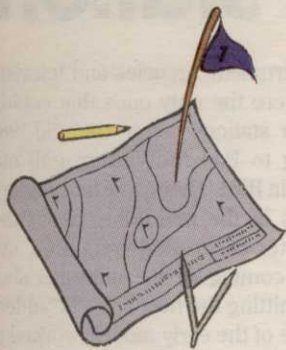


Briefs



GEORGE OPENS DESIGN COMPANY

RICHMOND, Va. — Lester L. George has opened Colonial Golf Design, Inc., a golf course architecture and design firm.

George, who co-founded Virginia Golf Development owned by California golf course architect Algie M. Pulley, was for three years lead design coordinator and project manager for Pulley's East Coast projects.

He was involved with almost every facet of golf course development, from preliminary planning and design through construction and grow-in.

George believes there is a demand for quality affordable golf course design and architectural services in this state, especially for clubs needing remodeling, renovation or restoration but lacking the budget to hire more celebrated architects.

He is working on three golf course master plans in Virginia and one in North Carolina. He plans to apply for membership in The American Society of Golf Course Architects.

George's address is Colonial Golf Design, Inc., 19 Plaza Drive, Manakin-Sabot, Va. 23103; 804-784-5469.

HIRSH STARTS ANALYSIS FIRM

HARRISBURG, Pa. — Hirsh Valuation Group, a full-service real-estate appraisal and consulting firm, has established Golf Property Analysts.

Golf Property Analysts will specialize in the appraisal, consulting and feasibility analysis for golf courses and related real estate.

Laurence A. Hirsh, president of the firm, said: "The real-estate appraisal industry has not given enough attention to golf courses as a special-use property and it is a property type requiring a complete understanding of not only the business of golf but the game of golf as well."

"Through a specialized program of education, data gathering and management and the combination of both real-estate and golf industry professionals, we feel we can elevate the level of valuation services now available to the golf industry."

Hirsh recently authored the article "Golf Courses — Valuation and Evaluation," published in the January issue of The Appraisal Journal and has lectured at numerous golf development conferences and to college real-estate students on the subject of golf course valuation and analysis.

MANSUR ADDS GOLF TO PORTFOLIO

FISHERS, Ind. — Mansur Development Corp., an Indianapolis-based developer, sees golf in its future.

Involvement in an 18-hole golf course as part of five upscale housing communities here has whetted Mansur's appetite for more golf projects.

Its current course under construction, designed by Arthur Hills of Toledo, Ohio, will be part of The Hawthorns Golf and Country Club. The course is expected to be ready for play in mid-1993.

Golf course development is part of Mansur's business plan to diversify.

El Conquistador golf course transformed from development to semi-private

(Editor's note: This is the second of two stories on converting courses from one type to another. This article deals with the conversion of El Conquistador Golf & Tennis Resort in Tucson, Ariz., from a development complex to a semi-private facility. Last month a story concerned the change of private Marietta (Ga.) Country Club to a municipal course.)

By Lynn Tilton

Superintendent Marty Wells remembers when 100 rounds was a busy day at El Conquistador Golf & Tennis Resort's two courses. After a \$4.5-million renovation that turned the 45-hole development complex in Tucson, Ariz., into a semi-private facility, bookings now run 160 to 180 on each course and play has been speeded up from five hours to four hours and 15 minutes.

"I couldn't get you a tee time in the next three weeks even if you were my mom," Wells confessed.

The owners, IIT Sheraton and Metropolitan Life, have raised green fees to try to cut demand at the Sunset Course, which is open to daily-fee play; the Sunrise Course, played by homeowners in the original development; and a nine-hole course played by hotel guests.

Golf course architect Jeff Hardin, who designed the course in 1982, was in charge of a redesign that featured several steps to quicken play. As a result, officials have been able to set tee times seven minutes apart.

A seven-year improvement program began with spotting new tees all around. Sheraton rebuilt the 12th hole on the Sunrise course,

and the 1st, 7th and 16th on the Sunset Course. The 17th on Sunset was rearranged.

The new management gave its people the task to make over the course to play faster, then gave them the room to perform it. The goal was accomplished in several ways:

- Hardin opened up the desert landing areas to reduce the number of lost balls.

- Desert broom, which is extremely bushy, has been eliminated from the roughs. In its place are decorative cactuses and desert flowers.

- Signage was improved. Markers are clearly visible 200 yards away, so there is no hunting for the next hole.

- Wells spent \$500,000 for new equipment "selected to enhance playability rather than

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Paintbrush exhibits Hurdzan's artwork

Second course no petty matter for Trivial Pursuit creators Haney, Abbott

CALEDON, Ontario, Canada — Trivial Pursuit co-inventors Chris Haney and Scott Abbott have attacked golf development with the same enthusiasm they devote toward board and card games.

In September they opened Devil's Paintbrush, an 18-hole gem that combines with neighboring Devil's Pulpit high in the mountains above Toronto to give area golfers almost a new world.

Designed by Michael Hurdzan of Columbus, Ohio, the Paintbrush boasts features he feels may give it even higher acclaim than the Pulpit layout, which won immediate critical kudos when it opened last year.

The Pulpit cost \$25 million to build. It encompassed moving 1.7 million cubic yards of dirt; laying 100 acres of sod; building four acres of greens (averaging 8,000 to 8,500 square feet), 120 tee areas, 128 sand bunkers and 80 grass bunkers; constructing seven miles of cart paths; installing a 1,200-sprinkler head irrigation system; and building in such extras as a 250-yard-long stone wall that runs one to three feet above water along a pond.



The 6th hole displays the beauty of The Paintbrush course—the darling of Trivial Pursuit's Chris Haney and Scott Abbott that is set high above the city of Toronto.

Photo courtesy of Hurdzan Design Group

The Paintbrush, built on 166 acres, cost a fraction of that amount (in the neighborhood of \$5 million in Canadian dollars, says Hurdzan project manager Dana Fry)... But!

Fry enumerated features that will characterize the 6,700-yard, par 72 Paintbrush as an extraordinary design and as a links course on the order of the classics in Scotland.

- It contains 106 sod-wall bunkers and six railroad-tie bunkers. Some of the bunkers are so deep they are in shadows at high noon.

- Perhaps the largest sod-wall bunker in the world is the menace of the 17th hole. It is 16 feet at its highest point and 70 yards across. Crews had to put up scaffolding to

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Builders association works to define future

The Golf Course Builders Association of America has a new name and a special new committee under its new leader.

Executive Director Philip Arnold said the cosmetic change is adding "Association" to the group's name. The substance, he believes, will come from the new strategic planning committee.

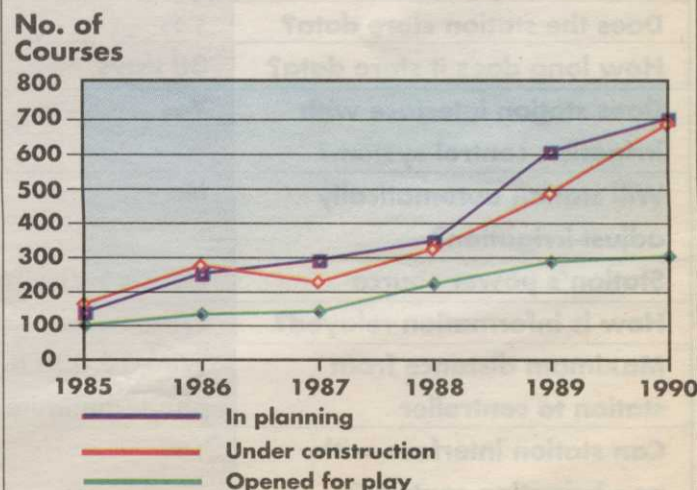
Created to define the GCBAA's mission in a number of areas, the panel is composed of Arnold, President Perry Dye, Paul Eldridge of Wadsworth Construction, Paul Clute of Clute Construction, Jim Kirchdorfer of Irrigation Supply Co., Doyle Jacklin of Jacklin Seed, David Truttman of Buckner, Jerry Pierman of International Golf Group and John McDonald of McDonald & Sons, Inc.

The committee will meet Oct. 24 or 25 in Chicago to decide such questions as a business plan, decide whether the group should be all-inclusive or restrictive, whether to put together a publication or construction statistics or just service its members, and what areas of the golf industry the GCBAA should affect.

"I'd like something to present to our members at the annual meeting in February," Arnold said.

Arnold said the GCBAA has grown from 72 to 93 members in the last few months. Fifty attended the annual summer meeting.

New golf course construction 1985-90



Source: NGF