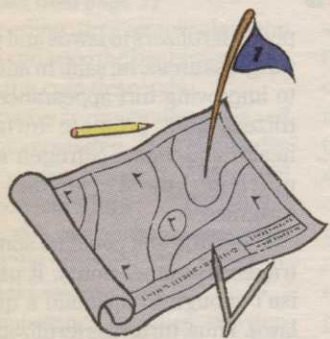


Briefs



INVESTMENT FIRM EYES GOLF

RALEIGH, N.C. — Robert L. Brumbaugh has formed Golf Course Investors, Inc., which will specialize in public and private stock and/or limited partnership offerings to fund golf course projects.

The new company will assist developers, prospective owners, and owners wishing to sell by securing needed capital through security offerings.

Brumbaugh, 43, holds a master's degree in finance and marketing and has several years of experience as a corporate controller, credit manager and investment consultant with major Wall Street firms.

Golf Course Investors is headquartered at 2505 Diamondhitch Trail, Raleigh, N.C. 27615; 919-847-0371.

GIBBONS JOINS DESIGN COMPANY

KANSASCITY, Mo. — Robert M. Gibbons has joined the architectural, engineering and planning firm of Howard Needles Tammen & Bergendoff as a senior golf course architect in the firm's landscape architecture department.



Robert Gibbons

Gibbons recently completed design and construction of Inland Greens in Wilmington, N.C. Prior to Inland Greens, Gibbons was project manager for a 500-acre residential development at Cross Creek Plantation in Seneca, S.C., that included a golf course designed by P.B. Dye.

Gibbons also was project manager for a 2,000-acre residential development in Wilmington, N.C., that included golf courses designed by Dye and Jack Nicklaus, as well as a tennis/sports center.

CLUBHOUSE UNDERWAY AT KIAWAH

Construction of the clubhouse at The Ocean Course at Kiawah Island is underway.

The 12,000-square-foot facility should be completed by early August, better than a month prior to The Ryder Cup Matches being played Sept. 23-29 at the Pete Dye-designed course.

Clubhouse elevation is 20 feet above sea level. The back of the building is made of glass and faces the Atlantic Ocean, according to designer Charlie Arrington of Landmark Land Co. of Carolina, Inc.

The clubhouse will feature a golf shop, dining room and bar, snack bar, locker rooms, offices, cart and bag storage room, and club repair areas. The dining room seats 90 and opens to a patio. Only breakfast and lunch will be served and attire is strictly casual.

Two South Carolina firms are involved in the construction. LS3P, an architectural firm, produced the construction documents. Thomas & Hutton of Mount Pleasant, S.C., are civil engineers.

TPC designs face 'sweeping changes'

By Bob Seligman

PGA Tour officials are switching the emphasis of Tournament Players Club courses to layouts using more of the natural surroundings while being less penal in nature.

Bobby Weed, chief designer for the PGA Tour, said the movement began last year when PGA Tour Commissioner Deane

See related feature on pages 36-37.

Beman said a need existed for more traditional courses. It gained momentum after a survey of more than 150 touring pros showed that they like those types of layouts.

"In the 1990's you'll see some sweeping

reforms in the way we build the golf courses and it will start with design," Weed said. "We want to revert back to some of the traditional design, and that doesn't necessarily mean target golf."

It does mean a move away from the severity of the first TPC at Sawgrass, in Ponte

Continued on page 38



Rees Jones' new creation, The Atlantic Club in the Hamptons on Long Island. A private membership club, it will open next year.

Snead, Graves combine name, talents in new venture

WALNUTCREEK, Calif. — A new career life has begun at 60 for golf course architect Robert Muir Graves.

His 10-employee company has affiliated with Sam Snead Golf Design to create a new firm that will combine the famous golfer's name and philosophy with Graves' technical experience.

Called Classic Golf Designs Inc., the new entity will be a 50-50 partnership between the Graves and Snead organizations.

Their idea is to compete for the top jobs.

"We've been very successful," said Graves, "but we can't quite meet the Arnold Palmers."

The names of Palmer, Jack Nicklaus, Gary Player, Tom Weiskopf and other pros who design courses attract top clients worldwide.

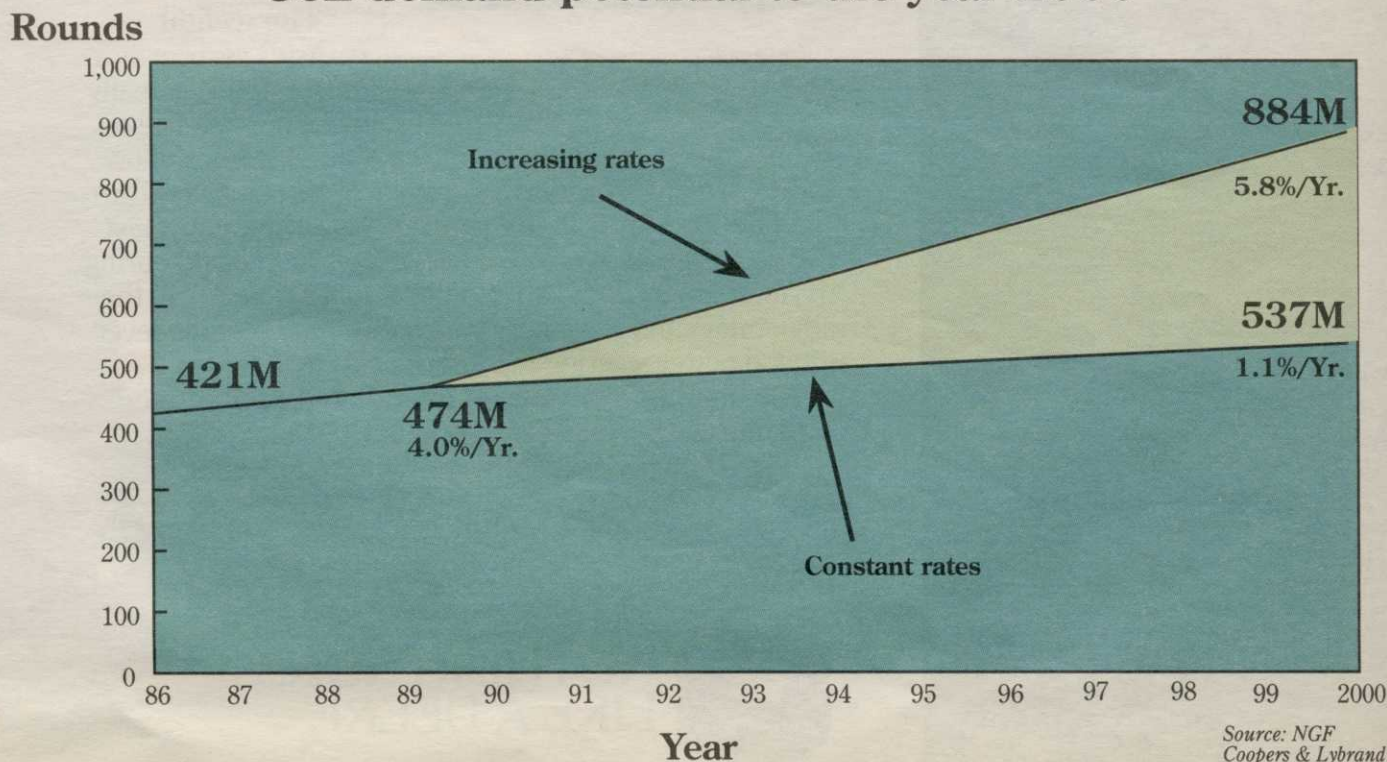
"Occasionally, we get a job away from them or Robert Trent Jones Jr., or Pete Dye, but we are not regularly considered for the high-end resorts and developments," Graves said.

The Snead alliance would enable Graves, who is in the "upper middle" of the \$300,000-\$1 million range for U.S. architects, to charge the \$500,000-plus fees demanded now by some. Palmer's and Nicklaus's normal fees are \$1.25 million.

Snead and Graves hope their combined stature will allow them to move increasingly into Europe, Asia and Latin America, where golf's popularity far outstrips courses.

The Snead organization is known for its European courses. Graves has been active throughout the Pacific Rim.

Golf demand potential to the year 2000



Source: NGF Coopers & Lybrand

TPC courses to undergo transfiguration, Tour says

Continued from page 30

Vedra, Fla., that Pete Dye designed in 1980.

"We need to pull back and soften some of the sharpness and try to naturalize the features a little more," said Weed. "Pete Dye had a tremendous effect on golf in the 1980s. To a large degree, many architects took that model and tried to increase the concept. It got to the degree where we got a lot of artificial courses and a contrived look.

"In the 1990s you'll see a little less contrived look working in harmony with the environment and natural features."

Weed said the natural-look TPC courses will have more indigenous plants in the rough and out-of-bounds areas. More drought-tolerant grasses will be used in the out-of-bounds areas to reduce maintenance costs.

In cases like the TPC at Summerlin, in Las Vegas, Nev., which is a future host of the Las Vegas Invitational, the plant material will serve as a buffer zone between the course and housing development.

Designers will also try to incorporate more natural features into stadium seating, one of the trademarks of TPC courses.

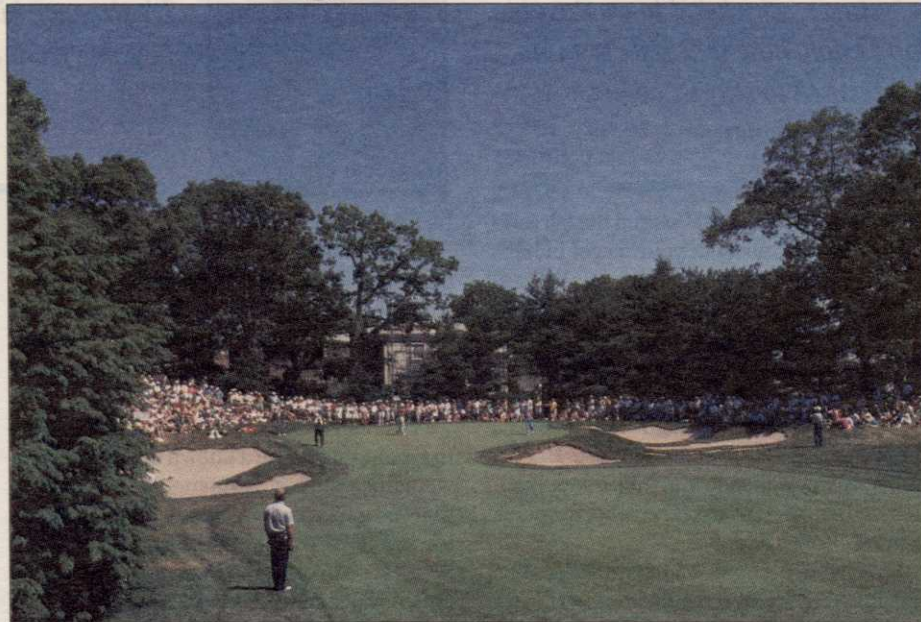
"We'll try not to move as much material and dirt," Weed said. "We'll try to reduce scars in the ground from earthwork."

PUBLIC PLAY

But beauty is only skin deep. While TPC courses gain plenty of attention the one week of the year they host PGA Tour events, non-professionals of varying capabilities play the courses the rest of the time. Weed said the future TPC courses will meet those golfers' needs more than in the past.

"In the '80s we got pretty forceful. We had a lot of forced carries that were quite penal to the average player," Weed said. "In the '90s penal design and strategy won't leave the game, but it will be a little less penal for the average players.

"We need to bring the shot-making values back into the game, and bring back the strategic design element. We want every caliber of golfer to play them (TPC courses) the



Rees Jones feels his redesign of The Country Club of Brookline (Mass.) helped show Touring pros, who played the 1988 U.S. Open there, and others that a golf course could both challenge the pros and not overtax the public golfer.

other 51 weeks of the year."

Many factors will be introduced into the designs of the newer TPC courses, according to Weed. An increased focus on multiple tees will accommodate all levels of golfers.

Bunkers will be placed more strategically, presenting both an opportunity for heroic and penal shots.

Water will still be present, but Weed said it may not come into play as much as in the past.

Additional design changes will be made nearer the holes. Lower-cut turf around the greens will be intended to bring back the bump-and-run shot. Weed said shorter grass has already been incorporated by the TPCs at Eagle Trace in Coral Springs, Fla., and at Sawgrass.

Fuzzy Zoeller, the former U.S. Open and Masters champion who is a consultant on the TPC at Summerlin, favors that tactic.

"You shouldn't cut the green off from the amateurs," Zoeller said. "Rolling the ball up is

part of the game."

Smaller, flatter greens with more subtle contours will also become part of the newer TPC courses, according to Weed. They will still be faster for tournaments than for regular play.

"With as much technology as we have today, the speed of the greens can get out of control," Weed said. "Any time you have a Stimpmeter reading of 12 or more, it's virtually impossible to putt on multitiered greens."

Some TPC courses have already begun taking on the look of the future. In addition to the changes at Sawgrass and Eagle Trace, the TPC of Connecticut, in Cromwell, now has small- to medium-sized greens, and strategic and cluster bunkering.

The course, which has been extensively remodeled, is scheduled to reopen in mid-July, just prior to hosting the Canon Greater Hartford Open.

The TPC of Tampa Bay at Cheval in Tampa,

Fla., has softer spectator mounding, and has lots of plant material.

Weed is architect for both the Connecticut and Tampa Bay courses.

FUTURE MODEL

He said the TPC course of the 1990s hasn't been created yet. He said the prototype of the future will be the TPC at Black Mountain, which Weed co-designed with Johnny Miller, in San Diego. It is in the permit process.

"We feel that has a great opportunity to blend in and work with the environment," Weed said.

Even though the new TPC courses aren't likely to become realities for awhile, PGA Tour professionals approve of their direction.

"They have to change," Zoeller said. "We're only there one week a year. You have to think about the people who play there the rest of the year."

Former Masters champion Ben Crenshaw, a consultant at the TPC at Las Colinas in Irving, Texas, said: "People will grow tired of losing a box of balls in a round. People will play it once or twice, but why go back to torture yourself?"

"The trend in architecture the last five years has been on the monster courses. Most of the people will enjoy a setting where it's a more traditional layout and it must be fair to more levels of golfers."

Larry Nelson, a two-time PGA champion and former U.S. Open winner, said it's sad the new approach wasn't made in the first place.

"It's amazing there wasn't more learned with the Jacksonville course (TPC at Sawgrass) with the mistakes that were made there," Nelson said. "It was supposed to be a target golf environment. Target golf is OK, but when you have an area five to 10 feet, from 160 yards out, nobody is that good. It goes past skill to the element of luck. I've felt that some of the TPC courses produced the guy who was playing well at that time, instead of the best golfer."

Bob Seligman is a freelance writer based in Pomona, N.Y.



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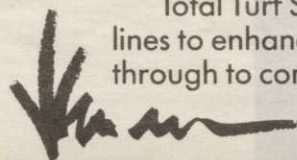
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