

## Sports

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## Putting for gold in northern Michigan

By Chris McCosky  
staff writer

Dave Richards is, and always has been, a go-getter.

His hustle is a driving force behind the Northern Michigan Gold Coast program — one of the fastest-growing resort and golf packages in the Midwest.

The Gold Coast encompasses eight resorts and 17 championship-caliber golf courses along the Lake Michigan shore line in the northwest part of the state.

The plan to link these resorts was devised by Lathrup Village resident Doug Paul, who is the president of P.A.R. Golf Co. located in Dearborn.

Though Paul is the marketing genius behind the project, much of the energy needed to sell it was supplied by Richards. The Plymouth resident has never been at a loss for energy when it comes to turning a buck.

As a student at Plymouth Salem High School, he traded the typical trappings of high school life — sports, parties, etc. — for a 50-plus-hours-a-week job at McDonald's.

FOLLOWING GRADUATION in 1976, Richards attended college, three

of them: Central Michigan, University of Michigan and Eastern Michigan. But the classroom couldn't keep Richards from hustling. At U-M, he took classes on Tuesday and Thursday and worked 50 hours a week at a ski shop in Ann Arbor.

"My biggest interest, I guess, is making money," the Plymouth native said.

Four classes shy of graduation, Richards bolted EMU to take a sales job with Johnson Wax Co. He became district sales manager faster than anyone had ever done before at the company.

"Then I got bored and quit," the affable Richards said.

He may have quit Johnson Wax, but he didn't quit making money. While "taking a year off of life," as he put it, Richards earned some big profits buying and reselling cars out of his home.

Then came P.A.R. Golf. Last July, Richards traveled up to Traverse City looking for employment at a resort. Through a friend of his family, he met Paul. That's when the Gold Coast plan began to roll.

"Doug Paul is a marketing genius, he really is," Richards said. "He had this fantastic plan laid out. He wrote up this entire seven-part project in about four hours."

THE PLAN was to get the eight resorts to link together and allow P.A.R. Golf to sell golf and resort packages for them. A customer comes to P.A.R. Golf, pays a fee, and P.A.R. arranges all the tee times and hotel rooms for as long as the customer wants. Not inexpensive, the greens fees are similar to the individual courses' rates, but very convenient.

Richards job was selling the plan to the resorts. An unenviable task since the eight resorts were virtually staging a competitive war with each other.

"When we first approached the resorts, they laughed at us," Richards said. "Who were we to be telling these owners of million-dollar resorts how to run their business. They said we couldn't do it. But we didn't see why not."

Finally, after three months of constant meetings with the resort owners, Paul and Richards were able to bring the owners together for an unprecedented meeting.

And the owners bought the plan. They formed the Northern Michigan Golf Council and gave P.A.R. Golf an exclusive three-year contract to market and sell the Northern Michigan Gold Coast.

It didn't take long for Paul and Richards, the company's director of advertising and promotion, to sell the project.

"It's moving incredibly fast," Richards said. "Our goal for the first year was 2,000 golfers. We're about halfway there right now. We have the full support of the Michigan Travel Bureau and of 152 AAA outlets in Michigan, Illinois and Ohio. The state is very interested in promoting golf in northern Michigan."

THE GOLD COAST has attracted a good deal of media exposure from throughout the nation. Golf writers are calling the area the Hilton Head Island of the Midwest.

"In terms of quality and quantity of

NORTHERN MICHIGAN'S  
GOLD COAST

## RESORTS

1. Boyne Mountain, Boyne Falls
2. Crystal Mountain, Thompsonville
3. Grand Traverse, Grand Traverse
4. Hidden Valley, Gaylord
5. Hilton Shanty Creek, Bellaire
6. McGuire, Cadillac
7. Schuss Mountain, Marquette
8. Sugar Loaf Mountain, Cedar

## GOLF COURSES

1. McGuire Resort. Carved from pine forests and rolling contours.
2. Crystal Mountain. Four sets of tees gives one many different looks.
3. Sugar Loaf. Tree-lined, cut through hardwoods and cherry orchards.
4. The Bear, Grand Traverse. Jack Nicklaus-designed, tough on pro and duffer alike.
5. Newcomb Course, Grand Traverse. Alongside The Bear, site of last four Michigan Opens.
6. Anticlimax. Picturesque setting, site of 1984 Michigan Amateur.
7. The Legend, Hilton Shanty Creek. Opening in August, Arnold Palmer-designed course.
8. Deakin Course, Hilton Shanty Creek. Short, challenging course.
9. Schuss Mountain. One of state's finest courses, site of Michigan Golf Classic.
10. Algonquin Course, Boyne Mountain. Up to 7,139 yards of golf.
11. Monument Course, Boyne Mountain. Opened in July, built around the steep slopes of Boyne.
12. Heather Course, Boyne Highlands. Robert Trent Jones-designed course in Golf Digest's top 100 for last 10 years.
13. Moor Course, Boyne Highlands. Water, sand, narrow fairways.
14. Michigawab Hills. Each hole secluded from the next.
15. Hidden Valley. The Shurgeon River Valley is the heart for the course known for its casual elegance and tough golf.
- 16-17. Olandia. Two long courses located on the extreme east of the Gold Coast in Lawton.

For fee structure and other information about Northern Michigan Gold Coast packages, call 1-800-223-0200.



golf, we already can compete with Hilton Head," Richards said. "We have surpassed Myrtle Beach. The courses are long and tough. The Gold Coast is here to stay."

The Gold Coast features such courses as Jack Nicklaus' The Bear, Arnold Palmer's The Legend, Robert Trent

Jones' classic Heather Course at Boyne Highlands, Crystal Mountain, Sugar Loaf and Schuss Mountain.

Already there is talk of expanding the Gold Coast for 1986. Paul is looking at three to four additional golf courses and one more resort.

"This is real exciting for me," Richards said. "It's a tremendous challenge."

There's a gleam in his eye when Richards speaks. One can sense his energy. Just like Northern Michigan's Gold Coast, the go-getter is on the go.

*'In terms of quality and quantity of golf, we already can compete with Hilton Head. . . The Gold Coast is here to stay.'*

— Dave Richards  
P.A.R. Golf



## baseball

## Northville makes bid for 4th in LCBL

Northville continued its bid to clinch the fourth and final Livonia Collegiate Baseball League (LCBL) playoff berth with a 9-5 victory Wednesday over the last-place Livonia Angels at Ford Field.

Mark Chambers, who went two-for-two, delivered a key two-run single in the second inning to break a 3-3 tie as Northville never looked back.

George Clark also knocked in two runs for the winners, who increased their league record to 10-12, two games ahead of fifth place Garden City (8-14).

Starter Chris Willerer, who allowed three runs over four innings, was the winning pitcher. He got relief help from Mark Persall.

Mark Ziomek, beset by control problems in the second inning (four walks), took the loss in going the distance.

The Angels' Jim Lasota collected two hits in a losing cause.

GARDEN CITY couldn't hold off hot-hitting Dave Austin and first-place Livonia Adray in an LCBL game played Wednesday at Bentley High School.

The left-hand hitting Austin, a sophomore at Michigan State, went three-for-three with two RBIs as Livonia romped to a five-inning, mercy rule triumph.

The Adray center fielder/first baseman completed a sixing two weeks, hitting at a .680 clip (17 for 25).

Teammate Todd Krumm went two-for-four and knocked in a run off GC starter and loser Greg Matthews.

Kevin Harrah, the winning pitcher, allowed only one hit over five innings.

WALTERS' APPLIANCE, meanwhile, used the five-inning, 10-run mercy rule to whip the Angels, 10-0, Wednesday at Ford Field.

Pitchers Dan Nielsen, Chris Semik and Bob Cox combined on a one-



DAN DEAN/staff photographer

Walters' Appliance's Dan Nielsen was part of a trio of pitchers that blanked the Livonia Angels on one hit Wednesday night.

hitter. The three combined for five strikeouts and two walks. Nielsen, credited with the win, gave up the only hit in the first inning.

Gregg Lapahian, who worked the first 3 1/2 innings for the Angels, took the loss. He was relieved by Chris Parsons.

Pacing third-place Walters' offensively was Leo Langen, two-for-two and three runs; John Stofitski, two hits; and Drew Baird, RBI triple.

REDFORD LITTLE CAESARS, the LCBL's second place team, smashed Westland Federation in another mer-

cy rule (six innings) game at John Glenn High School, 14-2.

John Nissen, making his first start of the season, tossed a four hitter and struck out four in going the route.

Redford outlin Westland, 15-4, as catcher Mike Hodge went three-for-three with two RBIs. Other Redford hitting stars included Dan Michaels, two-for-three; Mike Vigna, two-for-three with two RBIs; Tyrone Gaines, two-for-four; and Gary Lisanche, two-for-three.

Rob Transon collected a two-run double for Westland in the second in-

## Scholarship total up, Hartman optimistic

By C.J. Riack  
staff writer

It's been two years since Paul Hartman took control of Oakland University's athletic department. And while it hasn't been smooth sailing throughout his tenure, there has been enough progress for him to give, "on a scale from one to 10, an eight or a nine."

If that evaluation sounds overly optimistic, remember the source. Hartman is a top-notch optimist. He took over as athletic director after Corey Van Fleet left to assume the AD duties at Long Beach State, and since coming to OU from the University of Wisconsin-Stevens' Point Hartman has initiated several major changes.

"The AD," Hartman explained, "wants his whole program to be successful, but that isn't possible. There are restraints built in, and sometimes he just can't get the funding."

FUNDING IS where Hartman's impact has been most noticeable. Before he took command of OU's athletics, the department's operating budget was \$99,500 and its scholarship budget was \$132,800. Those figures have since grown to a projected \$118,000 for operations and \$190,000 for scholarship next year.

"Basically, we've received good support from the administration," Hartman said. "We have received the money we need to put into programs."

The administration's commitment to increase funding has simplified Hartman's first two years on the job. When he arrived, there had been no increase in the scholarship budget "in five or six years," which, because of inflation, resulted in the department losing ground.

That ground is now being made up. The men's basketball team is near the 12-scholarship limit imposed by the NCAA, an increase from just over nine in 1983-84.

In that same time span, soccer has jumped from seven to 10 scholarships; men's swimming has risen from seven to nine; women's basketball has increased from 6.5 to nine; and women's swimming has doubled, from 3.5 to seven.

AND YET, OU's athletic budgets re-

## OU sports

main (GLIAC) rivals, mainly because OU has no football program.

"The \$300,000 scholarship budget we project for 1989-90 is less than many of our conference schools have for just football this year," said Hartman.

Upon his arrival at OU, Hartman saw an immediate need for a steady hand at the helm. "I thought there was a lack of direction," he said. "Goals needed to be emphasized, there was a lack of organization, and there was concern over scholarships because, in essence, we were going backwards."

"I wanted to put direction back into the program, to balance the budget and to get back on an even track. Understand, the program wasn't in disarray when I got here — that's one reason I came. But there were some little things that had to be done."

AMONG THOSE "little things" was establishing a community relations group, a Hall of Honor, an athletic banquet and fund-raiser. All have proved beneficial and successful.

Not that his stay has been all roses. Shortly after his hiring, there was a major overhaul of the coaching staff. Replacements were made in both men's and women's basketball, women's swimming, wrestling, tennis and cross country, and a new sports information director is soon to be hired.

Hartman prompted few of the changes, but still outsiders wondered if the new AD was brooming out the old guard.

"No one likes to make staff changes," Hartman said. "I didn't come in with the thought of being a hatchet man."

HARTMAN PLAYED an active role in only two of the changes: the non-re-

newal of the contracts for men's basketball coach Les Frederick and sports information director Stan Blackford.

He points out that several positions have been created during his tenure, including upgrading the men's and women's assistant basketball coaches and the women's swim coach positions to full time, and the addition of a diving coach.

But, as Hartman added, "We still have part-time coaches in sports without much scholarship money, if any at all. As a result, that sport has gone up and down."

Hartman wants to divert more time and money to the lesser sports. The sports of major emphasis remain both men's and women's basketball and swimming, and soccer.

BUT THAT development plan runs headlong into another of Hartman's hopes: expansion. OU currently has 11 sports, but there have been appeals to start varsity programs in baseball, track and women's soccer and cross country.

"We're always looking at (expansion)," Hartman said. "In our projections, we were supposed to start our baseball and a women's program next year, but we won't."

Part of the problem is convincing the current coaches of the necessity, particularly if it means "trimming" other athletic budgets. Local residents have claimed they can start a baseball program without using any university funds, but Hartman is wary of that idea.

"We want to have a (funding) base to work with," he said, "so if the person in charge of that sport goes, the program doesn't go with him."

HARTMAN'S VIEW — expansion or concentration on programs in existence — is evident. "I'm a generalist," he said. "I like all sports. There are two philosophies: either offer more for our student body — we only have 11 sports for more than 12,000 students — or concentrate on what we have."

For the time being, he'll work on improving those sports OU already has. Volleyball, wrestling and golf, Hartman said, all should be noticeably improved in the next few years.

And he expects his basketball teams to challenge for GLIAC championships the next few years. Both programs remain national powers.

"Overall, I'm kind of bullish on what we've accomplished," he summarized. "There's no indication anywhere of going backwards."

But he was quick to add "we don't always go forward as fast as I'd like."