

## BRIEFS

**BELJAN LEADS IA PLANNING GROUP**

JUPITER, Fla. — Members of the Irrigation Association (IA) have elected golf course architect Jan Beljan chairman of their Long-range Planning Council. A design associate with Fazio Golf Course Designers, Inc. here, Beljan is the first golf industry member of the IA. "We in the golf industry have a lot in common with the irrigation industry," Beljan said. "Joining them seemed natural."



Jan Beljan

**JOHNSON JOINS COTTLE DESIGN**

CARTERSVILLE, Ga. — Don Cottle Jr. has added Kevin Johnson to the Cottle Course Design team. A graduate of the University of Georgia School of Environmental Design, Johnson also holds a public relations degree from Florida State University. He has worked designing resort golf courses in Italy for the Hotel Forte chain.

**ARTHUR DAVIS MOVES**

ATLANTA, Ga. — Arthur L. Davis, Inc., golf course architects and planners, has relocated its offices to One Ravinia Drive, Suite 1180, Atlanta 30346; telephone 404-481-3110.

**ASGCA BOUND FOR SCOTLAND**

The 49th annual meeting of the American Society of Golf Course Architects will be held April 22-29 in Scotland. The Society holds its annual meeting in the United Kingdom every fifth year in order to "rediscover the roots of golf course architecture," according to ASGCA President Donald Knott. The last ASGCA annual meeting in Scotland was in 1980. Since then the ASGCA has met in Ireland and England. The ASGCA, comprised of leading golf course architects in North America, will hold seminars on key issues affecting the golf industry as it moves through Scotland, visiting some of the great Open courses.

**FOSTER BUSY RENOVATING**

ST. LOUIS — Westwood Country Club has hired Keith Foster Golf Course Design to refine its course here. The original 27-hole track was built in 1928, then reduced to 18 holes in 1933. Foster will also renovate Rio Verde Country Club's Quail Run and White Wing courses in Phoenix, Ariz.

# Globetrotting a small (golf) world

## Morocco: Golf void beckons

By HAL PHILLIPS

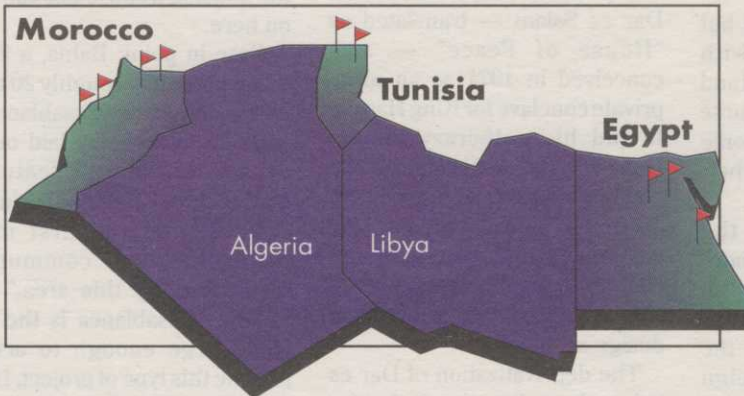
RABAT, Morocco — Year-round golf destinations on the order of Palm Springs are few and far between in the European marketplace, where seaside resorts rarely feature enough courses to satisfy large numbers of golf-only tourists.

The Moroccan business community would like nothing better than to fill this void.

With five projects underway and at least five more in the planning stages, Morocco will soon have more golf facilities than any country in North Africa. Combine these totals with its 14 existing facilities and Morocco — with its miles of coastline along the Atlantic and Mediterranean — can easily compete with Europe's leading warm-weather destinations: Portugal's Algarve region and Spain's Costa del Sol.

"It's only the last few years that Morocco has thought of golf as a pure touristic element," explained Ron Fream, whose 36-hole Bahia project remains in planning north of Casablanca. "The

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## India: Rich past revisits its roots

By MARK LESLIE

NEW DELHI, India — A dramatic change in the government's outlook on development is opening this vast country to unprecedented golf course construction and speculation.

India's leaders hope a new "policy of liberalization" will attract foreign investment, especially that linked to tourism and adventure — golf being a "main tool to attract tourists," according to P. Kumaresh of Turnkeys in Bangalore. "The golf industry in India is poised for a take-off."

While bureaucracy and red tape have been the bane of foreign investors here, Kumaresh said that with the new policy, "the prospect of golf course development with foreign expertise is indeed bright."

That foreign expertise includes course architects like Ron Fream, Robert Trent Jones Jr. and Jack Nicklaus Jr. They could revitalize a country that has only a handful of golf courses despite the fact that India was the first country outside the British Isles to have a golf course — Royal Calcutta, founded in 1829 by Scottish merchants.

Fream, who first visited India in 1976 and has spent 130

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## Egypt: Hopes of new money

By HAL PHILLIPS

HELIOPOLIS, Egypt — If Larry Packard keeps his current pace, friends at the American Society of Golf Course Architects may start referring to this venerable designer as "The Pharaoh."

With 18 holes in planning here East of Cairo and 18 more under construction across town, near the Pyramids at Giza, Packard will have soon designed more than half the golf holes in Egypt, a country he describes as "ripe for development."

Before Packard arrived in the Middle East two years ago, there were only 36 holes in the entire country: 18 in Alexandria, 9 near Aswan in Southern Egypt, and 9 across from the Cairo Hilton.

"There used to be an 18-hole golf course across from the Hilton in Cairo," Packard explained. "It was run by the British, who wouldn't allow any Egyptians to play on it. When the British left, the Egyptians took it over and

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J. Michael Poellot (center) and his associate Bob Moore (left) consult with an Indonesian client.

Q  
&A

## J. Michael Poellot: The continents are his canvas

In the early 1970s, while working in Asia-Pacific for U.S. Army Intelligence, J. Michael Poellot happened to meet Robert Trent Jones II, whose Navatane Golf Club was then in the planning stages. Jones eventually hired Poellot to run his Asian office. By 1980, Poellot had worked on 22 RTJ II projects and become vice president of the firm. Then he met Brad Benz, who convinced him to join Dick Phelps in forming Phelps, Benz and Poellot, Inc. After three years of work in the Colorado area, Benz and Poellot formed their own firm, capitalizing on JMP's contacts in Asia. In 1988, Poellot bought out Benz and

formed J. Michael Poellot Golf Design Group based in Saratoga, Calif. Poellot has since taken on three principals in the firm: Brian Costello, Bob Moore and Mark Hollinger. All four took part in the following interview.

GCN: Do each of you have specific territories?

JMP: From a practical perspective, I guess we do have territories because, historically, the world has been our market. From a logistic standpoint, it makes sense if someone handles Southeast Asia and someone handles

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## Hills tapped for \$500M project

DELRAY BEACH, Fla. — Arthur Hills, has joined the development team of the newly announced Addison Reserve, a 653-acre, \$500 million master-planned golf and country club community planned for south Palm Beach County here.

Arthur Hills & Associates, with offices in Toledo, Ohio and Orlando, Florida, will design the 27 holes of golf planned for the Addison Reserve community, announced Project Director Craig Perna.

Hills & Associates have been very active in Florida with dozens of golf projects, including 19 courses in the Naples area, alone.

The Addison Reserve, located on the last prime tract in the Boca Raton/Delray Country Club Mile corridor, is being developed by joint venture partners Taylor Woodrow Communities and Kenco Communities. In addition to the Arthur Hills designed 27 holes of championship golf, the Addison Reserve will feature an attractive mix of single-family homes, a Mizner-inspired multi-purpose clubhouse, and an extensive tennis complex.

Construction of the first 18 holes of the golf course are scheduled to begin in early 1995.

## Moroccans thirsty for golf

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Moroccans have a lot to offer, but there is still a problem with efficiency, with quality control and maintenance once the golf course is finished. But they have some very attractive resort areas at their disposal.

"It's important to the Moroccans. Golf has a lot more benefit than merely creating an in-country market. In a place like Morocco, you don't ignore the local market, but the foreign exchange earning potential is very important to their economy."

Among those projects under construction in Morocco are 18 holes designed by Robert von Hagge at Ben Slimane; nine holes at Kenitra, just north of Rabat; 18 designed by Cabal Robinson in Marrakech; 18 at El Cabo Negro; and a second Robinson nine at Fez.

According to Dick McConn, U.S. chairman of the Royal Moroccan Golf Federation — the country's tourist and development organization with an office in Washington, D.C. — five more projects have yet to break ground: 18 holes at Dar Bouazza in Casablanca; 18 more at Ouarzazate; 18 in Bouznika; 27 at Azemmour; and 18 in Settat.

Fream's firm, Santa Rosa, Calif.-based Golfplan, has recently been approached about an 18-hole project in Agadir, a southern resort city which already sports a fine course from the hand of Robert Trent Jones protégé Robinson. The flamboyant Robinson is the most prolific architect in the country, working there under RTJ before designing five Moroccan courses of his own.

"The Moroccans are sort of naive about competing and marketing their products as tourist destinations," said Robinson. "They seem to know that golf draws tourists. And with the land they've dedicated to golf, they've been able to generate some first-class golf courses. If they promote them well, they will have the capability to compete with the areas in southern Spain.

"In Tangier, you have 25,000 to 30,000 people playing 15 miles across the strait [of Gibraltar] every day. All you have to do is bring across 60 to 100 per day... Use a hydrofoil or something.

"This is the problem. The Moroccans don't seem to know how to go about the marketing process. They've got the potential there. They're spending the money on maintenance, and they're slowly getting the idea. Maybe they'll have some programs in place and do some things around Valderrama by 1997 [Ryder Cup]."

One of Robinson's RTJ projects was the 45-hole complex at Dar es Salam, which hosts the annual King Hassan II Trophy, an unofficial event that draws players from the U.S. and European PGA tours each November.

Like many Moroccan tracks, Dar es Salam — translated as "House of Peace" — was conceived in 1971 as an ultra-private conclave for King Hassan II and his golf-crazy family. However, Dar Es Salam and the country's other facilities have opened so tourists can now play virtually every course in the country — all, that is, except the King's own course, a Robinson design at Agadir.

The deprivatization of Dar es Salam shows how the market for

golf is changing in Morocco. While the emphasis continues to center on resort-style facilities, the housing trend is also catching on here.

Case in point: Bahia, a 2,000-unit community roughly 20 miles up the coast from Casablanca. In addition to 36 holes laid out by Fream, Bahia will feature a marina, hotel and tennis club.

"It will be the first major residential, golf community/resort serving this area," said Fream. "Casablanca is the only place large enough to accommodate this type of project. It's an emerging, already sophisticated

city and it has the population to support this type of venture.

"Bureaucratic red tape has been a problem. But we're hoping to break ground in mid-1995."

Fream is familiar with the creation of North African golf destinations, having almost single-handedly put neighboring Tunisia on the golfing map. He designed six of its eight courses.

"There are a lot of similarities between what's happening in Morocco and what we did in Tunisia," said Fream. "The original Port el Kantaoui project, 27 holes south of Tunis, has been open since 1980. There was

nothing there when we started. Now there are 6,000 hotel rooms available in what had been olive groves.

"Morocco has more coastline and some great sites. They also have decided this will be a broad-based effort, which is the most important factor."

Robinson agrees: "Dar es Salam has always been well known, especially in France. But Morocco's new courses — at Fez, at Tetuan, at Eljadida, Amelkis in Marrakech, The Dunes in Agadir and von Hagge's course near the town Ben Slimane — that will really put the place on the map."



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## Indian government opens up

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days here the last two years, held out high hopes for golf course development, but tempered them by pointing to the country's lack of infrastructure and golfers.

"It is a thin market that has to be nurtured," he said. "It will expand, but it might be five to seven years before there are enough in-country new players to support much more development."

Only about 10,000 to 15,000 people play golf in the entire

country — mostly military personnel and "well-connected" or wealthier, second-generation members at the private clubs, Fream added. Courses he is involved in will include comprehensive golf academies to train would-be golfers.

"Golf," agreed Kumaresh, "is still the exclusive preserve of the rich and well-to-do — a mere status symbol, and to some extent a means to business promotion. Professionalism in golf is very limited."

Yet, there is still a demand for more courses. Fream pointed to membership waiting lists that include 20 years at Delhi Golf Club, six to seven years at Bangalore Golf Club and perhaps 10 years at Bombay Presidency Golf Club. Remarkably low costs may also be a factor for these waiting lists. Delhi Golf Club, for instance, maintains the \$US6 per month fee set in 1930. Yet, even with high demand, the country must expand its infrastructure to accommodate golf and resort areas.

"I've looked at a number of sites trying to help get touristic

golf going," Fream said. "The problem is that you have a situation where some of the more desirable touristic locations do not have the necessary infrastructure in place. They need clean, decent airports, airplanes that run on time, the ability to put in sewer systems, roads, electrical systems for hotels. Particularly in the resort business, you need the infrastructure. Just building the golf course is not the solution. It's part of a package of things that has to be done."

Although the Indian government is "becoming aware of the

potential for tourism, it is not doing much [to help]," he said, pointing to higher priorities for the country's limited resources.

Interested foreign investors should be aware, Fream said, that in India \$3 million in construction costs for an 18-hole course is a large budget. "Their standards and ability to pay do not support prices that will translate into \$50 greens fees," he said. "We're looking at \$20 to \$25 as a top-of-the-line situation."

•••

Ground will soon be broken on two Fream-designed courses near Bangalore — the garden and technology city of India. Though he could not yet name the developer of one project, Fream said: "We have absolutely the best site in the country with a very important client. It will be a private club and touristic resort."

Called Nandi Hills, it will include an executive meeting center and hotel.

The second project in the Bangalore area is a residential real-estate property — a new concept for India. The developer is still acquiring land and formulating a master plan "because there is nothing comparable in the country from which they can judge."

Another Fream project is pending final governmental approvals in Goa — a resort area on the west coast — and he is working one on 250 acres in the Punjab area north Delhi and two others in the Bombay area, the country's financial capital of 12 million people.

While Jones is negotiating on a couple of Indian projects, Nicklaus Jr. and Nicklaus Sr. are each at work on two projects.

"It's a market that has surprised us, said Andy O'Brien of Nicklaus Design, which maintains an office in New Delhi, headed by Mr. Pradeep Jain, president of Landbased India Ltd. Affiliations there, he said, will involve Nicklaus Sr.-endorsed equipment and apparel as well as design.

Jack Jr. is designing a course in Bangalore in partnership with the Indian government, and will design a semi-private facility in Bombay that will seek to attract resort business. Jack Sr. has a contract to design an 18-hole course in Goa, in a project which already features a 200-room hotel, and will complete design in November on The Classic Golf Resort in New Delhi.

Construction is expected to begin on the 18-hole New Delhi track next February and it should open in late 1996 or early 1997, O'Brien said.

The approval process on The Classic was done so quickly, he said, that "it tells us they are serious about their golf."

"I was doing this in Indonesia 25 years ago. It took 15 years there for the market to really mature," Fream said. "Because the world is smaller now, I think in India it may take 10 years."

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# Larry Packard leading Egyptians into — for them — the grand new world of golf

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turned nine holes into soccer fields, so there's just a single 9 left."

Enter Packard, whose first Egyptian design was a par-3 nine alongside the Paradisio Hotel in Hurghada, a Red Sea resort approximately 300 miles south of Cairo. Popular with German tourists, who fly directly from Munich, Hurghada needed a golf course to complement its fishing and extraordinary snorkeling, said Packard.

"The problem in Hurghada," he explained, "is the lack of water and topsoil. The only thing that will be green will be the greens. We'll be using [seashore] paspalum, the new hybrid, because what water there is will be slightly brackish."

Question: How did Packard, who designed such quality tracks as Innisbrook in Tarpon Springs, Fla., get involved the Egyptian development market?

Answer: The International Executive Service Corps (IESC),

an organization that sends teams of retired people to help Third World countries with new and existing business ventures. The IESC sent Packard to Egypt: All expenses paid, but no salary.

Once he was there, word traveled fast.

"After I finished the par-3, a group wanted a brand new 18-hole golf course in Cairo, out near the pyramids," said Packard. "It's in what they call 6th of October City. They're building all kinds of residences

and buildings there. They have 16 million people in the Greater Cairo area, and they're trying to redistribute them.

"The layout in 6th of October City is all completed. They decided they wanted the course all in one piece. The housing is separate — on the outside. They're going to call it Dreamland Pyramids Golf Course."

The developer, Dr. Ahmed Bahgat, is president of Goldstar, the multinational electronics

firm. Bahgat's development group will build the golf course, not to mention an accompanying amusement park, about 10 miles from the Nile River.

"You'd have nothing if you didn't have the Nile there," said Packard. "They expect to drill some wells for irrigation."

"The site is gently rolling. You can see the Pyramids. It's an excellent site, but of course it has no trees or shrubs of any kind. I asked Dr. Bahgat where he's going get the topsoil, and he said he can get it from an area near the mouth of the Nile. I think he'll need six inches over the entire site."

Packard said his work on the Dreamland facility led to his third project, on the opposite side of Cairo in Heliopolis. Packard explained there are not yet working drawings for the Heliopolis project. He left for Egypt early this month to complete the routing.

"The interesting thing about this second project is, they've already sold 100 houses at \$250,000 a pop," he said. "When I first saw the site, it looked like a mountain of sand. It's a super site. There will a lot of grading, but it's a little more hilly than the other site."

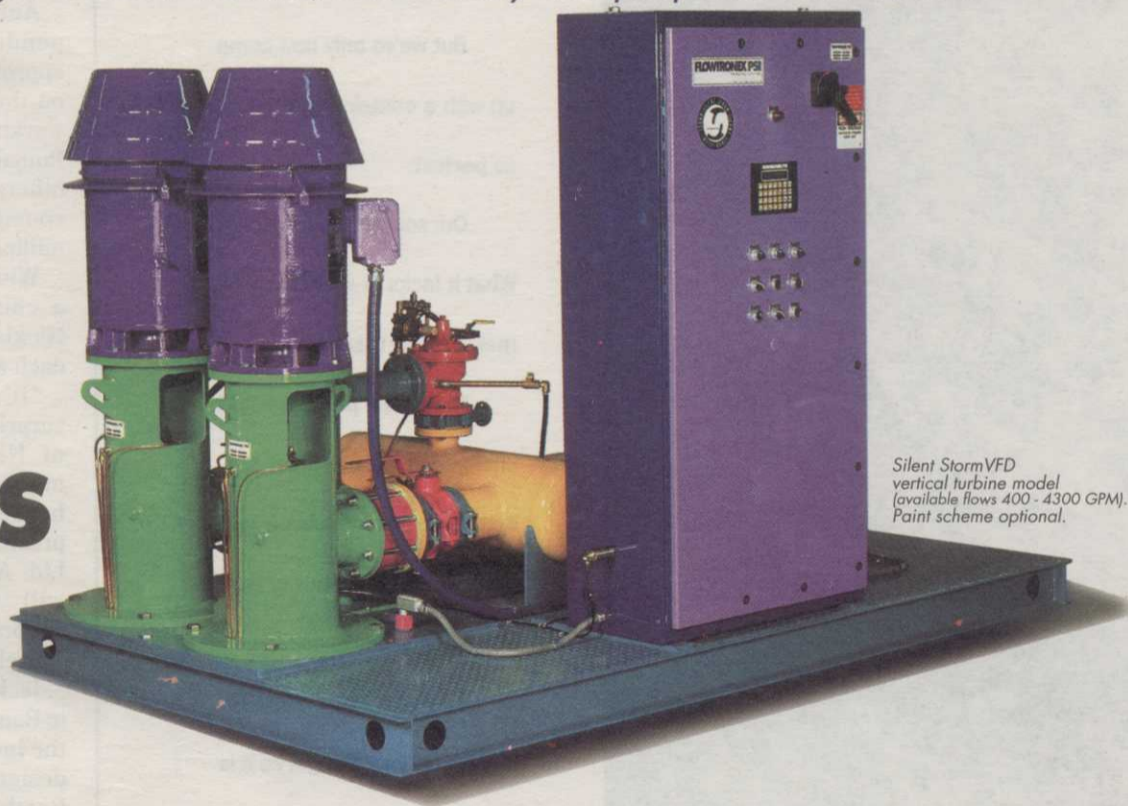
Though it has never before built a golf course, Egyptian Engineers Co. for Dwellings (EEDC) will construct the Heliopolis course. Packard explained that EEDC engineers have visited Innisbrook three times to learn about golf course construction.

"I've got half a dozen guys who might be interested in going over there to be a superintendent of construction," said Packard. "That guy will have his hands full, that's for sure."

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## Blessing opens Emerald Course at Wailea GC

The Wailea Golf Club has officially opened its long-awaited Emerald Course. The opening began with a traditional Hawaiian blessing by Reverend Nani Saffery. The blessing heralds the completion of the final phase of an ambitious expansion project which began six years ago under direction of architect Robert Trent Jones, Jr.

Sister to the resort's acclaimed Blue Course and the award-winning Golf Course, the new Emerald Course represents the final phase of an \$80 million investment which included the addition of the Gold Course, a second clubhouse and a state-of-the-art training facility. The new 18-hole Emerald Course brings a total of 54 holes of championship golf to the 1,500-acre Wailea Resort.