

## BRIEFS

### PALMER ANNOUNCES NEW DESIGN NORTH OF DES MOINES

PONTE VEDRA BEACH, Fla. — Arnold Palmer's latest project for the Palmer Course Design Company is called Big Creek located just north of Des Moines in Polk City, Iowa. The 18-hole golf course is to be developed and constructed by the Enebak Construction Co. based in Northfield, Minn. The company has previously worked with the Palmer design firm in Minnesota at the Tournament Players Club of the Twin Cities in Blaine, and at the Deacon's Lodge Golf Course in Breezy Point.

### ROUTING STARTS AT SOMERSETT GOLF CLUB IN NEVADA

RENO, Nev. — The canyons, creeks and rocky outcroppings of the Sierra Nevada foothills will be the future site for the Somerset Golf Club. The design team includes U.S. Open champion Tom Kite and architects Roy Bechtol and Randy Russell. The routing for the 18-hole course, scheduled to open in 2003, was staked out in August to compliment the master-planned community located at the foot of Peavine Mountain. Plans call for approximately 2,200 residences on 2,076 acres with more than half of the property set aside for open space.

### MILLER TO BUILD TWO IN UTAH

HURRICANE, Utah — SUN Realty and Johnny Miller are teaming up here in southern Utah to build the first of two Miller-designed courses at Outlaw Ridge Resort and Golf Community. The community will be designed as a destination resort with a hotel, spa, tennis center and a Johnny Miller Golf Academy. One of the Miller courses will be a private layout and the other will be a high-end daily-fee track. The project is located 40 minutes from Zion National Park and 90 minutes from the North Rim of the Grand Canyon. Construction on Outlaw Ridge is scheduled to begin in the spring of 2002.

### FREAM OPENS FIRST NJ COURSE

CAPE MAY COUNTY, N.J. — Fream & Dale Golfplan has finished its first golf course in New Jersey. The Shoregate Golf Club at Ocean View will join south Jersey's golf market next summer. The layout, which was built for less than \$5 million, is just three miles from the ocean and features undulating fairways and challenging bunker placements.

GOLF COURSE NEWS

## 2001 Newsmakers

# Pascuzzo tackles technology, affordability issues

EL DORADO HILLS, Calif. — *The American Society of Golf Course Architects* has taken a stand this year, issuing position papers on golf club and ball technology and affordable golf. *GolfCourse News* recently caught up with ASGCA president Damian Pascuzzo to discuss how these two interrelated issues are impacting the game of golf.



*GolfCourse News*: Why has the ASGCA tackled these weighty issues this year?

**Damian Pascuzzo**: When I became president I sat down with my next two successors, Jay Morrish and Clyde Johnston, and came up with an agenda. We prioritized them and narrowed it down to the impact of golf club and ball technology on golf course design and the need for affordable golf. This allows the association to focus its efforts for the next three years.

*GCN*: Why is golf club and ball technology at the top of your list?

**Pascuzzo**: We don't make the rules and we don't make the equipment, but we certainly see the ramifications of the clubs and balls on today's golf courses. We can also see what it is going to do to tomorrow's golf courses if some checks are not put in place.

We are seeing a direct linkage between the ball flying farther and the increased acreage required to contain the ball not only in length but also in width. When the ball is hit badly it is now going farther left and right. As a result, the corridors that we create for golf have to get wider and that requires more acres which means that development and maintenance costs increase.

*GCN*: Is the art of the long iron dead?

**Pascuzzo**: I wonder: are we really seeing shot-making at its highest level today in professional golf? How do you design a par-4 where a pro has to play a driver, long iron? Part of the skill of the game is certainly gone.

*GCN*: What is the best solution to the problem?

**Pascuzzo**: Jack Nicklaus has talked about the idea of a tournament ball. As an organization I don't think we would support that. We don't want to see a stratifica-

tion of the game because one of the cool things about golf is the level playing field. We don't care if something is done to limit the clubs or the balls. Our point is that something needs to be done. We



ASGCA president Damian Pascuzzo

are bearing the brunt of this and we need to get people talking about this issue.

*GCN*: How does technology impact affordability?

**Pascuzzo**: Cost is the other part of the equation. We have had flat participation rates for the last four years and in the

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## 2001 Newsmakers



Pete Dye's Lost Canyons Golf Club outside of Los Angeles is one of the 19 new public tracks to open in California this year. The 17th hole is pictured above.

# Public golf boom continues despite construction slow down

By DOUG SAUNDERS

Although golf course construction slowed in 2001, the trend towards public golf remained constant. According to the National Golf Foundation 72.5 percent of all facilities opened last year were daily-fee courses.

The continued popularity in the game, and the severe lack of quality public courses in many major population regions accounts for this steady figure. Large states such as California, Florida and Texas lead the way with new openings, and the trend towards public courses shows in the statistics. In Texas, all but three of the 37 courses

opening in 2001 were public facilities, in Florida, 32 of 40 openings were public, and in California, 19 of 26 new openings were geared towards public play.

This trend has given golfers who aren't members of private clubs the enjoyment of playing on courses just as good as the ones behind the hedges and gates. It has also forced a distinct shift in the trends among golf course architects.

"Fifteen years ago 90 percent of the golf courses that I designed were for private golf clubs and today 70 percent

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## 2001 Newsmakers

# Boston's Quarry Hills nears its decade-long goal

QUINCY, Mass. — Seeding was completed this fall on the first nine holes of Quarry Hills, the 27-hole course being built atop the Quincy and Milton landfills a mere six miles from downtown Boston. The course is using fill material from the capital city's massive "Big Dig" highway



Nine holes at Quarry Hills will open in spring

project. The first nine holes of the John Sanford-designed layout are scheduled to open in June 2002, with the remaining 18 ready for play in 2003.

"We've got seven holes seeded and may

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## Public golf

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of my work is on public courses," explained golfing great and course designer Jack Nicklaus at a recent course opening. "Muni golf used to be a \$10 round at the park. But with the surge in affluent golfers that will pay \$80 to \$150 for green fees it is economically feasible to build quality courses for this market. The modern golfer likes to travel and play a variety of courses, so I think this trend will continue," he said.

### CALIFORNIA BOOM

While golf course development is contracting, the opportunity to build high-end public facilities near large, under-served metropolitan areas will continue to exist. The southern California region, for example, had been severely under-served with daily-fee facilities. Last year alone, eight such courses opened throughout the region.

One facility, Lost Canyons, boasts two courses and is part of a master plan with hotels.

"Our initial studies showed a need for public courses in the north Los Angeles area. Our goal is to provide a high-end resort that would service both the regional golfer as well as the corporate market," explained general manager Jay Colliatie.

In the San Francisco Bay Area, six courses opened and all

projects have proved to be strong successes. The City of Alameda invested \$8.1 million to completely renovate Monarch Bay, its 18-hole course, in order to attract the more affluent golfer from the San Francisco region.

"We have a great piece of property and have a large population to draw from. We have been able to keep rates low for our resi-

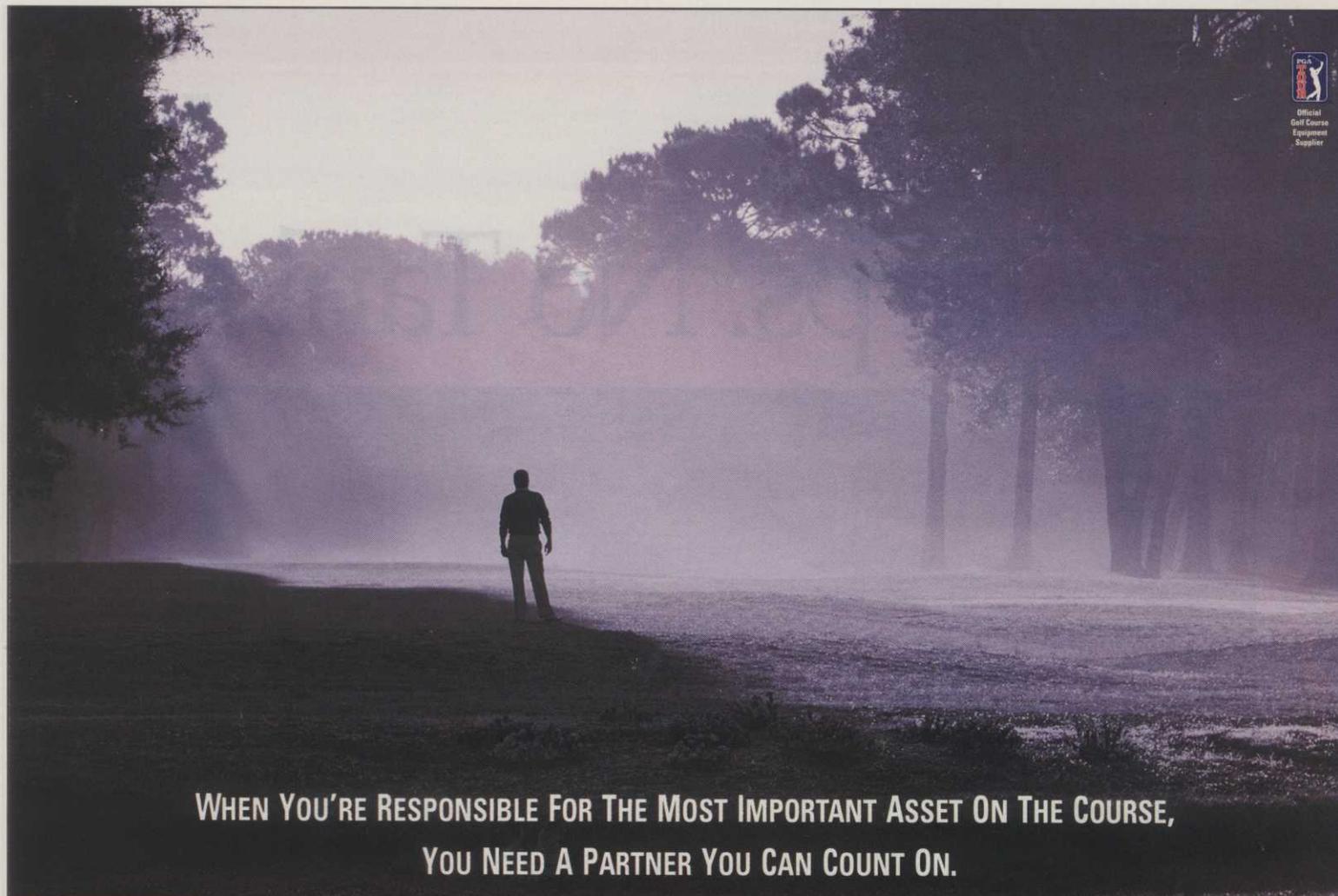
dent players and have a great course at \$70 for the non-resident. We have done 135,000 rounds since March at our nine hole and 18 hole courses," said general manager Donald Zauner.

The reasons for building a daily-fee facility are varied. Golf can be the vehicle for real estate sales, to fill hotel rooms, and even save open space. One course, Roddy Ranch Golf Club in Antioch, Ca-

lif., served the latter purpose for rancher and rodeo legend Jack Roddy. Roddy built a public course on 300 acres of rangeland and now sees more income from green fees than he ever saw from raising cattle. Roddy has developed his own management team in-house to guide the course, and the revenue has allowed him to hold on to the rest of his 2,100-acre ranch.

"We use a very simple three

part approach here," said director of golf Kevin Fitzgerald. "We offer to the public a quality product, affordable rates, and the best customer service possible. Our numbers have shown to us that it is an effective strategy." ■



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## Quarry Hills

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do some dormant seeding on the last two," superintendent Gary Kessener said in mid-October. "The bridges are being completed on the Quincy and Milton sides. And we may just have 300,000 to 400,000 cubic yards [of the 7.9 million total cubic yards] of fill left to be placed next spring. The last of the material, about 100,000 cubic yards, will be delivered from the Big Dig by Dec. 31.

"The biggest challenge," Kessener added, "remains the scrutiny we're under. The Conservation Commission, Army Corps of Engineers, gas extraction, union issues. It's the whole atmosphere."

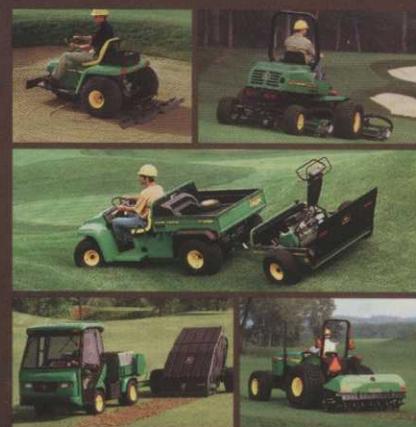
The 540-acre project has been under constant government, regulatory and public review since local developers Chick Geilich and Bill O'Connell first proposed the project 10 years ago.

"It's the most challenging project I've ever been involved with," Sanford said. "But it will provide golfers with an exciting layout and beautiful views of the Boston skyline, harbor and surrounding hills. And it's located just 10 minutes from the center of one of this country's largest cities." ■

GOLF COURSE NEWS



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