THE WORLD OF DEVELOPMENT '97

An international environmental organization plans to develop 100 golf courses across the country, using land given to it by government agencies and individuals. A major developer begins construction of the largest (42-square-mile) golf course community west of the Mississippi River. New, more restrictive national wetlands regulations take effect but can't terribly slow construction as more than 400 new and expanded golf courses are unveiled to golfers.

While paradoxical in some ways, the 7th year of the decade of the 1990s added another rung to the ladder of spiraling growth in golf. In these pages we have put together a few slices of pie we hope give the flavor of golf industry this year.
— Mark Leslie

Notable Quotables

• 'To this day I've never had a 'job' — quote-unquote. My life is a continuous adventure, from one place to the other.' — Dana Fry, course architect

• 'By and large, it's (golf course construction) a pretty safe industry. You're dealing with dirt, not 2-by-4s.' — Skip Lynch

• 'In the '20s there were pros who dabbled in golf course architecture. But if you had a golf course today, who would you rather have had design it — Walter Hagen, or [A.W.] Tillinghast or Ross?' I think it would be Tillinghast or Ross. And I think that's what's going to happen 20 or 30 years from now. People won't care that a big-time player who won two majors designed a golf course. They are going to want to know that it was Steve Smyers, or Bob Lohmann, or Stephen Kay.' — Stephen Kay, course architect

• 'I was a one-employee show... I made sure I could park my dozer close enough to the tractor so I could jump from one to the other without having to hit the ground.' — Allan MacCurrah, explaining his start in course construction

A Father & Son Union:
No hazards reported in partnerships

By MARK LESLIE

Tim Nugent was born on a golf course construction site. W. Bruce Matthews III grew up at Grand Haven (Mich.) Golf Course, managed by his father. Carter Morrish has been around the likes of Jack Nicklaus and Tom Weiskopf since he was a toddler. Heck, golf course architect Bob Cupp was his youth football coach. When Trent Puddicome was born two years ago, his architect dad, Mark, assessed him this way: "Just another little shaper."

This father-and-son golf course design gig can no longer be dismissed as merely anecdotal. It has gone beyondfad to trend.

The golfing public generally knows the Joneses (Robert Trent Jones Sr. and sons Rees and Robert Trent Jones Jr.), the Dyes (Pete and Alice and sons Perry and P.B.) and perhaps the Nicklauses (Jack, Jackie and Gary). But, there are more: the Nugents (Dick and Tim), Morrishes (Jay and Carter), Robinsons (Ted and Ted Jr.), Aults (Brian and Eric), Cupps (Bob and Bob Jr.), Davises (Arthur and Lee), Philips (Dick and Rick), Kernses (Gary and son Ron), Puddicomes (Sid and sons Grant and Mark) and Moores (Bob and Dave).

The list goes on. There's Tom Fazio's boy in the dirt with his Tonka truck, and Dan Maples' son in his pile of dirt-cum-miniature golf course.

"Trent already has a toy John Deere dozer," said Mark Puddicome. "He's the only kid with a USGA-"
TPC network takes off
Continued from page 28
Development, "is to be in locations that allow us to improve existing tournaments, provide a location that is designed for spectators from the outset, challenge the Tour pro and entertain the average golfer. We also provide a site where the tournament sponsor doesn't have to pay a rental fee. Charities are generally the sponsor. If we provide a rent-free facility, that leaves more for prize money and charitable donations. So our primary focus for development is in areas where the tournament has outgrown its present facility and needs a new spot to reach its potential."

Much of the growth in the TPC network started during the mid-1980s was tied to the need for sites to hold PGA Senior Tour events.

The PGA Tour has traditionally opened two to three new TPC facilities annually, says Tomlinson. "The idea is to be out of the Senior Tour events. The PGA Tour wants to be at least a participant, if not a co-sponsor, in any of the Senior Tour events. And we've been able to do that," Tomlinson said. "We've been able to do that because the Tour has outgrown its present facility and needs a new spot to reach its potential."

The PGA Tour has traditionally opened two to three new TPC facilities annually, said Tomlinson. The Tour hopes to increase that to four to five a year, doubling the number of facilities within the next five to seven years. The PGA Tour wants to be at least a part owner and operator of all the new TPC operations it opens, Tomlinson said.

Like father, like son
Continued from page 23

Bruce Matthews likens the heir apparent of course architecture to that of old-fashioned apprenticeship. "It's like a watchmaker, tinker and silversmith," said Matthews. "Look at what the Jones boys are doing: just what dad did. I'm doing just what granddad [W. Bruce Matthews] and Uncle Jerry [Matthews] did. The same with Dan Maples [son of Ellis]. All of us, doing what dad did, with our own twists."

Many sons of architects have gone into other fields altogether, only to return to their "roots" — outdoor work with their fathers. And others know from an early age they want to work in golf — in some way, or in whatever way they can — and never stray.

"Before joining me, Tim got a degree in engineering and construction management and was building high-rise office buildings," said Dick Nugent, whose firm is based in Long Grove, Ill. "I told him, 'You know all the skill of the construction industry, but you need to know about the money.' He went back to school and got an MBA, then came here; he has added a lot to our business."

Bruce Matthews and Grant Puddicombe were superintendents before jumping aboard their family design firms.

"I thought I'd always work on a golf course — in what role I wasn't sure," said Grant Puddicombe, who worked as a superintendent for two years before he and Mark confronted dad Sid, also a superintendent, at Christmas time 1980. They immediately set about opening their firm, headquartered in Nisku, Alberta, Canada.

"I've been around it [golf course design] my whole life," said Carter Morrish, "golfing out to Shoal Creek [in Ala.] with him...traveling with Dad in the summers. It's always been in my head. It's just a natural thing."

A natural thing — in the genes, perhaps?

"I think it's a combination of genetics and or background," said Jay Morrish. Sid Puddicombe agreed about the influence of perspective. "I think it's just what children are exposed to," he said. "Growing up on a golf course and being involved in it, you get attached to it. They've tried other work and the love of golf has brought them back."

"He knows the business inside out, by osmosis, growing up in it," Dick Nugent said of Tim. "He knows all the fundamentals of drafting and drawing and presentations — how to shake the ideas off your fingertips onto the paper."

"In my teen years I was drawing golf courses," said Bruce Matthews. "I think it comes inherent in a love of the land. We were an outdoor family. While hunting and fishing, you look at land forms and how and why they happen."

In the various father-son businesses, there is give-and-take — both ways. "There are a lot of things we've kept in perspective that our father taught us," said Grant Puddicombe. "Do it right. Do it once. For us the biggest way to keep quality control is not to do too much work, to limit what we can control and handle."

"I've got my own style," Bruce Matthews said, "but if you superimpose one of my greens over one of granddad's, an architect could say, "I know where that came from.""

The children have added various dimensions to their fathers' businesses and design projects as well.

"When we added Tim, we expanded our abilities greatly, in everyday business, helping clients with their pro forms," said Dick Nugent. "When you do a golf course, you do a business plan, a pro forma, to come up with how you're going to pay for it. It helps if you're on the same page as your client... Tim also has a lot of ability in the design area. He has a good eye for things."

"I added maintenance and operations [know-how]," said Bruce Matthews, who has now opened his own company, Design 3, based in East Lansing, where Uncle Jerry also has a practice. "I had a turfgrass degree. Jerry has a landscape architecture degree and a master's in urban planning."

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