

## BRIEFS



## FREUND JOINS FAIRWAY

TEMECULA, Calif. — Fairway Construction has appointed Ron Freund manager of its new Irrigation Division. Freund, who has worked in the irrigation industry for more than 16 years, will be based at the company's headquarters here. "The creation of a new Fairway Irrigation Division will help us provide a broader range of professional services for the golf course industry," said Gosch. He was previously affiliated with High Tech Golf as an irrigation sales representative for Southern California, and worked with Hunter Industries.



Ron Freund

## WATER OF ALL SORTS AT TURTLE CREEK

O'FALLON, Mo. — The Falls At Turtle Creek, an 18-hole daily-fee golf course here, opened for play May 27. Missouri National Golf Links, a St. Louis-based partnership headed by co-general partners Robert Saur and Ed Schultz, is the developer. The 197-acre complex includes an 18-hole course, driving range with separate teaching center, miniature golf course, batting cages, and 5,500-square-foot clubhouse. The Falls At Turtle Creek features three waterfalls. Fairways are planted with Bermudagrass. Greens are bentgrass. The majority of fairways are tree-lined. Water hazards come into play on eight holes.

## DEVICTOR LANGHAM ADDS MUSARRA

ROSWELL, Ga. — DeVictor Langham, land planners and golf course architects, has added Sal Musarra to its staff in its office here. Musarra has 13 years experience in land development, including four years of course design and development. He will focus on marketing efforts for new course and renovation projects, as well as land planning for golf communities. The firm recently began design work for Rarity Bay, a semi-private facility on Lake Tellico in Eastern Tennessee. Preliminary design has also begun for Rancho San Gerardo, a 27-hole layout in Aguascalientes, Mexico.

## HARBOTTLE BREAKS GROUND — TWICE

Ground has broken on two new John Harbottle designs, the Mountain Course at Genoa Lakes North in Genoa, Nevada will stretch to 7,500 yards over high-desert savanna at the foot of the Sierra Mountains. The New Course at Golf Mountain in Bremerton, Wash., is a traditional design playing over 6,900 yards through tall firs.

## Hurdzan Cooks up a treat outside Columbus

By MARK LESLIE

ASHVILLE, Ohio — From cornfield and atrazine to golf course and ecology. That's the story of Cooks Creek here — a golf course that has transformed a flood plain into a wetland haven for waterfowl and other wildlife.

"I think it's probably a good prototype of what modern golf architecture is going to be in the years to come," said Dr. Michael Hurdzan, who designed the course along with PGA Tour pro John Cook. "It doesn't look contrived. It looks natural. It's believable, even though we did an enormous amount of earthwork. It enhances the environment."

For Hurdzan's consultant on Cooks Creek, PGA Tour pro John Cook, it is a family affair. His grandfather, Bert, and father, Jim, once farmed the land. Jim decided to build a golf course on it. John's sister and former LPGA Tour pro Cathy is interested as well, but the new mother will not be working there. GolfCorp, the public golf arm of



The 5th hole at Michael Hurdzan's new design — Cooks Creek — in Ashville, Ohio.

ClubCorp, joined the project as majority owner, infusing finances and managing the facility, whose second nine opened at the end of June.

"Our expertise is in operations and

marketing. Jim and John will be involved to an extent, promotionally," said GolfCorp Senior Vice President of Marketing C.J. McDaniel, adding that

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The 7th hole at the Barry Serafin-designed Players Club at Foxfire.

Q &amp; A

## Serafin becomes marketable in competitive Ohio region



Ask the folks in Columbus, Ohio, about The Players Club's new golf course — Foxfire — and you'll hear it is a major, challenging addition to that golf-rich region. Discover who designed it and you'll discover a relatively new name — in terms of golf architecture — that is, Barry Serafin. A former pupil of Jack Kidwell and Dr. Michael Hurdzan, with major university work in landscape architecture and an agronomy degree in his pocket, Serafin is carving out a niche for his work in the Ohio Territory. Managing editor Mark Leslie caught up with him in Ohio for this interview.

**Golf Course News:** How did you first get involved in golf course design?

**Barry Serafin:** I like designing things. I transferred down to Ohio State because of landscape architecture. I was in that for a few years. I loved the design aspect of it. I loved working with the ground. But it wasn't a field I felt I would be happy in.

When I went into agronomy, it was with the idea of getting into golf course design. I then worked in construction

on a golf course for about a year with Quality Golf. Then I started with Mike, who had sat down with me and given me direction [while in college].

**GCN:** The canvas in landscape architecture wasn't big enough?

**Serafin:** That's about it. I felt it would be repetitive year after year. That's what I love about golf course design. Every year it's different. It's a new piece of property, new people and new challenges.

**GCN:** You were involved in the first

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## Philippines rich with possibilities

By MARK LESLIE

MANILA, The Philippines — A stabilized government, combined with a hefty infusion of Hong Kong and other foreign money, is translating here into a golf development boom.

"I see this as a second-wave development boom," said Mark Hollinger, vice president and partner with J. Michael Poellot course architects. "Typically, the first level of development [in a country] targets tourists and foreigners. Then, as golf develops and matures — and as people realize the value in it and in creating value for real-estate — it starts being marketed to 'locals.'"

Hollinger referred to a Poellot project called Mount Malarayat, a housing development with 27 holes of golf in Lipa City, south of Manila. "It is probably the only [non-resort] project in the Philippines right now. It's one of the early ones in the second wave — the first of a trend," he said.

Most of the projects combine foreign and Filipino money.

"Historically," said architect Brad Benz, "it has been a Japanese initiative that got things going [in a golf boom]. In this instance, it's perhaps a little different in that some perceptive Filipinos are saying, 'Why can't we be a part of this?'"

Hollinger agreed that "most all the projects going on have a local partner.

"A lot of foreign money has come into The Philippines — especially with the uncertainty of Hong Kong," he added. "There was an initial bailout a few years back from Singapore and Bangkok. Now a lot of the Hong Kong players are hedging their bets and want to stay as close to Hong Kong as they can. The Philippines, being stable

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