**SHAKER HILLS OPENS IN BAY STATE**

HARVARD, Mass. — Golfers in eastern Massachusetts have a new public course. Shaker Hills Golf Club in Harvard—that will provide championship playing conditions, reserved tee times and other amenities usually found only at private clubs, but without the high membership fees.

Shaker Hills golf Club which opened July 4, was designed by Brian Silva and Mark Mungeam. It boasts many unique features, including 85 tees that provide a variety of starting situations and angles of attack. The course measures 6,460 yards from the championship tees, and just over 5,000 yards from the front tees.

Silva and Mungeam took advantage of the 170 acre tract to provide a layout that will test the best players, but can be enjoyed by players of all levels.

Shaker Hills offers 24-hours access to a computerized reservation system via telephone hotline. Players will also enjoy the convenience of a bag drop, plus access to a 300-yard range with grass tees and a practice green. They can also subscribe to the GHIN system (Golf Handicap & Information Network) provided by the Massachusetts Golf Association.

**WALDEN LAKE ADDS 9**

PLANT CITY, Fla. — Nine new holes of golf opened in June in the residential community of Walden Lake, bringing the total number of golf holes to 36.

The new nine, to be called The Oaks, along with the existing Pines nine, will be available to the public. Managing the 18-hole course will be Walden Lake, Inc., which oversees golf operations in San City Center.

The existing 27-hole Jack Nicklaus Golfourse, Inc. and Ron Garl championship course stretches to 7,000 yards, while the new nine adds 3,200 yards.

**FLOOD DOESN'T STOP NEW COURSE**

KNOXVILLE, Tenn. — Despite extensive damage caused by two heavy downpours—commonly called gully washers in East Tennessee—the new golf course in Knox County is scheduled to open in August.

Located in the northeast part of the county, the course lies in full view of nearby House Mountain, the highest county point.

Tom Clark of Ault, Clark, Inc., Kensington, Md., designed the scenic and challenging layout. Multiple teeing areas make it a well-balanced public facility that can be expanded to 6,800 yards for tournament play.

The course will be managed for the Knox County Parks and Recreation Department by Club Corp. of America.

Bill McGraw, busy repairing damage and preparing the course for opening, is the superintendent.

**OCEAN COURSE OPENS EARLY**

KIAWAH ISLAND, S.C. — The Ocean Course at Kiawah Island, site of this year's 20th renewal of the biennial Ryder Cup Matches on Sept. 27-29, opened for limited play on May 24.

Under a limited-play schedule, up to 100 players per day will be accommodated on The Ocean Course. Green fees are $100.

**GOLF COURSE NEWS**

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**Pros cashing in on name, knowledge...**

**Touring men feel they can translate their skills into design...**

*By Bob Seigman*

Money and the desire to stay involved with the game have attracted many aging professional golfers to golf course architecture. Jack Nicklaus and Arnold Palmer were the trailblazers. Following their lead are such players as Tom Weiskopf, Fuzzy Zoeller, Ben Crenshaw, Larry Nelson, Mark McCumber, Tom Watson, Hale Irwin, Curtis Strange, Gary Player, Lee Trevino, Johnny Miller, Greg Norman, David Graham, Gary Koch, Craig Stadler, Jerry Pate, Calvin Peete, Corey Pavin, Hubert Green and Dan Pohl.

"It's like the domino effect, beginning with Palmer and Nicklaus and fanning out from there," Nelson said. "Other players have seen how much enjoyment they get from it."

Not to mention money. Nicklaus gets $1.55 million per course, Palmer $1 million, Player $500,000, McCumber and Nelson $350,000. McCumber, who has designed more than 30 courses, said many professionals are involved with golf course design because of the large fees.

"Golf is in a boom and they're jumping on the bandwagon," said McCumber, who won the Players Championship in 1988. "Each one of them has varying degrees of involvement.

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**Fream's courses win judges' laurels**

**Continued on page 28**

**By Peter Blais**

Check the biography of almost any winner of a Professional Golf Association Tournament and chances are he's designed a course somewhere.

Then turn to the Ladies Professional Golf Association player guide and thumb through the biographies. Rarely a handful of the top female players are credited with trying their hands at golf course architecture.

Why?

"It always comes back to who controls the money," said Jan Beljan, a college-trained architect with Tom Fazio Design Co. and one of only two females (Alice Dye is the other) belonging to the 100-member American Society of Golf Course Architects.

"Women have made advances. But it's still basically a man's world. Until the men who develop courses can look past gender, it won't change."

Added Craig Jones, executive vice president of Gary Player Design Co.: "A woman player/designer isn't a strong selling point right now. There's a perception a course designed by a woman player would just be a short course."

Thanks to television and the success of the PGA and Senior tours, there are many well-known male players. Developers hire them hoping name recognition will help sell memberships and house lots.

Our Under the Influence of a Touring Pro Mark McCumber is an active golf course designer. One of his creations is Queen's Harbour Yacht & Country Club in Atlantic Beach near Jacksonville, Fla. This is a view of the 3rd hole.

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**Fream's courses win judges' laurels**

**Continued on page 30**
Male professional players, some fascinated by the development of golf courses

Continued on page 27

ment. If the economy stays tough and fewer courses are built, you'll see fewer guys getting on the bandwagon, and some guys who are doing it will stop."

Weiskopf, thought by some to be the most serious about agronomy and other scientific aspects of design, said: "They think it's easy because so-and-so does it. He does it and makes a lot of money on it. It is not as easy as it appears to be. It is a full-time job. It is a full-time effort."

DIFFERENT BEGINNINGS

Some playing professionals, like McCumber, were involved in course architecture early in their careers. Crenshaw said he was fascinated by golf course architecture when he was 16, but didn't begin designing courses until two years ago.

Zoeller entered the field after back surgery in 1984 endangered his playing career. Nelson and Weiskopf wanted to stay involved with the game after retiring from active play.

Touring pros enter the design field with different degrees of expertise.

McCumber worked at Hyde Park Golf Club in Jacksonville, Fla., picking crabgrass to earn money for greens fees while in high school. The course was built by Donald Ross, whose style McCumber has tried to emulate.

A partner with his older brother, Jimmy, McCumber also took landscape design courses in college.

Nelson, a former U.S. Open and two-time PGA champion, brings an artistic background to design. He was an illustrator at Lockheed Aircraft and learned how to read a topographical map while in the military.

Zoeller, a former Masters and U.S. Open champion who has designed 10 courses, including TPC courses at Summerlin in Las Vegas, Nev., and Southwind in Memphis, Tenn., said: 'I've seen enough golf courses to know what's good and what's bad.'

"Since I've been playing golf, it gives me a little bit of an idea of what should and shouldn't be done," echoed Nelson. "I don't have the formal training a gold course architect does. The thing that qualifies me is my sensitivity to the game of golf and the environment and the developer who is trying to sell greens fees or lots. The best association is for one of the people who has gone to school to learn the technical aspects, to combine with someone who knows the playing aspects of the game."

CLASSICAL PLAYABILITY

Certain constants pervade the thoughts of PGA Tour players toward their designs. They want to build courses that:

- all levels of golfers can play;
- make golfers think, rather than just bash the ball; and
- are natural in appearance and classical in style.

"I think the best courses we've seen since the 1930s will be built in the 1990s by some of the playing professionals," said Weiskopf. "We are going back to the traditional style of building golf courses. Maintenance, criticism and competition have forced us that way."

"With Watson and Crenshaw getting into the business, and David Graham and Gary Player, we'll see some great traditional work," said Jay Morrish, who is Weiskopf's partner. "Crenshaw and Watson will put some of that old feeling in there."

Crenshaw, the 1984 Masters champion, said: "It seems to me the older, more traditional courses have stood the test of time. It seems all the very fine courses blend with the existing terrain. They don't fight it. They're more in touch with variety and shot value. I share the philosophy that less is more. If I had a nice piece of rolling terrain, I would do as little as possible as far as moving dirt."

Pros may not want to move much earth, but they do want their courses to move golfers to feel enjoyment in having played there.

"You've got to build a golf course for the players who pay the bills. They're your average golfers," said Zoeller, who wants his courses no longer than 6,800 to 7,000 yards. "I try to build a course that's fun for the people. I want them to bring back four or five of their friends."

"You want to introduce the course to all levels of golfers," Crenshaw said. "That should be the prerequisite of all golf courses."

But the common denominator is the thought process of the game. PGA Tour professionals say they have constructed their courses with a se-
nuances of design, want to try their hand

ries of options for all levels of players. Zoeller and Nelson said they have been influenced by seeing what amateurs in pro-ams can and cannot do. As McComb said, "Golf should be a subtle game where everything adds up to be dramatic."

"We want to try our hand at a course that's natural and that makes you think before striking," Crenshaw said.

"We try to offer a lot of options from tee to green," Nelson said.

Touring pros are incorporating many philosophies in their creations. Setting up proper directions and angles is prominent. Crenshaw, for example, said bunker on the inside of a dogleg can open up a better angle to the green.

McCumber said he won't use vertical lines on a golf course because nature doesn't offer them to designers. He also avoids uphill, 440-yard, par-4 holes into the wind because of the difficulty in reaching them in two shots. He refrains from having the 9th and 18th finishing west because he said players will have trouble seeing the hole as sunset nears.

On a 220-yard, par-3 hole, McCumber will redesign the green to be more accessible on the back. The average player's slice will give them a better chance to get to the hole. Weiskopf tries to combine a variety of easy against hard holes, right against left holes, and uphill and downhill holes. He said you'll see four or five consecutive par 4's is not a good sequence.

"Routing is the most important part of a golf course," Weiskopf said. "It's routed properly and relates to the terrain, then you have aesthetics."

"Angles are one of what golf is all about," Crenshaw said. "It accommodates a lot more thinking."

Placement and use of hazards also plays prominently into the thinking of professionals. Crenshaw, who has designed two courses and is a partner with Bill Coore, favors using few artificial hazards.

Zoeller, who has worked with such architects as Bobby Weed, Claude Johnston and Bob Lohmann, said he doesn't like carries over water of more than 150 yards. Weiskopf favors using no artificial hazards.

"We always try to design a hole so a higher-handicap player can get from tee to green without a 200-yard carry over water or sand bunkers," Nelson said.

"As (W.A.) Tillinghast said about Winged Foot (in Mamaroneck, N.Y.), there are no forced carries of the sink-or-swim type off the tee," Crenshaw said.

The position of the hole is also important to the pros-turned-designers.

Nelson said multiple pin placements can increase the difficulty of fairway shots to the green. Zoeller likes more openings to greens.

Weiskopf prefers to have more clipping and pitching around green edges.

McCumber said players should face tougher puts if they aren't in the right position.

Crenshaw likes gently rolling, contoured greens.

"If you have flat greens, you have nothing," Crenshaw said. "If half of the strokes are up and around the greens, you must be challenged."

Other factors enter into the design of the players. McCumber favors a variety of holes, designing par-3's for a course, he tries to build one that's virtually unreachable in two shots, one that's usually reachable in two shots, and two that are reachable in two shots in the right conditions.

McCumber said he tries to design his courses so that players will hit drives with their driver, 3-wood and 1-iron. He is also against blind shots.

"Players should see where they're hitting whenever possible," McCumber said. "I want the player to mentally picture golf shots."

Yet no matter what a PGA player's ideas are for the course, no matter how much expertise he may or may not have, he must always work with his client.

"We don't go into every course we build to make a U.S. Open course," Nelson said. "We try to make a course that the player needs and we advise how and what his needs are."

McCumber said: "I would like to think our courses could be played by everyone. Hopefully, we'll have the requirement for who the course is built for."

Apart from financial, what are the other rewards?

"For me, it's fun to see the courses you have designed have people come up to me and say how happy they are for having played there," Nelson said.

They all hope their courses will stand the test of time.

"I would like for people to have great enjoyment from a course we build," McCumber said. "I would like to build a course that isn't dated. And, if it is dated, I'd like someone to say it has been here 60 to 70 years."

The greening of Steele Canyon is now complete

Gary Player designed it. Al Beauchamp developed it. And now, with the help of more than 30 pieces of John Deere equipment, Dave Buckles supervises its maintenance. The course is Steele Canyon, a premier 27-hole facility just opened in San Diego, California.

"This is a first-class development," says Superintendent Dave Buckles. "Gary Player compares it with some of the great courses he has played around the world, so top-of-the-line maintenance was part of our plan from the start. That's one reason I decided to go with John Deere equipment."

I was familiar with John Deere from the course where I previously worked, and was very impressed with every piece of equipment I tried, especially the 1200 Bunker and Field Rake and 2243 Greens Mower. They do a great job and have features you can't even find on other machines.

I never realized John Deere had such a complete product line, from large mowers and utility vehicles to string trimmers and blowers. When I compared products, price, productivity, financing and parts support there was no question that John Deere was the best way to go.

For the name of your nearest distributor or free literature on all John Deere Golf and Turf Equipment, call 1-800-544-2122 toll-free or write John Deere, Dept. 956, Moline, IL 61265. Like Dave Buckles, we know you're going to like what you see.