

# Wadsworth repeats as best golf course builder

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ally built our Southeast business and enjoys that part of the country," Wadsworth said.

• **Steve Harrell, Southwest.** Harrell, 43, is the only regional president from outside Illinois. The Nebraska



B. Wadsworth

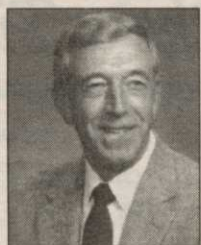
native approached Wadsworth several times before he was hired as a drainage expert in 1979. "He was persistent," Wadsworth remembered. "We're glad he was." Harrell was named president of the Southwest office in Buckeye, Ariz., outside Phoenix in 1985.

• **Tom Shapland, Pacific sub-office.** Shapland, 38, is a University of Illinois graduate, like brother Jon. After joining the firm in 1974 and working in the Southeast office for many years, he was assigned to head up the new Hawaii sub-office that opened last year. His title is actually vice president of operations for the Pacific office, which has already built three courses and is working on three others.

Wadsworth's lieutenant is John Cotter, 57. The company's first employee when it opened in 1958,

Cotter and Wadsworth got together at the urging of Cotter's wife, a childhood friend of Wadsworth in his native Joliet, Ill.

"I asked him how he'd like to run a tractor for me," Wadsworth recalled of the company's current vice



J. Cotter

chairman of the board. "It turned out he had a lot of other talents, too. He had management skills, was very personable and business-oriented. He attracted other talented people. He's been of the utmost value."

That's the staff that's led Wadsworth's troops into the golf course construction wars the past 32 years and received a third of the ballots cast for best builder, up from one-fourth of the votes a year ago.

"We're extremely honored to receive the award again," said Wadsworth. "We appreciate the feelings of our associates and the people in the industry for voting for us."

The company chairman added "working as hard as ever to meet the needs of the people we work for, especially the architects," was the main reason his company has earned such a positive reputation.

Added Eldredge: "We have our own staff and equipment. That allows us to control jobs more than other contractors who have to subcontract out more work."

"We can also draw people and equipment from other areas if we're short on a certain job. That has made us good at delivering a quality product in a given time period."

Being on time and on budget is obviously important to the many architects who have worked with Wadsworth. Sample comments from those selecting the company included:

- "They still set the standard." — Gary Panks.
- "Always consistent and honest." — Jay Morrish.
- "No one does it better." — Michael Hurdzan.
- "They continue to do the best work." — Keith Foster.

Wadsworth said the recession has had a "very slight" effect on business. Revenues will again be in the \$40-to-\$50-million range, as they were a year ago. Many of the projects completed or nearing completion

were started before the downturn really hit.

"There don't seem to be as many opportunities for new courses as the past few years," Wadsworth said. "The S&Ls, banks and insurance companies have pulled back on financing."

"We didn't seem to have as many big jobs this year," said Eldredge. "For instance, there was a large earthmoving job at a Hawaiian course we're working on that the developer decided to do himself. And there were several jobs that were supposed to start in September or October that have been delayed."

Wadsworth said construction costs have risen along with the rise in petroleum prices.

"A lot of the piping we use is petroleum-based," he said. "Then there is all the gasoline we use to run our equipment."

Still, it has been a good year for Wadsworth. Following are the courses (and the architect) that the company's regional offices built and completed in 1990:

**Midwest** — University of Wis-

consin Golf Course, Madison, Wis. (Robert Trent Jones II); Ivanhoe Golf Club, Ivanhoe, Ill., and Seven Bridges Golf Course, Woodbridge, Ill. (Dick Nugent & Assoc.); Conway Farms South, Lake Forest, Ill. and The Landings, Savannah, Ga. (Fazio Golf Course Designers); Cobblestone Creek Country Club, Victor, N.Y. (Hurdzan Design Group).

**Southeast** — Cedar Creek Golf Course, Aiken, S.C., The Golf Club of Georgia, Alpharetta, Ga., and Bonita Bay Golf Course, Bonita Springs, Fla. (Arthur Hills & Assoc.); Chicopee Woods Golf Course, Gainesville, Ga. (Denis Griffiths & Assoc.).

**Southwest** — Black Mountain Golf Club, Henderson, Nev. (Golf Resources, Inc.); Four Seasons Golf Course, Lake Ozark, Mo. (Ken Kavanaugh); Bighorn Golf Course, Palm Springs, Calif. (Arthur Hills); Champions Golf & Country Club, Rogers, Ark. (Donald R. Sechrest).

**Pacific** — Hyatt Regency Kauai, Koloa, Hawaii (Robert Trent Jones II); Mid Pacific Country Club, Kailua, Hawaii (Nelson-Wright Architects).



S. Harrell



P. Eldredge



J. Shapland

## Maples: American architects are in demand worldwide

American-style golf courses — considered the standard — are in record demand around the globe, according to American Society of Golf Course Architects President Dan Maples.

"Obviously the Pacific Rim has been a fertile market for American-style golf courses for the past de-

cade," Maples said, "but today our members are receiving inquiries from every continent."

Maples, of Pinehurst, N.C., pointed out that Europe is in the midst of a golf boom and has even greater potential now that Eastern Europe is interested in attracting tourists and business people with

hard currency.

"World travel and television have combined to show people in nearly every country the high-quality design and maintenance features of our courses," Maples added, "and the international market considers our golf courses to be the standard they want in

their countries."

Maples said many of the "hot" development areas, such as Spain and Germany, are naturals for golf courses, but there has been significant activity in areas not necessarily associated with golf, such as the Scandinavian countries.

"The society and individual

members are receiving many inquiries from developing countries that recognize the drawing power of golf courses designed by recognized American architects," Maples said.

He believes there will be more public/private partnerships internationally to develop courses.

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