

# Bass Group expands golf course division work

Golf course developers and operators Arthur Jeffords, Edward Ewing and Donald O'Quinn have joined Marion Bass Investment Group to direct its new golf course development division.

The division, Bass Golf, Inc., will manage a series of investment funds that will build and manage golf courses in metropolitan and resort areas, principally in the Southeast.

Jeffords and Ewing, vice presidents of Bass Golf, have extensive experience in golf course development and management, according to Marion Bass, president of Bass Golf and chairman of Marion Bass Investment Group.

They will also assist golf course owners and developers with professional services ranging from overall property development and construction to operational management.

O'Quinn serves as director of golf course construction for Bass Golf. In his 30-year career, he has worked with Arnold Palmer, Jack



Arthur Jeffords

Nicklaus, Gary Player and Pete Dye in creating some of the world's best known courses, including Harbour

Town Golf Links in Hilton Head, S.C.; Kiawah Island (S.C.) Links; and Amelia Links in Amelia Island, Fla.

PGA professional Jeffords heads golf course development and management for Bass Golf.

Jeffords was formerly a principal in Jeffords, Ewing & Associates, a



Edward Ewing

golf management and development company based in Murrells Inlet, S.C. He worked with architect Tom Fazio to

plan and build Wachesaw Plantation Club, a private course in Murrells Inlet, S.C.

Jeffords is president of the Wachesaw club.

Jeffords was associated with Sea Pines Plantation of Hilton Head Island for more than 12 years when he served as director of golf for the



D. O'Quinn

resort's four golf courses and as head professional at Harbour Town Golf Links.

Ewing heads research, site selection and negotiation activities for Bass Golf. Ewing was formerly a principal with Arthur Jeffords in Jeffords, Ewing & Associates.

At Wachesaw Plantation Club, Ewing was responsible for all operations and served as controller for the \$80-million golf and residential development. Ewing served as a



CPA specializing in golf and residential projects with Welker, Harris & Co. and the international accounting firm Coopers & Lybrand.

O'Quinn previously served as executive vice president of Sea Pines Co. He was in charge of sports operations and golf course development, building eight courses in five states and Puerto Rico.

He also served as chairman of the PGA Tour's Heritage Golf Classic.

## Japanese

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cides on new golf courses because of spills and incidents of misuse resulting "from lack of education," Robinson said. There are threats of similar action in other prefectures.

As Fleming said: "There seems to be a lot of pressure to manage without the use of protective chemicals. We were given a list of available chemicals that seemed adequate for good course management... There is a real need for an education program on the new breed of agricultural chemicals with shorter half-lives and less persistence in the soils. There can be safe co-existence with the environment and the proper use of protective chemicals."

To Skogley's comment that maintenance costs are extraordinarily high, Robinson explained, "You have twice as many people on the grounds crews there, but they don't have the same equipment we do."

He said some new Japanese courses have the latest machinery while others don't.

Without modern equipment, groundskeeping is "very labor intensive," he said, mentioning one course he toured where four women were walking beside one another hand-spreading fertilizer.

Regarding grasses, Suny suggested the Japanese use more Bermudagrass and improve their northern and mountain courses by growing perennial ryegrass and bentgrasses in the fairways — an idea that must be sold into "a bluegrass mentality."

Skogley added that Japan should be a market for colonial bentgrasses and fine fescues for fairways and tees, and for fine fescue mixtures in roughs and banks.

"Ryegrasses have unlimited potential for all fairway and tee overseeding, possibly in combination with colonial and fine fescues, particularly as you move north," Skogley said.



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