



Irwin 
GOLF MANAGEMENT

IRWIN GOLF MANAGEMENT
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Welcome to Irwin Golf Management

Irwin Golf Management (IGM) is a boutique golf course management company focused on providing profitable management solutions for resorts, private clubs, daily fee courses and developers. Irwin Golf Management's approach is to be a business partner, not just an operator. We have a successful track record of partnering with owners, members, and communities to help clubs and golf courses succeed.

As a partner company of Hale Irwin Golf Services, IGM leverages years of experience in golf course design, development and ownership to create management solutions which result in favorable returns for clients and the ultimate experience for the customer. Our ownership team is diversified and experienced in all aspects of golf development, management and operations, having handled projects from inception through grand opening and beyond.

We are passionate about creating successful partnerships and aligning our interests with our clients. Our experience as an owner, developer and designer of premier golf courses give us the know how to deliver unique solutions for our clients while maintaining a sharp eye on the bottom line. Because to us, it's about creating partnerships where interests are aligned and successes are shared.

Thank you for your interest in Irwin Golf Management. We look forward to sharing our passion for the game and business of golf with you.

Sincerely,

Hale Irwin, Steve Irwin & Ty Jennings





"IGM prides itself in having a team of professionals who go above and beyond to make certain our client's needs are met. I'm proud to say we can solve any issue a client may have."

- Hale Irwin

Our Pedigree & Philosophy

MORE THAN JUST A HALL OF FAME NAME.

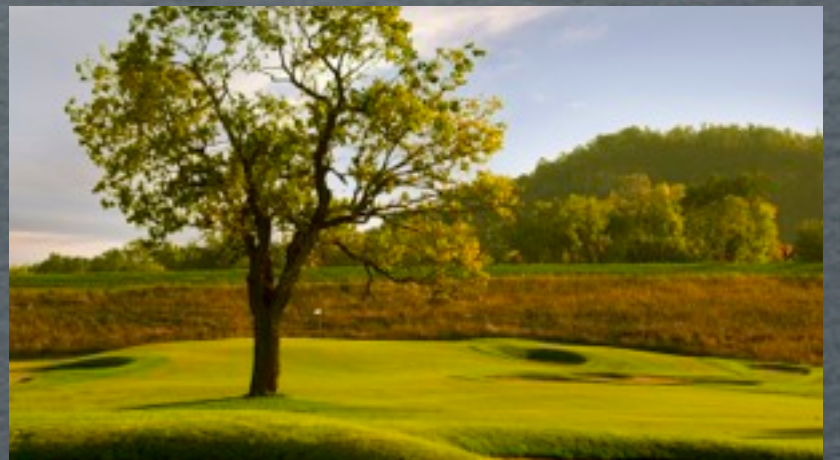
The team members of Irwin Golf Management all share a passion for the game and the business of golf.

Our principals and partners have been in the industry for over 40 years performing on projects all over the world. Along the way, they have managed every type of golf course and development project. With experience in the United States, Latin America and Asia our team has the background and market specific knowledge to make properties profitable.

Our team members have been responsible for hosting and preparing golf courses for major championships, PGA Tour events and everyday club play. We understand the golf business at all levels and can consistently exceed customer expectations with our capabilities.

Our extensive network of industry contacts allows Irwin Golf Management to keep a lean corporate profile. We do not have bloated management structures and cookie cutter programs. IGM maintains a quick response culture with our clients and we excel at putting together winning teams to help make courses profitable, move real estate and create value for investors and customers.

We are committed to one thing when working with our clients –
ACHIEVING RESULTS.



Hale Irwin

PGA Tour Hall of Fame and Golf Legend

Hale Irwin's achievements in golf are well known around the world by fans and the media. He has been a remarkable ambassador to the game and has been an inspiration to golfers throughout his 44 year career. When Hale joined the Tour in 1968 he started one of the most remarkable and longest lasting career's in the sport. He has been recognized as one of the most accomplished, competitive and well respected players to ever play the game. His World Golf Hall of Fame induction in 1992 and recognition as Worldwide Ambassador to Golf in 2009 are proof to that career and integrity.

Irwin's golfing career started in humble beginnings as he grew up playing on sand greens at his local municipal course. He started golfing at age 4 and first broke 70 at age 14. He attended the University of Colorado, where he won the 1967 NCAA Championship. But Irwin was also a terrific football player, being named All-Big Eight as a defensive back in two seasons. He was also an Academic All-American.

Hale turned pro in 1968 and got his first PGA Tour win in 1971. Irwin's fierce determination to win and single-minded pursuit of victory helped push him to three U.S. Open championships. In addition to his three U.S. Open wins, Irwin twice won the World Match Play championship. He also compiled a phenomenal 13-5-2 record in five Ryder Cup appearances.

In 1996, Hale joined the Champions Tour where he quickly became the most dominant player in that tour's history, setting numerous records for scoring, money and victories. With 20 PGA Tour victories to his credit, and a stunning 45 victories on the Champions Tour, Hale has proven he is one of the elite players in history and also one of the most resilient.

Hale's golf career clearly established him as one of the best players in the game. Aside from his career he also was a committed family man and philanthropist. Hale started the Hale Irwin St. Louis Children's Hospital Golf Benefit in St. Louis, MO and in 25 years of hosting the event, raised over \$15 Million for the hospital. In recent years he has committed to working with the Phoenix Chapter of the First Tee, the Wounded Warrior's program and other foundations which support our US Military personnel.

Hale Irwin

Career Accomplishments

Tour Victories:

- Total Worldwide Wins: 76
- PGA Tour: 20
- Major Championships: 3
 - 1974 U.S. Open
 - 1979 U.S. Open
 - 1990 U.S. Open
- Champions Tour Victories: 45
- Champions Tour Major Championships: 7
 - 1998, 2000 U. S. Senior Open
 - 1996, 1997, 1998, 2004 Senior PGA Championship
 - 1999 Ford Players Championship

Awards and Honors:

- 2009 Worldwide Ambassador of Golf
 - World Golf Hall of Fame: Inducted 1992
 - 5-time U.S. Ryder Cup Team Member
 - Captain: U.S. Presidents Cup Team, 1994
 - 3-time Champions Tour Player of the Year
 - 3-time Champions Tour Money Leader
 - University of Colorado All-Century Football Team
 - University of Colorado Athletic Hall of Fame
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Golf Course Management

Irwin Golf Management is entirely dedicated to excellence and integrity, just like our namesake Hale Irwin. Our team carries that commitment forward in all the relationships we enter, always putting our client's needs first.

We specialize in offering unique solutions to help struggling or improperly positioned properties regain their footing and become profitable. Additionally, our principles have extensive experience with REO engagements and IGM can act as Receiver and/ or provide professional management when appropriate.

Troubled golf properties require special repositioning strategies to get them back on track. Irwin Golf Management has the turnaround expertise and worldwide experience to handle these sensitive situations.

Management Services:

- Golf Operations
 - Troubled Asset Restructuring/Repositioning
 - Receivership
 - Food and Beverage
 - Turf Care
 - Marketing and PR
 - Membership Program Development
 - Financial Management Services
 - Training
 - Personnel and HR Management
 - National Buyers Programs
 - Course Development/Renovation
 - Golf Course Construction
-

Golf Course Consulting

Irwin Golf Management's consulting services and partnerships provide clients with a wide range of opportunities and expertise to solve any issue. These services leverage our years of experience and relationships throughout the golf world. All designed to bring the highest value and most beneficial solution to you.

Consulting Services:

- Property Valuation and Appraisal
 - Brokerage and Sales
 - Special Events and Tournaments
 - Environmental Design
 - Water Use Management
 - Operational Audits
 - Agronomic Audits
 - Capital Improvement Planning
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“Through our experience in golf design and management, we understand the vital relationship between the two. IGM can identify the nuances within that relationship which will positively affect the bottom line and enhance the customer experience.”

– Hale Irwin



Design - Renovation - Development

Our partner company, Hale Irwin Golf Services, has designed, developed and owned golf courses for over 25 years. This knowledge base is a tremendous asset Irwin Golf Management brings directly to our clients. The foresight to properly plan, design, build and manage world class properties from the ground up is a learned science which our team excels at.

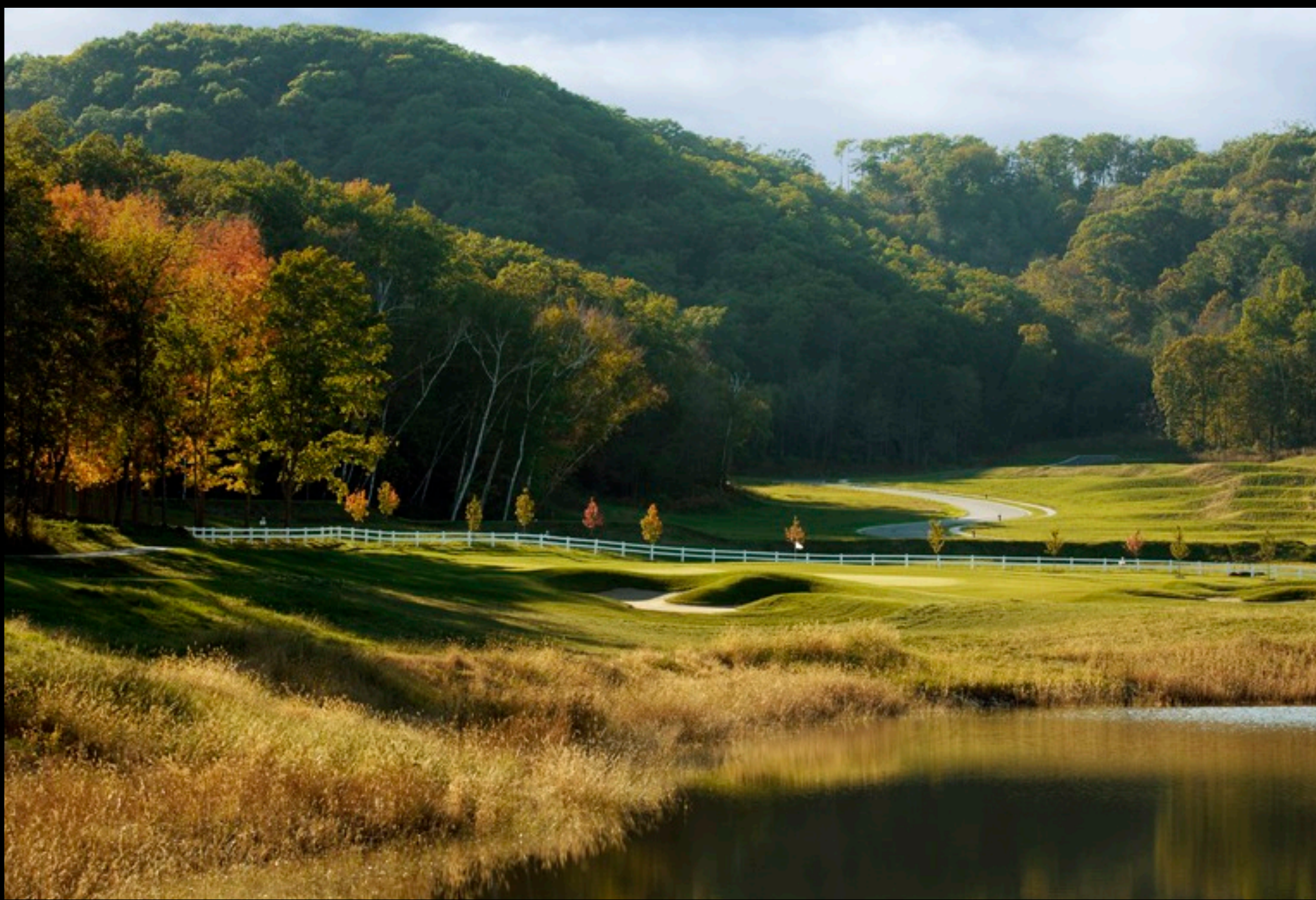
We have the experience and understanding of “how and why” to transform a capital neglected or improperly positioned project into a market leader through renovation and rebranding. We understand the relationship between real estate and golf and how one drives the other.

The vision to recognize nuances and attributes within a golf course coupled with the ability to properly capitalize on them can only come from long term experience. Different markets require different strategies and our team’s worldwide experience ensures we have the proper strategy for any course.

Scope of work includes:

- Design/Renovation
 - Land Planning/Master Planning
 - Golf Course and Community Construction
 - Renovation Construction
 - Cost Specifications
 - Contract Negotiation
 - On-site Construction Management
 - Golf Course Operations Management: Grow in through everyday operation
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How We Work

“It’s a simple question for us: How can our brand and experience help the client achieve their goals?”—Hale Irwin

Our promise is to provide personalized service, creative problem solving, 24-hour access, and a “hands on” approach that insures financial success and a quality product for our clients.

With IGM you get a team who can be on site almost immediately to evaluate a golf operation’s strengths, weaknesses and opportunities. From there we will leverage our proven experience, unique marketing platforms and branding knowledge to create a plan for success and profitability.

We are highly incentivized to perform and elevate our clients brand and bottom line because we align our interests with those of our client. We truly act as a business partner to our clients by customizing each contract specifically to their needs, creating unique solutions every time.

Golf is a business that demands attention to detail, a focus on the customer experience and a long-term strategy. We set our expectations very high and demand continuous improvements at our properties.


Irwin Golf Management was formed because we felt it was time for a brand powered, results oriented, incentive fee based management company to truly define the market.


Irwin Golf Management is different and we are proud of the difference we make with our properties, partners and clients.



 Golf Operations
Management

 Marketing
& Sales


 Branding
& Positioning

 Restructuring
& Repositioning

 Design/
Renovation/
Construction



 Strategic
Planning

 Leveraged
Purchasing
Power

 HR Management

 Consulting
Services

 Profit Driven
Relationships



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