

Ross Award winner Fullmer applauds diversity in design

By Mark Leslie

If architects can design and build public golf courses at low cost, the industry will "truly enter a golden age as millions of new golfers flock to the nation's courses," Paul Fullmer told the American Society of Golf Course Architects at its annual meeting on Long Island, N.Y., in May.

Accepting the Donald Ross Award from the society, which he has led for 22 years as executive secretary, Fullmer said golf courses in the next decade "may well be designed for different publics... We all know there is a tremendous demand for public golf courses. Now we have to adapt our thinking so that we can design and build them for realistic prices."

Fullmer said golf — and architects in particular — must overcome environmental and financial obstacles in order to meet the demand for new courses.

"We must achieve a balance not only with the environment, but with the environmentalists," he said. "We have made great strides in this area during (outgoing ASGCA President) Tom Clark's administration as he has focused on building relationships with all interested parties. We also should have our new 'how-to-build-a-golf-course' environmental planning booklet ready for distribution in the near future."

Fullmer said that never before have golf architects attempted so many technically demanding projects, had to work with such poor sites, had to spend years working their way through the permitting process, or had to wear "so many hats — from salesman to environmental consultant."

As evidence of innovation and quality work in course design he cited the many changes in the media's listing of the country's greatest golf courses. Golf Digest's most recent list of America's 100 best courses contained a record 12 new courses. It also included seven courses that were added in 1989, five in 1987 and seven in 1985.

"Nearly half the courses from the

original list of 1969 have been replaced," he said. "To me, that means you're doing something right — something very right. I applaud you for it."

"From my humble perch, it's great to see so many different styles, so many different philosophies. I think that's good for the market because owners have an opportunity to make decisions based on philosophy, track record, budget and chemistry. One thing I have learned from you is that the final product definitely is the result of a

From my humble perch, it's great to see so many different styles, so many different philosophies.'

— Paul Fullmer

real marriage between you and the owner."

Presenting the award, Clark said: "Paul has been at the helm during one of the most dramatic growth periods in the history of golf course

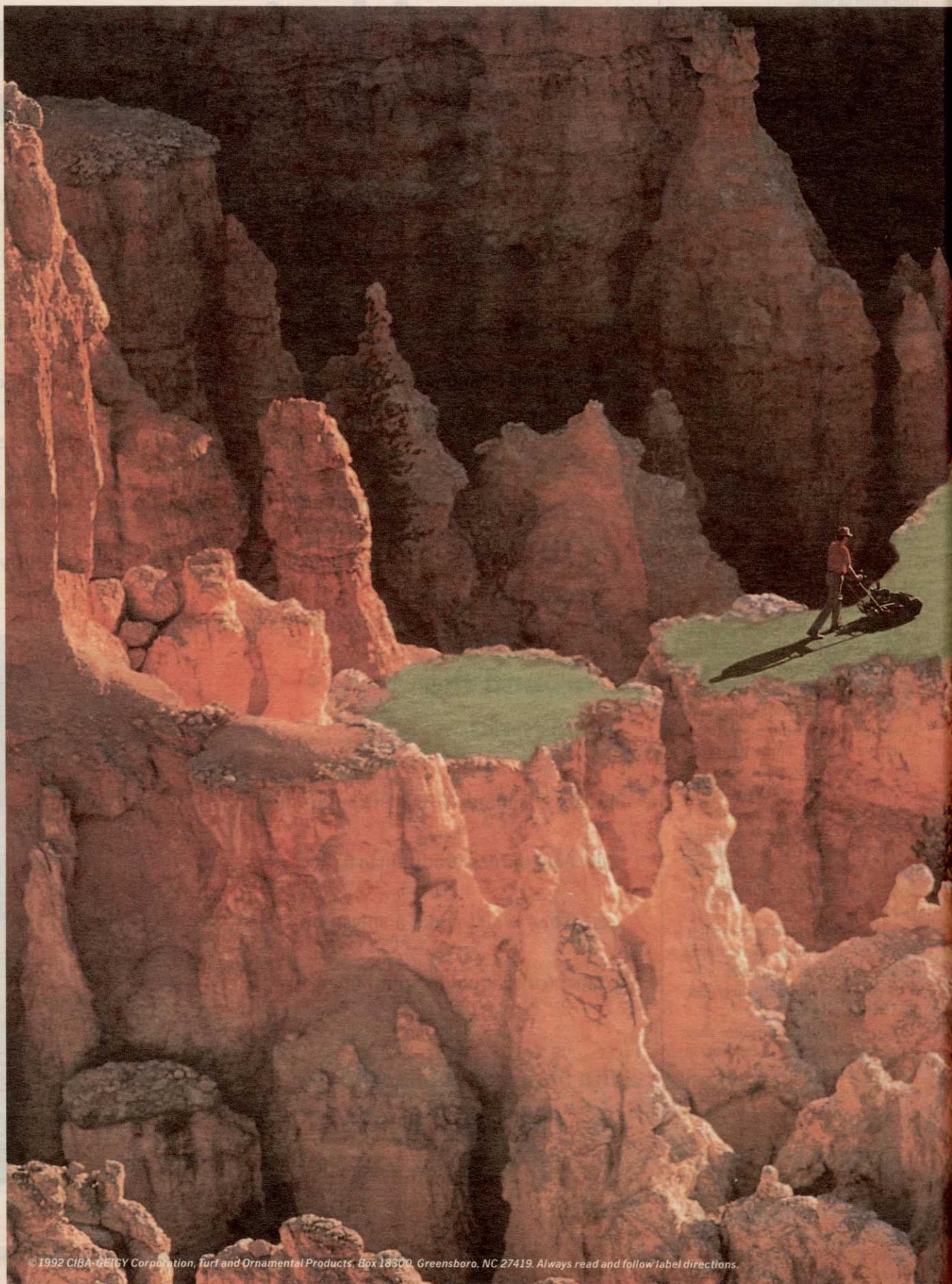
architecture. His steady hand has enabled the society and its members to receive recognition throughout the world as the premier design group.

"The society has experienced



rapid growth in the past decade and has become a high-profile member of the Allied Associations of Golf. We want to recognize his counsel and pro-active programs by awarding Paul Fullmer the Ross Award, the highest honor we can bestow."

A 1955 Notre Dame graduate, Fullmer has been affiliated with the Chicago-based public relations firm of Selz, Seabolt & Associates since 1957. He is married to ASGCA Fellow Percy Clifford's daughter Sandra, whom he recognized as his "sounding board and guiding light."



© 1992 CIBA-GEIGY Corporation, Turf and Ornamental Products, Box 18300, Greensboro, NC 27419. Always read and follow label directions.

Golf Resources names Riddle VP

KENNESAW, Ga. — Michael J. Riddle has been named vice president of Golf Resource Associates, Inc., golf facility development and operations consulting firm.

Riddle, 30, joined GRA in 1989 and was later named director of client services. He is a certified real-estate appraiser and serves as co-chairman of the Georgia State Golf Association's Public Golf Committee.

GRA President Robert J. Slauson called the promotion a significant step for the firm he founded in 1986.

"We have experienced exceptional growth during the past few years," he said. "Mike's promotion addresses our need to manage this growth, and our desire to expand the range of services that we offer."