

Golf Business & Real Estate

Crittenden Research, Inc., P.O. Box 1150, Novato, California 94948
Customer Service (800) 421-3483

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CHIP SHOTS

Jim Oliver steps in for **Joey Garon** as managing director of **New Leaf**, the new amenity management division of **Bonita Bay Group**. Oliver is in charge of pursuing business ventures outside New Leaf's perimeters and managing club operations, including ground maintenance, golf courses, fitness, marinas and more. Oliver also becomes New Leaf's customer service guru. Garon now serves as New Leaf's VP of operations.

Oliver has more than two decades of experience in the golf industry. He held positions as VP of club operations for two **Waldorf-Astoria** properties, the **La Quinta Resort & Club** and **PGA WEST** in La Quinta. Oliver was also GM of private clubs in Arizona, Kansas and Florida.

New Leaf is a new addition to Bonita Bay and operates at least six of the developer's existing communities, including 14 golf courses. The management branch also will superintend all future amenities and be committed to third-party management deals with other recreational facilities. It plans to have at least five such contracts by next year.