

DeHays, Jones form all-purpose consulting, design firm

From staff reports

PALM BEACH GARDENS, Fla. — Stating their firm's credo will be fiscal responsibility, Craig R. Jones and H.A. DeHays have formed Golf Facilities Development Ltd.

Jones is president and DeHays director for the company, which will perform the full spectrum of work on projects, from feasibility studies to design.

"The time has come for fiscal responsibility," Jones said. "A lot of golf facilities have been monuments. They don't function. Developers

build retail, food service and hotel components, then put the three together. That's doesn't work."

Claiming, for instance, that maintenance buildings are too often designed to dimensions that don't fit the equipment, Jones said Golf Facilities Development will design facilities that work.

He also stressed the importance of feasibility studies.

"Now, and we think increasingly so, projects have to make sense. You can't build a Ford for a Cadillac market, or vice versa. We want to

put a round peg in a round hole... Successes are the best advertisements for golf."

He added: "Prior to any construction program, community needs should be defined with an analysis of both local and outside markets. Such factors as private club versus daily fees, potential rounds for all sources, cart purchase versus lease, income from cart rental fees, pro shop, driving range, restaurant and lounge, et cetera, should be given careful analysis."

Jones has an extensive background in land and retailing development, following experience in municipal planning. He recently developed golf feasibility studies in addition to marketing the services of Gary Player Design Co.

At GFD, Jones will market the company's services, develop feasibility studies and help clients obtain local, state and federal construction approvals.

DeHays' background includes 32 years of facilities design and engineering. He taught for 14 years as a

professor of environmental design, and pioneered early work in human-factor design engineering at General Motors Styling in Detroit.

In recent years he has focused on design and construction of clubhouses, maintenance and golf storage facilities for golf courses worldwide.

"Built-for-profit golf courses must be enjoyable for the average golfer to play and must be playable in three to four hours," DeHays said.

He observed that "most recreational golfers only have five to six hours away from family responsibility."

He noted that to accomplish the fast-play goal and still generate profit-making revenue requires coordination of several architectural and engineering disciplines.

"Proper design of the course," DeHays said, "can make a major contribution to profitability of an operation."

He added that bunkers, located in proximity to greens, permit machine rather than hand-mowing of fringes without affecting the effectiveness of the bunker, and reduce staffing requirements significantly.

Baird opens West Coast headquarters

NASHVILLE, Tenn. — Golf Course architect Gary Roger Baird has opened a West Coast office and added a senior designer/engineer to the Nashville design group.

The West Coast office, located in Costa Mesa, Calif., was created to serve the burgeoning list of clients in the Western United States, Hawaii, the Far East and Asia.

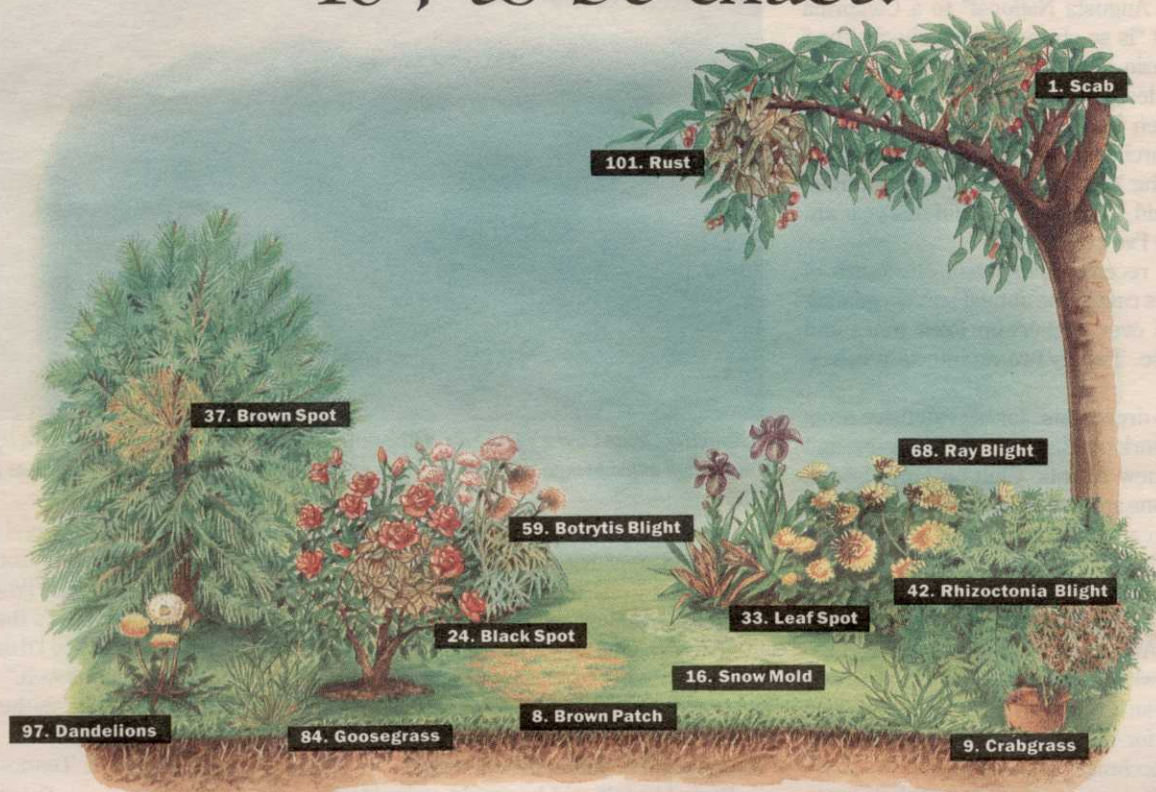
Charles Davison has been named director of business development for Gary Roger Baird Design International, Ltd. He has responsibilities for both regional and corporate operations, administration, and business development. In this capacity Davison will be involved in developing new projects, providing liaison on courses under construction, in addition to corporate responsibilities.

Anative Californian, Davison, 50, has been involved in international marketing for 20 years in the capacity of executive vice president for International Management Systems and most recently as president of Worldnet Marketing.

In Nashville, Baird has added Jae H. Lee to his staff, as overseas project manager. A civil engineer, Lee, 37, will have engineering and design responsibilities with a primary emphasis on earthwork engineering.

A native of Seoul, Korea, Lee was most recently the assistant manager of the resort division for SsangYong Engineering Co., one of the largest engineering companies in Korea, a company with which Baird had been involved in golf course design in South Korea.

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