care of their golf course.

### **Details:**

- Term is for 3 or 5 years
- (1) or (2) course visits during a year (40% off site visit rates)
- Immediate support (40% off normal rates)

### **What is involved?**

- Annual Golf Course Evaluation
- Proactive direction covering the agronomic needs of a course, payroll use and expense use

### **Why should a club use this service?**

- Avoid problems
- Improve course playing conditions
- Increase revenues
- Receive IMMEDIATE support when a problem arises
- Reduce costs

### **Who is this service meant for?**

- Clubs that would like experienced support
- Clubs that are considering outsourcing golf course maintenance
- Owners that have multiple golf courses



## **NEW GOLF COURSE**

We provide expert guidance in a wide variety of tasks relating to building and operating a golf facility, including course maintenance and *turf agronomy*.

Below is a list of possible avenues to assist:

### **PRE- CONSTRUCTION:**

- Evaluate the agronomics of the submitted bids
- Value engineer the contractor bids
- *Audubon International* certification
- Value engineer the irrigation design

### **AGRONOMY**

- Bunker sand: Find and test potential bunker sands to use
- Grassing/seed: Advise on the best grass varieties to use for the conditions and the targeted clientele
- Grassing: Advise on grassing dates
- Grassing/sod: Locate sod to be used or coordinate contract growing of the desired sod
- Greens mix: Analyze the best % to use in greens mix (sand/soil to peat)
- Greens mix: Find and test potential peat to use in the soil mix for greens and tees
- Greens mix: Find and test potential sand/soil to use in the soil mix for greens and tees
- Greens mix: Recommend quality controls in blending and handling
- Irrigation water: Test and advise on issues
- Pre-plant: Recommend fertilizer and soil amendments during grass planting
- Soils: Test existing soils and advise on issues

### **GROW-IN:**

- Outline a grow-in plan
- Oversight assistance
- Quality control

### **PRE-OPERATIONS:**

- Equipment: Provide a prioritized list of the needed golf course maintenance equipment
- Equipment: Find preferred pricing on needed equipment (used market, off-lease market, etc.)
- Equipment: Buy the approved golf course maintenance equipment
- Financial: Provide an operating budget for the finished golf course
- Maintenance building: Provide a list a list of the needed FF&E and tools for the maintenance area
- Maintenance building: Buy the approved FF&E and tools for the maintenance area
- Maintenance building: Provide a schematic layout of the maintenance building
- Maintenance planning: Provide a detailed *Maintenance Plan*
- Staffing: Search and placement of Supt. for operations/grow-in
- Supplies: Provide a list of the needed golf course opening supplies
- Supplies: Buy the approved golf course opening supplies



## **DUE DILIGENCE OF A POTENTIAL GOLF COURSE ACQUISITION**

Obtaining educated and unbiased information of an existing golf facility is critical for the success of future operations. Without this valuable information, the acquisition might be riddled with hidden problems and costs that weren't anticipated.

The intent of a *Due Diligence* study is not to discourage you from buying a property; rather, it is to help you understand the true state of the golf course and any potential expenses.

What makes an evaluation of an existing golf business even more challenging is much of what you purchase is below ground or "invisible" to the untrained eye. Our experience with golf course construction, irrigation, course maintenance and agronomy allows us to understand and recognize all infrastructure issues.

Important *Due Diligence* issues are:

- Agronomic (problems, needs and concerns)
- Drainage (on and off-site)
- Environmental issues (chemical storage and fuel storage)
- Existing components (greens, tees, fairways, bunkers, golf course equipment, cart paths, water storage system and maintenance building)
- Irrigation (sprinklers, piping, wiring, valves, control system and pump stations)
- Needs (capital and operational)
- Operations
- Quality issues
- Soils
- Staffing (needs and evaluation of present)
- Strategic Planning



## **FEASIBILITY OF A NEW GOLF COURSE**

A golf course is a valuable asset to any community and shouldn't be dismissed without careful review of the exact costs and advantages. We can provide valuable information to help you answer if the addition of a golf course is a prudent business decision, through a customized *Golf Course Feasibility Study*.

A vital aspect of a *Golf Course Feasibility Study* is to obtain impartial information because the primary goal of the study is to get the facts. *Golf Club Consulting, Inc.* does not manage golf clubs, nor are we affiliated with an entity that builds golf courses. Our sole concern is to provide you with the facts of adding a golf course.

The content of a *Golf Course Feasibility Study* can vary, but essential information is:

- Any infrastructure costs to accept a golf course
- Market study of area and the demand that exists
- Projection of construction costs
- Understand financial or bonding options to build
- Projection of operational revenues

Important questions that will affect the costs:

- Is there anything on the site that would require remediation or environmental concerns?
- Any bodies of water on or nearby?
- Present or previous structures?
- Past uses of the property?

What are some potential benefits of a golf course besides the revenues?

- Attracts companies that are in search of a better quality of life for their families and employees
- Causes a faster absorption of the surrounding property
- Creates a component to proactively solve many issues of the community and development
- Creates a demand for higher development intensities and a broader array of land uses
- Creates a location & environment for social interaction and fund raising for area residents
- Creates a location to apply effluent water for a wastewater plan
- Creates a vehicle to use for lowering housing densities of a development
- Creates an asset to satisfy the PUD requirement for "green space" allocations
- Creates an environment, which will attract and retain seniors
- Creates between 30-90 jobs
- Creates higher property values of the adjoining property
- Draws people to the area creating revenue source for existing hotels, gas stations and restaurants
- Increases the value of adjoining lands and amenities
- Provides an opportunity to use government-financing sources that are not available to private entrepreneurs



## **FREQUENTLY ASKED QUESTIONS**

Has *Golf Club Consulting, Inc.* worked on a golf facility like mine?

- Yes.

What are reasons to hire *Golf Club Consulting, Inc.*?

- Retain a *Certified Golf Course Superintendent* on a limited basis.
- Reduce or control costs.
- We see the project from the perspective of an owner and a user.
- We understand every technical issue in the construction and operation of a golf course.
- Prevent agronomic problems.
- Knowledgeable about the agronomic challenges of building a golf course before-hand.
- We have dealt with every issue that is faced in the construction and operation of a golf course.

What are the most common problems faced by an owner of a golf construction project?

- Not understanding what is necessary and important in building a quality golf course.
- Relying on expertise that does not have an owner's interest as the #1 priority.
- Not realizing that "experienced people" will save them money.

What are the most common problems faced by an operator of a golf business?

- Not understanding the issues and needs of the business.
- Relying on expertise that does not have an owner's interest as the #1 priority.
- Not realizing what doesn't need to be purchased.
- Not realizing what costs can be streamlined.



## **PORTFOLIO**

As the below list illustrates, *GCC* has worked in a wide variety of climatic conditions and with every conceivable ownership entity possible.

|                 |  |
|-----------------|--|
| Arizona:        | Papago GC; Phoenix (designed by William Bell)  |
| Arizona:        | Red Mountain Ranch CC; Mesa (designed by Pete Dye)                                     |
| California:     | Braemar CC; Los Angeles  |
| California:     | Mountain View CC; LaQuinta (designed by Arnold Palmer)                                 |
| California:     | Silver Creek Valley CC; San Jose (designed by Ted Robinson)                            |
| California:     | Sonoma Golf Club; Sonoma (designed by Sam Whiting - 1928)                              |
| Colorado:       | Aspen Glen Golf Club; Aspen (designed by Jack Nicklaus and Jack Nicklaus II)           |
| Colorado:       | Canterberry GC; Parker (designed by Jeff Brauer)                                       |
| Colorado:       | Fox Acres CC; Red Feather Lakes  |
| Colorado:       | Glenmoor CC; Cherry Hills Village (designed by Pete Dye)                               |
| Colorado:       | Pinery CC; Parker (designed by Dave Bingham)   |
| Colorado:       | Pueblo West GC; Pueblo   |
| Colorado:       | Raven at Three Peaks GC; Silverthorne (designed by Tom Lehman)                         |
| Colorado:       | Valley CC; Denver  |
| Florida:        | Deerwood CC; Jacksonville (designed by George Cobb)                                    |
| Florida:        | Four Seasons Golf Resort; New Port Richey  |
| Florida:        | Frenchman's Reserve CC; Palm Beach (designed by Arnold Palmer)                         |
| Florida:        | Innisbrook Resort and GC; Palm Harbor (designed by Larry Packard)                      |
| Florida:        | Mizner CC; Delray Beach (designed by Arnold Palmer)                                    |
| Florida:        | The Links GC; Lakeland   |
| Idaho:          | Elkhorn Golf Club; Sun Valley (designed by Robert Trent Jones & Robert Trent Jones II) |
| Louisiana:      | Northwoods CC; Shreveport (designed by Jeff Brauer and Hal Sutton)                     |
| Nevada:         | Las Vegas National GC; Las Vegas (designed by Bert Stamps)                             |
| New Mexico:     | Picacho Hills CC; Las Cruces (designed by Joe Finger)                                  |
| North Carolina: | Brier Creek CC; Raleigh (designed by Arnold Palmer)                                    |
| South Carolina: | Hampton Hall CC; Hilton Head (designed by Arnold Palmer)                               |
| South Carolina: | Hampton Pointe CC; Hilton Head (designed by Nicklaus Design)                           |
| South Carolina: | Harbour Town GL; Hilton Head (designed by Jack Nicklaus and Pete Dye)                  |
| Texas:          | Deerwood CC; Houston (designed by Joe Finger with Byron Nelson)                        |
| Texas:          | Diamond Oaks CC; Fort Worth (designed by Charles Akey)                                 |
| Texas:          | Great Southwest GC; Arlington (designed by Byron Nelson) (redesign by Jeff Brauer)     |
| Texas:          | Kingwood CC; Houston   |
| Texas:          | Oakridge CC; Garland   |
| Texas:          | Pharaohs CC; Corpus Christi (designed by Ralph Plummer)                                |
| Texas:          | Villages of Lone Oak GC; Greenville (designed by Jeff Brauer)                          |
| Texas:          | Woodhaven CC; Fort Worth (designed by Leon Howard)                                     |
| Virginia:       | Belmont CC; Leesburg (designed by Arnold Palmer)                                       |
| Virginia:       | Dominion Valley CC; Leesburg (designed by Arnold Palmer)                               |
| Virginia:       | Regency @ Dominion Valley CC; Haymarket (designed by Arnold Palmer)                    |
| International:  | Mexico; Hilton Cancun GC; Cancun   |
| International:  | US Virgin Islands; Mahogany Run GC (designed by Tom Fazio)                             |



## **TESTIMONIALS**

“*Golf Club Consulting Inc.* was brought into our Silver Creek Valley CC (San Jose, CA) project to help us get a handle on the construction of the golf course. The costs were out of hand and so were the delays. Dick’s honesty and expertise in addressing these issues resulted in reduced construction costs and an accelerated course opening.”

Mark Brock  
Former President of Shea Homes - Southern California  
Former Project Manager of Silver Creek Valley CC, San Jose, CA

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“Dick Eide has the ability to work closely with whatever budget that he details or is provide to him and achieve the maximum product. Dick Eide is truly one of the very few people in the golf course business that knows the dollars and cents of making budgets work to the standards set by owners and developers and not let his ego interfere with reality.”

Paul Daly  
Former President of Great American Clubs Inc. and CCA

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“I would highly recommend the services of *Golf Club Consulting, Inc.* to clubs, developers or investors. *GCC* has a through working knowledge of correct agronomic practices, staffing levels and operational requirements of an existing course as well as in depth ability and skills in the area of costing and executing new golf course construction.”

Dave Richey  
Senior Vice President of Golf and CC  
Toll Brothers, Inc.

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“From the beginning, the goals and priorities for Aspen Glen Club (CO) were to build a world-class golf facility. Dick Eide played an integral part of making that a reality through his expert management of the golf course construction and its maturation. Dick was a key leader in every quality and financial detail of the building of Aspen Glen.”

Gary Lattie  
Former Project Manager of Aspen Glen (Colorado)

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“*Golf Club Consulting Inc.* brought not only technical expertise in reviewing our Sun Valley (Idaho) property but the ability to work closely with our new Superintendent. *GCC* offered sound advice without threatening the opinion or authority of the existing staff, bringing a fresh set-of-eyes and positive, useful suggestions to our course challenges.”

Ken Faux  
Former VP of Golf Operations  
Meristar Hotels - Doral Golf



## **REFERENCES**

Jack Nicklaus II, President  
Nicklaus Companies  
11780 US Highway One  
North Palm Beach, Florida 33408

Office: 561.626.3900

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James M. Hinckley, CEO and Partner  
Century Golf Partners / Arnold Palmer Golf Management  
5080 Spectrum Drive, Suite 1000 East  
Addison, Texas 75001

Office: 972.419.1400

James Hinckley is CEO and Founding Partner of *Century Golf Partners / Arnold Palmer Golf Management* and was CEO of *ClubCorp* from 1995 to 2002.

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Ken Faux  
1837 Lark Ellen Drive  
Paso Robles, California 93446

Email: fauxden@aol.com  
Cell: 303-807-2739

Ken Faux is the past VP of Golf Operations for *Doral Golf* and retained *Golf Club Consulting, Inc.* on numerous occasions.

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Paul Daly  
2233 SE Montrose Lane  
Port St. Lucie, Florida 34952

Cell: 561.285.5121

Paul Daly was President of *Great American Clubs, Inc.* from 1990 to 1995 and CEO of *ClubCorp* from 1971 to 1987.