

## 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

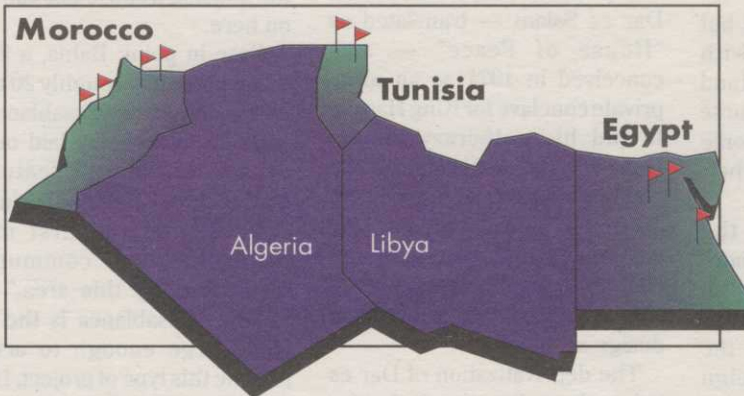
RABAT, Morocco — Year-round golf destinations on the order of Palm Springs are few and far between in the European marketplace, where seaside resorts rarely feature enough courses to satisfy large numbers of golf-only tourists.

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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