

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

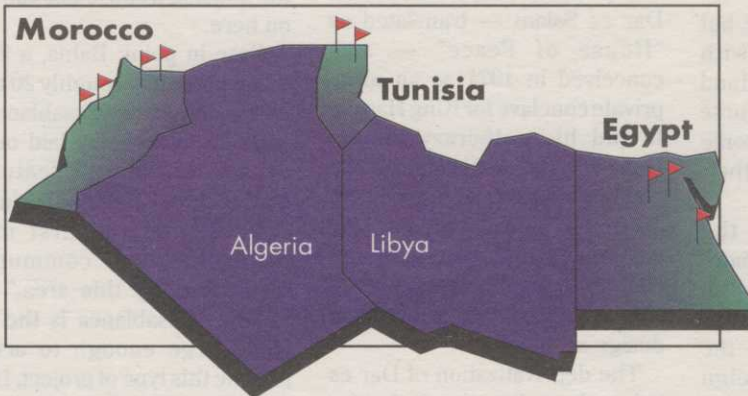
RABAT, Morocco — Year-round golf destinations on the order of Palm Springs are few and far between in the European marketplace, where seaside resorts rarely feature enough courses to satisfy large numbers of golf-only tourists.

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

Continued on page 48



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

Continued on page 49

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

Continued on page 50



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

Continued on page 58

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.

Indian government opens up

Continued from page 47

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."

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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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