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“Our expertise is in operations and marketing. Jim and John will be involved to an extent, promotionally,” said GolfCorp Senior Vice President of Marketing C.J. McDaniel, adding that:

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GOLF COURSE NEWS

Hurdzan Cooks up a treat outside Columbus

By MARK LESLIE

SHIVILLE, Ohio — From cornfield and atrazine to golf course and ecology. That’s the story of Cooks Creek here — a golf course that has transformed a flood plain into a wetland haven for waterfowl and other wildlife.

I think it’s probably a good prototype of what modern golf architecture is going to be in the years to come,” said Dr. Michael Hurdzan, who designed the course along with PGA Tour pro John Cook. “It doesn’t look contrived. It looks natural. It’s believable, even though we did an enormous amount of earthwork. It enhances the environment.”

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BRIEFS

URREN JOINS FAIRWAY

TEMECULA, Calif. — Fairway Construction has appointed Ron Freund manager of its new Irrigation Division. Freund, who has worked in the irrigation industry for more than 16 years, will be based at the company’s headquarters here.

The creation of a new Fairway Irrigation Division will help us provide a broader range of professional services for the golf course industry,” said Gosch. He was previously affiliated with High Tech Golf as an irrigation sales representative for Southern California, and worked with Hunter Industries.

WATER OF ALL SORTS AT TURTLE CREEK

O’FALLON, Mo. — The Falls At Turtle Creek, an 18-hole daily-fee golf course here, opened for play May 27. Missouri National Golf Links, a St. Louis-based partnership headed by co-general partners Robert Saur and Ed Schult, is the developer. The 192-acre complex includes an 18-hole course, driving range with separate instruction areas for youth and adults, a fully-stocked pro shop and clubhouse. The Falls At Turtle Creek features three waterfalls. Fairways are planted with Bermudagrass. Greens are bentgrass. The bunkers are tree-lined.

The 7th hole at the Barry Serafin-designed Players Club at Foxfire.

Serafin becomes marketable in competitive Ohio region

Ask the folks in Columbus, Ohio, about The Players Club’s new golf course — Foxfire — and you’ll hear it is a major, challenging addition to that golf-rich region. Discover who designed it and you’ll discover a relatively new name — Barry Serafin.

Serafin's design work includes four years of course design and development. He will focus on marketing efforts for new course and renovation projects.

In this instance, it’s perhaps a little different in that some perceptive Filipinos are saying, ‘Why can’t we be a foreign country?’

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preparations for design of the course for the handicapped in Akron, Ohio. Is the public-access law going to impact the design of courses in the future?
Serafin: Definitely. Obviously, there is major concern about it. It's something as designers we have to be aware of, and incorporate it into our designs.

GCN: Will it hamper the design?
Serafin: I don't think so. Obviously, there is a part of the population who are handicapped and who want to play golf. We need to accommodate them. It's the same thing as with women's tees and the progress we've made in that the past few years. They want to play golf and we need to accommodate them.

GCN: Going off on your own was a huge step. Have you discovered that perhaps life was easier working for someone else?
Serafin: The first few years it was harder. I worked with Mike Hurdzan and Jack Kidwell for 4-1/2 years. In 1991 I started my own design firm. It has worked out well. I have been steadily busy throughout Central Ohio, and am looking to expand from there. As in any profession, it's a matter of establishing your name in the market.

GCN: It's something like a young actor looking for his first big break.
Serafin: Yes. I was very fortunate that I had the new nine at the Players Club — Foxfire. It has literally led to almost all my other jobs. It's been a domino effect.

GCN: Are more skills required now to be an architect than years ago?
Serafin: Yes. Everything progresses. Designers need to be more knowledgeable in a lot of different aspects — not just design. Turfgrass is more a science now.

So you need to have a basic agronomy background. You need to be aware of the environmental and disability issues and all the others. It's all part of change, part of advancing. You need to change with the times.

GCN: Like the grasses.
Serafin: Exactly. They come out with new varieties every year. It's something you need to be aware of.

GCN: Do most architects stay on top of the NTEP (National Turfgrass Evaluation Program) tests?
Serafin: I'm sure they all get copies of them. Whether they study them, I don't know. I look at them, and I work one-on-one with the sales reps.

They deal with them all the time. And for the rest of us, it's very hard to stay on top of that and on top of all the irrigation changes coming out, all the environmental issues. I talk to two or three reps, and then make a decision.

GCN: Is there a particular challenge you'd like to be faced with — a dream of a mountain site, or an ocean site, for instance?
Serafin: The Columbus market is actually saturated with private courses right now. Robert Trent Jones Jr. has built a couple [WedgeWood and Jefferson golf and country clubs] in the last few years. Jack Nicklaus II has done the Medallion Club. But there is a market for public golf courses.

The developers are not there to compete with Muirfield, Scioto, or Double Eagle. There is that potential. There is an internal challenge, not only to prove it to the owner but to yourself as well.

GCN: What are the toughest challenges that developers face today to get a project off the ground?
Serafin: Most the projects I have done have not had any environmental problems to speak of. Before the project even starts, we talk with the Department of Natural Resources and EPA [Environmental Protection Agency] and ask them what they need from us. Then we incorporate it. We try to avoid anything up front.

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Byrd, Cornish, Herfort elected ASGCA Fellows

Willard Byrd, Geoffrey Cornish and Don Herfort were elected Fellows of the American Society of Golf Course Architects at the society's recent annual meeting in St. Andrews, Scotland.

ASGCA Fellows are regular members who have been in good standing for 10 years or more, have reached the age of 70 and have been approved by the ASGCA board of governors.

Byrd founded his firm in 1956 and has since developed more than 100 golf courses throughout the Southern United States. His designs include Atlanta Country Club in Atlanta; Heather Glen in Little River, S.C.; Country Club of North Carolina in Pinehurst, N.C.; Wexford Plantation in Hilton Head Island, S.C.; and Longboat Key Club in Longboat Key, Fla.

Cornish has designed more golf courses in New England (240) than anyone in history and is co-author with Ron Whitten of the definitive history of golf course architecture, *The Architects of Golf*.

A past ASGCA president, he is also one of only three ASGCA members to receive the society's annual Donald Ross Award for contributions to the profession of golf course architecture.

Among Cornish's designs are the International Golf Club, Bolton, Mass.; Summerlea Golf & Country Club, Montreal; Center Valley Club, Center Valley, Pa.; The New Ashburn Golf Course, Halifax, Nova Scotia; and The Quechee Club, Quechee, Vt.

Herfort, active as an architect since the mid-1960s, has designed 45 golf courses while remodeling or expanding an additional 160. To his credit are Northwoods Golf Course, Rhinelander, Wis.; Indian Hills Country Club, St. Paul, Minn.; Pebble Creek Golf Course, Beverly Hills, Calif.; Lake Laser Course, St. Paul, Minn.; and Oak Glen Country Club, Stillwater, Minn.


Q&A: Serafin

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opportunity. But, like myself, we will be given that opportunity one of these days.

GCN: What is your philosophy of design?

Serafin: I am more of the natural, or minimal, type... The majority of my work is in public golf. These clients can't move a million yards of dirt, because once I leave, it's a going business, and how soon are they going to get a return on their investment? Much sooner if we move 200,000 or 300,000 yards of dirt as opposed to a million. That's my responsibility to the owner, also. If money's not an issue, that's fine. But I sit down with the owners at the outset of a project and find out their intent and priorities.

GCN: Should architects be more concerned with the speed-of-play issue?

Serafin: Definitely. You need to look at it on a project-by-project basis. How many people play there a year? If there aren't many, then you don't have to worry about speed of play. But if you're building a public golf course and you need to push through as many people as fast as possible, the architect needs to be aware of that. The greens, the bunker placement and other hazards all come into play.

GCN: What advice would you give to an aspiring golf course architect?

Serafin: There are so many already. There are three former employees of Mike Hurdzan who are in business in the Columbus area. As he said, 'Today's employees, tomorrow's competition.' That's true. There is so much growth in golf development that there are a lot of guys breaking off and taking advantage of that.

But, as for advice, they need a thorough understanding of turfgrass and construction. A background in landscape architecture will certainly help. I'd say: Just have a love for the business. I absolutely love what I do. I get up every morning and can't wait to get out on the projects and to see what progress has been made... and try to learn something new every day. Once you think you know everything, that's when you start regressing.