

Golf Industry Veterans Join Forces to Rescue Troubled Golf and Country Clubs

By Triumph Golf LLC

Dated: Jun 03, 2009

Former ClubCorp Senior Execs Announce Formation of Triumph Golf Management Company

Dallas, Texas. Triumph Golf LLC (www.triumphgolfllc.com) announced its formation by three former ClubCorp senior executives dedicated to helping private golf and city clubs halt membership declines and overcome the operating challenges precipitated by the current recession. The Triumph Golf team has more than 80 years of combined success at recruiting and retaining members, managing costs, increasing revenues, and exceeding expectations of members and their guests. Private club owners in the US and Latin America have a powerful new ally to advise and manage their membership campaigns and daily operations.

Three of Triumph Golf's founders hail from stellar careers at ClubCorp, the recognized world leader in private club management. While at ClubCorp, Jim McTeigue, Billy Sitton, and Michele Carroll oversaw ClubCorp's development, operations, and marketing of its more than 100 private, daily fee golf, and international golf clubs.

As Senior Vice President of Club Corp's Golf and Country Club Division, Jim McTeigue was responsible for all aspects of operations at 90 properties with 170 golf courses and annual revenues in excess of \$500 million. "Despite the severe disruptions in the private club industry today, I am confident we have the tools and skills to rescue troubled clubs and keep them viable," says Jim. "In fact, we challenge club leaders to present a problem we have not yet overcome at one of the scores of clubs we have led to outstanding performance over the past twenty years."

As Vice President of Operations for Club Corp USA and Managing Director of Club Corp International, Billy Sitton provided development, marketing, and operations oversight of facilities in Mexico, Latin America and the Caribbean, Australia, and the United States. "Whether facilities have been operational for years or are just coming out of the ground, these are the most challenging times in memory. Certain areas of Latin America have been hit even harder than the US club market," observes Billy. "We are providing a range of solutions, from golf operations and membership sales consulting to complete golf course management and 'Four Tier Development Services' for developers, owners, and operators throughout the Americas."

As Senior Vice President of Membership Marketing and Sales at ClubCorp, Michele Carroll spearheaded the marketing and sales management of over 130 private golf and city clubs, effectively leading the foremost brand in the private club industry. "Beyond question, the number one issue facing today's private clubs is member recruitment and retention," says Michelle. "Proper positioning and programming can make clubs the very last amenity members will dream of giving up. For the price of one week's vacation, members can enjoy a year of stimulating programs and activities for their whole family at their local clubs."

Rounding out Triumph Golf's management team is Michael McTeigue, a former PGA golf professional at Bel Air and Riviera Country Clubs, who later earned an MBA from Stanford University and became a Silicon Valley entrepreneur and investment banker. Michael is in charge of business development and finance for the company. He notes, "Every market disruption provides outstanding upside for innovative operators and their investors. We actively are seeking opportunities to invest in or acquire clubs that can benefit from Triumph's management expertise."

From its extensive network in the industry, Triumph Golf is assembling a team of seasoned affiliates with expertise in agronomy, course design and maintenance, food and beverage, finance, legal, and golf operations. "We will put multiple SWAT teams in operation to respond immediately to clubs in trouble," say Jim McTeigue. "The sooner we get involved, the better life will be for the private club owners and their members."

For additional information contact:

Michael McTeigue, Founding Partner,
Triumph Golf LLC
650-740-1960
mmcteigue@triumphgolfllc.com

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About Triumph Golf LLC.

Triumph Golf LLC is a full-service consulting, management, and investment company in the private club industry. Its team is comprised of "hands on" leaders who have developed innovative, club-specific solutions for over 100 golf courses, country clubs, and resorts in the United States and Latin America.
<http://www.triumphgolfllc.com>

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