

BRIEFS



SASSER FORMS GDC, PROJECT MANAGEMENT CONSULTANCY

TEQUESTA, Fla.— Tom Sasser has formed Golf Development Consultants (GDC). The company will specialize in pre-development project management and technical service support for golf course construction. “Many developers begin projects without a full understanding of the methodology and costs associated with the development of a golf course,” said Sasser, who has more than two decades of experience in land planning and golf course construction. Sasser retired from the Golden Bear organization after 18 years, and most recently served as president of Paragon Construction. Sasser can be reached by calling 561-748-9052.

CALDWELL JOINS OLSEN TEAM

ANAHEIM, Calif.— Jerry Caldwell, a construction management veteran with more than 30 years experience in hospitality and golf course development, has joined R.D. Olson Construction as senior project manager. Caldwell, who resides in Phoenix, Ariz., served as project manager of hotel development for La Quinta Inns & Suites before joining the R.D. Olson Construction team.

NIEBUR PROMOTES MCGRAW

COLORADO SPRINGS, Colo.— Niebur Golf, Inc. has promoted Frank McGraw to the position of general superintendent. He will be responsible for the field operations on multiple projects. Niebur Golf provides construction services across the nation. Its current clients include projects ranging from Salt Lake City, Utah, to Southport, N.C.



BAY HARBOR NINE EXPECTS COMPANY IN '97
Bay Harbor Golf Club in Petoskey, Mich., is one of 10 projects Arthur Hills and Associates will open for play during 1997. Nine holes opened at Bay Harbor during '96, but Hills will open another 18 this year. For a rundown of Hills projects, see story page 45.

NEW FRONTIERS

Domestic golfers make Colombian market viable

By MARK LESLIE

BOGOTA, Colombia — “I think Colombia now is like the U.S. was in the early 1960s when we just discovered golf and found that people could afford it,” said American golf course construction consultant Jerry Pierman.

Pierman, former president of the Golf Course Builders Association of America, is working with Jack Nicklaus and his Golden Bear International golf course design company on a project in Bucaramanga. Other foreign course designers are also busy here as this country awakens to the world of golf and its attraction to tourists. Not only are middle-class Colombians discovering the game of golf, but so are the operators of its resorts, which draw tourists from Europe and Canada to this country where temperatures are inviting year-round.

“It’s ideal,” golf course architect Gary Linn said of Colombia. “It’s Hawaiian. It’s California at its best. Mountainous, but with palm trees, thatched roofs... a special place.”

The mountains here are cool and inviting while the oceanfront is beautiful. American course architect Jeff Myers, who is remodeling Club Compestra of Medellin’s nine-hole city course on the

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OTTO STRUTS STUFF IN GARLAND

The sun beats down on the new Fountains Course at Garland, a resort in Lewiston, Mich. The Fountains, a Ron Otto design, opened for play late last year. Otto, who recently founded Garland Design Group (GCN January '97), laid out all four courses at Garland, with a fifth underway.

ASGCA Directors speak on design



The officers of the American Society of Golf Course Architects (ASGCA) sat down in February to speak with Golf Course News, for a second time following a November visit, on issues affecting golf course design and maintenance. Taking part were ASGCA President Denis Griffiths, Vice President Alice Dye, Secretary Bob Lohmann and Treasurer John LaFoy. Here are excerpts from that conversation.

Golf Course News: Many courses are billing themselves as “playable for the high-handicapper yet challenging to the better golfer.” Does this inhibit your design style, and are we making cookie cutter courses?

Alice Dye: I don’t think so at all. By changing the angle of your tees, and a few things like that, you can make golf courses that are very challenging for back-tee players and still very playable and manageable for everyday players.

Let’s take one of the hardest golf courses in the world — PGA West [a Pete and Alice Dye design]. From their tees, the ladies play in less time than the men because it is very manageable for them. We gave them a good angle. There may not be an opening to the pin, but there is one to the green, and there are no forced carries except on par-3s... Because of the angle of the back tee, low-handicappers are shooting over the lake, through the fairway, into a bunker, whereas the angle

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Marsh gains U.S. foothold with HNTB

KANSAS CITY, Mo. — Golf course designer Graham Marsh, who has long been active in Asia-Pacific, has formed an association with the golf course architect group of HNTB Corporation to offer design services in North and South America.

Graham Marsh Golf Design/HNTB will provide full-service de-

sign of upscale golf courses, as well as related developments — residential communities, resorts, hotels, retail and entertainment facilities.

The association’s first project is in Independence, Minn., for Burnet Realty. Graham Marsh Golf Design/HNTB is master planning a 600-acre development to include 60 to 85 residential lots, and 18-hole, high-end daily fee course, a learning center, equestrian facilities and trails, and a 15-

Graham Marsh (2nd from left) surveys a Filipino site with HNTB’s Steve Bauer (left) and a bearded Terry Morgan, representing developer Fil-Estate Group.

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Marsh/HNTB

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acre softball and soccer complex. Construction on the golf course and residential infrastructure will begin this summer, with the course scheduled to open in 1999.

Active on the pro circuit since 1969 and winner of 60 international tournaments, Marsh started Australia-based Graham Marsh Golf Design 10 years ago. The group has been responsible for more than 25 courses in Australia, New Zealand, Japan, Malaysia, Indonesia and the Philippines.

HNTB is an 80-year old planning, architecture and engineering firm headquartered here, with more than 2,000 employees in 60 offices nationwide. HNTB has planned and designed new and renovated golf courses and resorts throughout the United States and Japan.

Marsh said he chose to associate with HNTB not only for its extensive resources and golf course experience, but for its recognized planning abilities.

"A well designed golf course is just one element in today's development schemes," Marsh explained. "Through their experience in golf course design and planning residential communities and resorts throughout the U.S., HNTB has the savvy to maximize prime residential lots and designate commercial components that create the right synergy to assure long-term financial success of any development.

"Their in-house capabilities — including clubhouse architecture, civil engineering, environmental planning and landscape architecture — mean that we can provide turnkey design."

HNTB Vice President and Director of Golf Course Architecture Chris Dimond added, "As a member of the Senior PGA Tour for the past three years, and an international competitor for more than 26 years, Graham sees the best of the best. His experience as player and designer will help attract players and assure ongoing revenues for course operators."

Graham Marsh Golf Design/HNTB will make use of sophisticated computer technology — to assist in document preparation, to control earthworks costs, to enable Marsh to review designs from remote locations while on tour and to produce "fly-throughs" of designed golf holes for owners to use as marketing tools.

"We've been using 3D imaging and animations for several years to help fine tune the design of each hole so that the real-life experience matches golfers' expectations," said Dimond. "It also serves as an excellent tool to reduce construction costs, help in the environmental approval process and assist the contractor in the field."

First of five Palm-Aire renovations complete

POMPANO BEACH, Fla.— Palm-Aire Country Club, home of the Florida Open Golf Championship, has completed a massive greens/fairway/irrigation improvement project at its Palms course.

The project was supervised by International Golf Management, Inc. (IGM), a Lakeland-based firm which provides contractual golf course maintenance services at the five Palm-Aire courses.

All of Palm-Aire's golf courses are scheduled to be upgraded, starting with The Cypress, where work begins early in 1998. Palm-Aire Country Club is owned by Palm-Aire Development, a Philadelphia-based firm owned by developer Jeffrey Orleans.

Designed by the team of Karl Litten and Lorrie Viola, the \$800,000 Palms project provided for the redesign and rebuilding of the greens, bunkers, select tees and fair-

ways, in addition to major irrigation and drainage improvements. The project, which began in April, is the first significant facelift for the Robert von Hagge-designed course since it opened in 1959.

IGM equipped the Palms course with an OSMAC irrigation system by Toro, in addition to new irrigation around all greens. The project also provided for improvements to the fairways and tees, the installation of USGA-approved green mix, and the conversion of the putting surface on all greens from Bermuda 328 to Tifdwarf.



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