

**Small Business
Development Center
Indiana University
of Pennsylvania**

*Helping businesses
start, grow, and prosper.*

Pleasant Valley Golf Course Gets New Owner and a Facelift



**Pleasant Valley is a sleeping
giant**

- Zoltan Connor

Client Name Zoltan Michael Connor
Company Name PVGC INC
Address 215 Plowman Road
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County Indiana
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Industry: Golf

Year Founded: 1969

SBDC Assistance: Business plan
development & financial packaging

Additional Partners: Small Business
Administration & Enterprise Bank.

Indiana University SBDC
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Zoltan Connor and his brother Frank grew up playing golf at Pleasant Valley Golf Course. They basically learned the game there from the course's developer and long time owner Telford Dixon. Both brothers played on the Blacklick High School Golf Team, and loved the course with its magnificent views of the valley and the surrounding ridges. Time and careers, however, had taken them 1000 miles away from home to Florida.

The original owner, Telford Dixon, had built the course little by little on Doctor's advice to help him recover from a heart attack. He opened it to the public in 1969. Apparently, this was good advice, because Telford who built the course as a labor of love over 35 years ago is now 92 years old. Several years ago Telford had turned the management of the course over to others and there was a decline in the quality in pro shop operations and in the condition of the course.

When Zoltan Connor learned the course was available for purchase he immediately began to look into the prospect of purchasing Pleasant Valley. Zoltan believed the course was a diamond in the rough and a deeply underappreciated regional asset. In Zoltan's own words, "Pleasant Valley is a sleeping giant". His intention was to return it to its former condition and have it seen as a top quality course.

Zoltan Connor approached a Pennsylvania bank for financing. The bank requested a formal business plan and referred him to the Indiana SBDC. A plan was prepared and financing was approved for the purchase. Recently a closing was held and Zoltan took over the ownership and operation of the course. Immediately, a number of visible improvements were made, e.g.

- ✓ Installing Frank Connor as the pro and Golf Course Manager
- ✓ using GPS to make distances accurate for golfers
- ✓ new tee markers
- ✓ aeration of the greens
- ✓ defining the fairways and growing the roughs

Many more improvements have been planned and will be initiated as Zoltan has budgeted as much as \$500,000 to undertake those improvements. Memberships are increasing and as they do, more improvements become possible. Consequently, with the SBDC's help a regional asset will become a higher quality asset and potentially the base for further recreational and real estate development adjacent to and in concert with the course.