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Friday, March 26, 2004



Clarence Tabb Jr. / The Detroit News

Ryan Cannon, left, tournament manager for the 2004 Ryder Cup, has contracted with Jerry Lunden of McDonald Modular for the sales and operations office at Oakland Hills.

Local spotlight

Trailer leasing company nets Ryder Cup contract

McDonald Modular one of many to reap gains from PGA

By Maureen McDonald / Special to The Detroit News

SOUTHFIELD — When the Professional Golfers' Association of America came to town looking for a company to supply up to 100 upscale trailers to accommodate 38,000 fans for the 2004 Ryder Cup, they stopped at the door of McDonald Modular Solutions.

"We checked out the best people — locally and nationally — who could deliver the trailers and set them up properly and McDonald Modular demonstrated confidence and reliability," said



Clarence Tabb Jr. / The Detroit News

McDonald Module will supply about 100 trailers for the Ryder Cup, totaling sales of \$100,000. The PGA tour is expected to have a \$150 million impact on Metro Detroit.

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Ryan Cannon, tournament manager, operations for the Bloomfield Hills-based 2004 Ryder Cup Matches.

The bid is worth more than \$100,000 in sales, according to Jerry Lunden, an account manager with McDonald Modular, a 31-employee firm in Southfield. The company built and transported the Ryder Cup's initial 26,000-square-foot office sales and operations office, parked on the north course of Oakland Hills Country Club.

The trailer leasing contract represents just a small part of what Cannon says could potentially net southeast Michigan some \$150 million in economic impact from the two-week tournament in September by the PGA. The projections are based on figures by the Greater Boston Convention and Visitors Bureau from the Boston area's 1999 PGA tournament.

"We see the sale as something that will help us gain national and international exposure," Lunden said. "Camera crews and spectators hail from cities and countries all over the world."

The order list for trailers includes housing for five media outlets, food and catering trailers, security, volunteer committees, marshals, standard bearers and custodians. Many are equipped with electrical outlets, offices, closets, Internet portals and windows. They build handicap entrance ramps on site.

"Ryder Cup has an intricate plan where everything will be placed, right to the inch. We've done the trailers for the Buick Open, the Player's Club Seniors Tournament and the NASCAR Races at Michigan International Speedway. We've never done anything this size," Lunden said.

McDonald Solution maintains a headquarters in Southfield and a storage facility in Milford, with 1,300 trailers in stock. At least 70 percent are out on loan. The most popular size is double-wide trailers, 12 by 60 feet.

Trailers often go in early, before the groundbreaking of a development and come out late, after everything is done. McDonald's biggest customers are Walbridge Aldinger and other construction companies.

The Modular Building Institute, which has headquarters in Charlottesville, Va., reports that modular buildings account for \$4.5 billion in revenue for 250 companies across America.

For an account like the Ryder Cup, McDonald Modular built a custom office. At least 15 more buildings will be delivered to the north course by June and the remainder within a week of the tournament. At least half will be custom built, then leased to other customers afterward.

On 24-hours notice last fall, McDonald Modular delivered 17 trailers for a Three Doors Down rock concert and NASCAR race. Among the uses was a green room for the rock stars, a cafeteria for the crew and media operations.

McDonald Modular Solutions

Specialty: The 76-year-old company supplies trailers for special events, construction offices and modular school buildings. The Southfield-based company has \$10 million in revenue with 31 employees. It also maintains an indoor storage facility in Milford.

Contact: George Zambiosi, executive vice president, at (800) 221-4297 or visit www.McDonaldModular.com.

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“It’s one thing to have a trailer, it’s another to make sure it is right for the job,” Lunden said.

Maureen McDonald is a Metro Detroit free-lance writer.

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