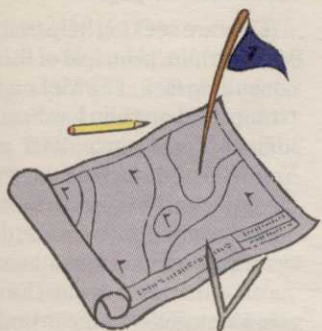


BRIEFS



PLAYER COURSE GETS FACELIFT

MACON, Ga. — River North Country Club, host to the former Ben Hogan-now Nike-sponsored Macon Open, held its grand reopening Oct. 23, after undergoing a major renovation project this summer. After the Hogan stop, bunkers on the front nine of the Gary Player-designed course were reshaped, sodded and sanded in-house by superintendent Arthur Jamison and his maintenance staff. Bunkers for the back nine are to be redone this spring. The greens were cored and rebuilt to USGA specifications and original profile by Hendrix & Dail, Inc./Sunbelt Services of Tifton, Ga., and Palmetto, Fla., a division of Hendrix & Dail, Inc. of Greenville, N.C.

HILLS BUSY, WISCONSIN TO S.C.

Construction has begun on the new La Crosse (Wis.) Country Club. Designed by Arthur Hills, the course will measure 7,090 yards from the championship tees and will be the centerpiece of a 1,200-acre residential development. Meanwhile, Hills is teaming with Greenwood Development Corp. to fashion Coosaw Creek Country Club in North Charleston, S.C. Hills' Southpointe Golf Club is under construction in Pittsburgh. Being developed by Millcraft Investments, Inc. of Pittsburgh, Southpointe is the focal point of a 589-acre mixed-use development.



GOLF SERVICES INKS CONTRACT

LEWISBURG, Tenn. — Golf Services Group, Inc. of Knoxville has been awarded a contract to develop a municipal golf course for the city of Lewisburg. The course will be designed by Gene Bates and Associates of Palm Beach Gardens, Fla., and construction is expected to begin early this year and open in the summer or fall of 1994. The course will be built on land donated to the city by the Edward Roberts family.

RAVINES RENOVATION COMPLETE

ORANGE PARK, Fla. — Ravines Golf & Country Club in Middleburg, just south of Jacksonville, has reopened after extensive renovation. Originally designed by Mark McCumber & Associates in 1979 and built on land that weaves over and around 80-to 100-foot ravines alongside historic Black Creek, Ravines was purchased in 1990 by Kondo Sangyo Corp. of Asaka, Japan, which later commissioned McCumber to redesign and renovate all 18 greens.

M A P I N E H U R S T

A word scramble that has paid off in North Carolina:



Before Ellis Maples died in 1984, the Maples family got together. In front are Palmer Jr., left, and Willie, sons of Palmer Maples Sr. Back, left to right, are Dan, Ellis, Joe, Gene and Wayne. Dan and Joe are sons of Ellis. Gene and Wayne are Henson Maples' sons.

By MARK LESLIE

Thank you, James Maples Jr. You gave the golf world three generations of Mapleses, whose name is now synonymous with Pinehurst.

Indeed, a person in the development business declared, "Maples: The name is Pinehurst."

James is no longer with us. He died in 1949. But his family's legacy will forever affect golf in not only North Carolina — where his son Frank built Pinehurst Nos. 1, 2, 3 and 4 with Donald Ross — but wherever else golfers play courses designed by his grandson Ellis and great-grandson Dan.

Today, seven great-grandchildren of James are stalwarts of the golf profession.

There are brothers Gene and Wayne — Gene the executive director of the Turfgrass Council of North Carolina and Wayne the superintendent of The Pit in Pinehurst. Their

Continued on page 48

War or no war, golf moves on

By MARTHA LAYNE

Slovenia and Croatia, recovering from a war for their independence, are pursuing golf course development as a means of boosting tourism and encouraging economic recovery in their countries.

Both countries face an uphill battle. Yugoslavia and its former republics have a reputation in Europe of consistently offering low-quality, low-priced commodities. Early attempts at golf course development, with architectural fees averaging \$5,000 per course, were shoddy at best. With independence, a new sense of national pride is emerging and both countries are turning to America for assistance in developing an excellent product.

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Legalities aside, Fox Hollow done

LAKEWOOD, Colo. — After two years of legal struggles with equestrians and environmentalists, the city of Lakewood has completed what superintendent Don Tolson calls "a masterpiece" — Fox Hollow.

Equestrians, who had no developed trails before, now have a trail through most the heavily wooded part of the property, crossing Bear Creek three times and twice climbing a hill overlooking the entire course.

"With 450 acres, we were able to build 27 holes, keep the trail apart from the course and set aside all the high-quality habitat," Tolson said. "It's a great piece of property. The soil conditions and water quality are good. Environmentally, we're going to be extremely aware, with integrated pest management practices."

Because Bear Creek runs through the course, architect Denis Griffiths and builder Wadsworth Golf Construction Co. builders maintained a 50-foot buffer for chemical applications and dug two ground-water



The first hole at Fox Hollow.

monitoring wells between the course and the creek. Tolson's crew will monitor the wells monthly through the growing season.

"Our wildlife has prospered through construction," Tolson said. "It is abundant and probably has increased. A pair of nesting

redtail hawks had three babies. There are a half dozen coyotes that are really tame, a herd of about a dozen deer, geese, ducks, great horned owls and a diversified population of songbirds.

Any foxes at Fox Hollow? "Not yet."

## CB Commercial jumps into golf, resort brokerage field

SAN DIEGO — CB Commercial, the largest commercial real-estate brokerage firm in North America, has established a national golf and resort group, according to Brett White, senior vice president.

Heading up this new division will be Tim Cajka and Jeff Woolson of San Diego and Mike Hoyle of Fort Worth/Arlington, Texas.

"We saw a strong demand for this service," said White. "During the early- and mid-1980s, there was a buying frenzy which drove the prices of golf and resort properties up and cap rates down. Potential buyers did not need the use of brokerage and marketing services as deals were abundant.

"Today, the transactions are much more scrutinized and it is to the buyers' and sellers' advantage to rely on the expertise of a real-estate professional."

The level of sophistication in which investors approach golf properties has increased dramatically over the last two to three years, White said.

CB Commercial Real Estate Group has a national network of 85 offices established in major metropolitan areas across North America.

The firm has international experience and marketing capabilities with offices servicing the Pacific Rim, Canada, Europe and Mexico.

In addition to traditional brokerage services, CB Commercial is a full-service company offer-

ing capabilities such as appraisal, investment banking and consultation services in order to access and better serve its large clientele.

The golf and resort division has already totaled \$135 million in sales of golf and resort properties in California, North Carolina and Texas, with more in escrow. It is marketing golf and resort properties in California, Texas, and Pennsylvania.

"Golf course investors have become very diversified," said Woolson. "We are still seeing Far Eastern buyers and there has been an increase of European and Canadian buyers. In addition, there have been more active domestic buyers than in the last few years."

## The Balkans

Continued from page 41

They are seeking help from Jim McLoughlin, principal of the golf consulting firm, The McLoughlin Group. McLoughlin has been visiting the area since 1987 when Yugoslavia requested he evaluate golf course projects there.

McLoughlin says course development would tap into a lucrative vacation market. For most Europeans, winter golf often means a seven-hour flight to the Canary Islands off northwest Africa. Development along the southern Adriatic, where winter golf is pleasant, would strongly attract Europeans who could fly there in half that time.

Slovenia will likely lead this push for development. It possesses the most Western sensibility of all the Yugoslav republics, and has established a stable economic base to attract foreign investment. Slovenia has already issued over \$500 million in bonds for economic development and has committed federal parks and private lands for golf development in the country.

Slovenia will consider six to eight sites for possible development. The country has inherited one 18-hole, respected golf course which was built in the 1930s by British architect Donald Harradine.

It sits in the shadow of the Alps and currently attracts tourists from Austria, Italy and Germany.

Croatia's efforts to develop golf should not be overlooked either. Its miles of Adriatic coastline and the Island of Brijuni, a few miles off the coast, present an ideal, attractive setting for the game. Brijuni, popularized as Marshall Tito's "Camp David," is slated to be used for development of a distinguished golf course and resort area. The appeal of the island is proven — in 1992 its hotel occupancy rates ran between 75-85 percent in spite of fighting in the southern sectors of the country.

Economics may be the greatest stumbling block for Croatia. Its currency, issued at the same time as Slovenia's, is worth only one-fourth the current value of its neighbor's. Taxes (those which aren't used for current war efforts) are earmarked solely for rebuilding war-torn cities, and no money for course development will be committed until this rebuilding is complete.

To date, McLoughlin has met with the presidents, prime ministers and ministers of tourism in both Croatia and Slovenia, and has already developed a plan of action for Slovenia which will be adopted in the next few months. He has suggested the creation of a Golf Course Authority which will oversee the development of courses and maintain high quality control standards. Developers would need to make application to the Authority and meet certain quality criteria before working in the country. He also is working to insure young people are involved in the development so that, once developed, golf will continue at a high level for years to come.

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Stages  
Of Growth



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4-Leaf



2-Tillers



4-5 Tillers

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