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GOLF COURSE NEWS

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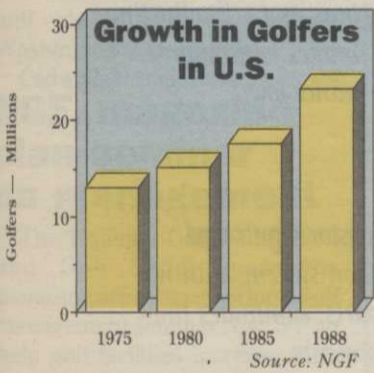
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Success hinges on detail

Do a market study or roll the dice, experts tell potential developers at conference

BY MARK LESLIE

The keys to success for golf course developers are to have a market study done, plan with care, put together a team of tested professionals and create "an experience" for the golfer, according to a score of experts in the golf industry.

Speaking at a Golf Real Estate Development Conference in Palm Beach,

Fla., organized by Crittenden News Service, experts hammered home the importance of detail.

"The salient message all of us would give to you," said conference chairman and golf course architect Michael Hurdzan, "is 'plan with care.'"

A project should be driven by facts, not

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Course plans in the Southeast

	Under Construction	Being Planned
Alabama	2	4
Florida	30	39
Georgia	13	7
Louisiana	0	3
Mississippi	1	1
North Carolina	16	10
South Carolina	19	11
Tennessee	7	6

England learning new ropes

BY MARK LESLIE

Canadian Brian Turner's new \$51-million project could be entitled "The Americanization of England," with a plot of taking championship-quality golf course design and maintenance where it has never gone before.

Turner, transplanted to England in 1984, saw an opportunity in Great Britain to combine business (he's a real-estate developer) with pleasure (he's also an avid golfer). The result: East Sussex National Golf Club in Horsted, Sussex, which introduced an American-style golf course and country club to that country for the first time when it opens eight holes of its West Course at the end of August. The rest of the West Course and the entire East Course are expected to open next May 31.

"What I saw was a business opportunity to bring excellence in golf course design and golf course conditioning to the British Isles. It didn't exist over here," Turner said.

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Beauty and danger come into play on this 18th hole at Highland Springs Country Club in Springfield, Mo. Designed by Robert Trent Jones Jr. and built by Greenscape, Ltd. of Menlo Park, Calif., the 18-hole private

course meanders around four lakes and over rolling terrain. More information on new courses around the country and a table listing courses on which plans have started in the last month are on pages 12 and 13.

Jones: Stress the values of courses

At a time when some environmental groups are opposing golf course developments the golf industry should focus on the benefits of green belts, says the president of the American Society of Golf Course Architects.

Robert Trent Jones Jr., a former chairman of the California State Parks and Recreation Commission, believes golfers and those in the industry should unite and explain more vigorously that a golf course serves as an animal habitat, bird sanctuary, oxygen-

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Robert Trent Jones Jr.

Sci-fi-like invasion worries supers

BY WILL BARTLETT

South of the Mason-Dixon line an invasion is taking place by a well-organized army: Imported fire ants. Lacking any natural enemies, the ants have spread unchecked across the South and Southeast, damaging everything in their path from golf course rough, fairways, cart paths and irrigation systems to crops, grasslands and animals.

There are two methods of treating the problem of fire ants: Individual mound treatment and broadcast treatment of the entire area with a bait insecticide. Most golf course superintendents spot treat the

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