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routing plan. The 175-acre Dye Pre-
solve will reside in a
KENSINGTON, Md. — Ault, Clark
 owners decided the course needed
Urbana, Md., and two courses for the
Ault to partner. Ault follows his father,
than 10 years ago, and has participated
in the design of many projects, includ-
ing Worthington Manor Golf Club in
He is currently working on projects in
Chima, Costa Rica and Honduras.
STONE RIDGE RE-OPENS REVAMPED NINE
BLANCHARD, Idaho — In early May, semi-private Stone Ridge Country Club reopened nine of the 18 holes it had under renovation as part of a $3 million project. The course had been closed for 13 months, after the new owners decided the course needed major renovation of its tees, greens, bunkers and irrigation systems. Three new holes have been constructed and the course has been lengthened slightly. At press time, the club expected the remaining nine holes to re-open by Memorial Day.

CROWN TO RENOVATE NORTHDALE
TAMPA, Fla. — The Northdale Golf Club closed in early May for renovation, which includes the rebuilding of all 18 greens, numerous bunkers and the repaving of cart paths. Weather permitting, Crown Golf Properties, which manages the club, hopes to re-open the course by Oct. 1. The total cost of the improvements should be in the neighborhood of $750,000. While the course is shut down, members will be able to play for a discount at one of two local clubs, and Crown has suspended monthly dues and extended prepaid memberships.

DYE BREAKS GROUND ON PRESERVE
JUPITER, Fla. — In early May, archi-
tect Pete Dye broke ground on The
Dye Preserve, which he called the “chance of a lifetime.” In less than seven months, the Cypress Links Course, which Dye designed in 1988, will be transformed within its existing routing plan. The 175-acre Dye Pre-
reserve will reside in a park-like setting 30 minutes from Palm Beach.

Lehman renovation close to home
By DEREK RICE
SCOTTSDALE, Ariz. — PGA Tour golfer
Tom Lehman’s latest project as an archi-
hits close to home. Lehman’s firm, John
Fought-Tom Lehman Golf Course
Architecture, is renovating DC Ranch, where Lehman lives off the 10th green.
While Lehman admitted that the firm’s hiring prob-
ably had much to do with enhancing his familiarity with the course played a big part in the decision.
“I’ve played the course so many times, I have a pretty good idea of what its strengths and weaknesses are,” Lehman said. “The owner would like the course to be a little stronger, and it’s really fun for me to be a part of making it that way.”
The renovation at the course, which opened in 1997, is being performed by
John Fought and Tom Lehman at DC Ranch.

Long-delayed course set to open
By DOUG SAUNDERS
FOLSOM, Calif. — Empire Ranch Golf Club, the most recent entry into the pub-
lic golf market in California opened in May after seven years of fits and starts to bring a public venue to one of the last under-
served regions of the state. Not surpris-
ingly, the course will be very different from its original plans. Those plans for the 1,800-acre Empire Ranch called for an upscale master-planned community with two golf courses surrounded by 3,500 home sites. The original devel-
opers commissioned Ron Fream of Golf Plan to de-
sign and build the courses. But as the plan went through
Folsom, Calif.-based Empire Ranch opened in May, seven years after its original planning.

Stoneleigh completes improvements
By DEREK RICE
LOUDON COUNTY, Va. — Stoneleigh Golf Club has completed most of the $1 million capital-enhancement program it opened last fall. All that remains, according to Joe Cler, the club’s general man-
ger, is the retagging of sprinkler heads and some bridge and cart path work.
Among the enhancements were adding 13 new sand bunkers, construct-
ing new tee boxes, adding a four million-
gallon pond that stores water for irrigation and expanding the irrigation system to the practice facility landing area and several areas in the rough on the course.
Stoneleigh sought the improvements after polluting members on their desires for the club, said Joe Goodrich, vice presi-
vent of Viena, Va.-based Billy Casper Golf Management, which has managed the facility since it opened 11 years ago.
“We surveyed the members, and these were the things they said would enhance
Continued on next page

ACE brings corporate golf to Philly
Gary Player-designed course to serve as marketing tool
By DEREK RICE
LAFAYETTE HILL, Pa. — As more and more corporations look for ways to set themselves apart from their com-
petitors and market themselves uniquely, many are turning to cor-
porate-oriented golf courses as a means to accompl-
ish those goals.
One of those corporations is ACE INA Hold-
ings Inc., a Phila-
delphia-based insurer, which is currently developing The ACE Club, a Gary Player-designed course 25 minutes from downtown Philadelphia. Slated for a mid-2003 opening, the club will serve a valuable purpose in the company’s marketing ini-
tiatives, said Dominic Frederico, chair-
man and CEO of ACE INA.
“Golf has proven to be a critical and effective component of our marketing ini-
tiatives,” Frederico said. “In the
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Pellucid hopes to challenge rounds numbers
By DEREK RICE
BUFFALO GROVE, Ill. — The tradi-
tional way of looking at golf rounds num-
bers, which are put out by the National Golf Foundation, Golf Datatech and oth-
ers, doesn’t tell the real story, according to Jim Koppenhaver of Pellucid Corp., because grouping metropolitan areas by geography ignores many important fac-
tors. The result, he said, is that no one knows for certain how many rounds of golf are played in the United States.
“If you use the Texas numbers for San Antonio, you get this humongous rounds potential number,” he said. “But what we know about San Antonio doesn’t seem to suggest that it should be a raging market for golf courses.”
Another issue Koppenhaver has with the NGF’s numbers is that they are based on consumer survey responses, which he said he has shown to be traditionally 15 percent to 20 percent too high.
What Pellucid does is group cities into metropolitan statistical areas (MSAs), which are based not on geography but on rounds per household.
“We find that there are MSAs
Continued on page 17

ACE INA Holdings Inc., a Phila-
delphia-based insurer, which is currently developing The ACE Club, a Gary Player-designed course 25 minutes from downtown Philadelphia. Slated for a mid-2003 opening, the club will serve a valuable purpose in the company’s marketing initiatives, said Dominic Frederico, chairman and CEO of ACE INA.
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Continued on page 17

insurance business, like most others, cus-
tomer relationships are key factors in busi-
ness success. We believe the ACE Club will serve as a tool for members to use in strengthening those relationships.”
While this will be the company’s first golf course ownership ven-
ture, it is not ACE’s first foray into the golf business. For the last five years, the company has sponsored the ACE Group Classic, a Senior PGA Tour event held in Naples, Fla.
Player, who collaborated on the work with senior design associate Warren Henderson, said because of the course’s setting, the ACE Club will be a “test-
ment to strategic design” that will “consis-
tently capture every golfer’s interest.”
Playing surfaces will include bentgras-
tees, fairways and greens, with bluegrass
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