Success hinges on detail
Do a market study or roll the dice, experts tell potential developers at conference

BY MARK LESLIE
The keys to success for golf course developers are to have a market study done, plan with care, put together a team of tested professionals and create "an experience" for the golfer, according to a score of experts in the golf industry.

Speaking at a Golf Real Estate Development Conference in Palm Beach, Fla., organized by Crittenden News Service, experts hammered home the importance of detail.

"The salient message all of us would give to you," said conference chairman and golf course architect Michael Hurdzan, "is 'plan with care.'"

A project should be driven by facts, not Continued on page 22

England learning new ropes

BY MARK LESLIE
Canadian Brian Turner's new $51-million project could be entitled "The Americanization of England," with a plot of taking championship-quality golf course design and maintenance where it has never gone before.

Turner, transplanted to England in 1984, saw an opportunity in Great Britain to combine business (he's a real-estate developer) with pleasure (he's also an avid golfer). The result: East Sussex National Golf Club in Horsted, Sussex, which introduced an American-style golf course and country club to that country for the first time when it opens eight holes of its West Course at the end of August. The rest of the West Course and the entire East Course are expected to open next May 31.

"What I saw was a business opportunity to bring excellence in golf course design and golf course conditioning to the British Isles. It didn't exist over here," Turner said.

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Sci-fi-like invasion worries supers

BY WILL BARTLETT
South of the Mason-Dixon line an invasion is taking place by a well-organized army: Imported fire ants. Lacking any natural enemies, the ants have spread unchecked across the South and Southeast, damaging everything in their path from golf course rough, fairways, cart paths and irrigation systems to crops, grasslands and animals.

There are two methods of treating the problem of fire ants: Individual mound treatment and broadcast treatment of the entire area with a bait insecticide. Most golf course superintendents spot treat the Continued on page 5
The Americanization of England

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There is a strong connection between East Sussex National and Augusta National, host club for the Masters Tournament. Turner not only is importing the American concept of premium-caliber grounds and grass management to Britain but is also bringing in top-notch experts from the United States and Canada — people who have achieved international acclaim in their fields.

Turner said he feels he’s got it at East Sussex and has been importing American-style management. "The first thing for a golfer is to walk out there and have something that really cranks him up when he looks at it. If you can’t do that, I don’t want it," he said.

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- 2-3 — GCSAA seminar on Landscape Plant Materials at Wichita, Kansas.
- 23-24 — GCSAA seminar on Employee Training at Cincinnati, Ohio.

November 1990

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- 9-10 — GCSAA seminar on Safe Pest Management at Raleigh, N.C.
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