

## 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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## Q&A: Serafin

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preparations for design of the course for the handicapped in Akron, Ohio. Is the public-access law going to impact the design of courses in the future?

**Serafin:** Definitely. Obviously, there is major concern about it. It's something as designers we have to be aware of, and incorporate it into our designs.

**GCN:** Will it hamper the designs?

**Serafin:** I don't think so. Obviously, there is a part of the population who are handicapped and who want to play golf. We need to accommodate them. It is the same thing as with women's tees and the progress we've made in that the past few years. They want to play golf and we need to accommodate them.

**GCN:** Going off on your own was a huge step. Have you discovered that perhaps life was easier working for someone else?

**Serafin:** The first few years it was harder. I worked with Mike Hurdzan and Jack Kidwell for 4-1/2 years. In 1991 I started my own design firm. It has worked out well. I have been steadily busy throughout Central Ohio, and am looking to expand from there. As in any profession, it's a matter of establishing your name in the market.

**GCN:** It's something like a young actor looking for his first big break.

**Serafin:** Yes. I was very fortunate that I had the new nine at the Players Club — Foxfire. It has literally led to almost all my other jobs. It's been a domino effect.

**GCN:** Are more skills required now to be an architect than years ago?

**Serafin:** Yes. Everything progresses. Designers need to be more knowledgeable in a lot of different aspects — not just design. Turfgrass is more a science now.

So you need to have a basic agronomy background. You need to be aware of the environmental and disability issues and all the others. It's all part of change, part of advancing. You need to change with the times.

**GCN:** Like the grasses.

**Serafin:** Exactly. They come out with new varieties every year. It's something you need to be aware of.

**GCN:** Do most architects stay on top of the NTEP [National Turfgrass Evaluation Program] tests?

**Serafin:** I'm sure they all get copies of them. Whether they study them, I don't know. I look at them, and I work one-on-one with the sales reps.

They deal with them all the time. And for the rest of us, it's very hard to stay on top of that and on top of all the irrigation changes coming out, all the environmental issues. I talk to two or three reps, and then make a decision.

**GCN:** Is there a particular challenge you'd like to be faced with — a dream of a mountain site, or an ocean site, for instance?

**Serafin:** I think anybody would love to be given that ultimate piece of property like the Kiawah [Ocean] course. I'm sure that was a dream for Pete Dye, too. To have a piece of ground like that with such natural amenities, and to be able to go out and truly design what you want...

**GCN:** You work basically in Ohio. Several of the top 100 golf courses are in your vicinity. Is

there an unspoken competition among architects here to design the best course?

**Serafin:** The Columbus market is actually saturated with private courses right now. Robert Trent Jones Jr. has built a couple [Wedgewood and Jefferson golf and country clubs] in the last few years. Jack Nicklaus II has done the Medallion Club. But there is a market for public golf courses.

The developers are not there to compete with Muirfield, Scioto, or Double Eagle. There is that potential. There is an in-

ternal challenge, not only to prove it to the owner but to yourself as well.

**GCN:** What are the toughest challenges that developers face today to get a project off the ground?

**Serafin:** Most the projects I have done have not had any environmental problems to speak of. Before the project even starts, we talk with the Department of Natural Resources and EPA [Environmental Protection Agency] and ask them what they need from us. Then we incorporate it. We try to avoid anything up front.

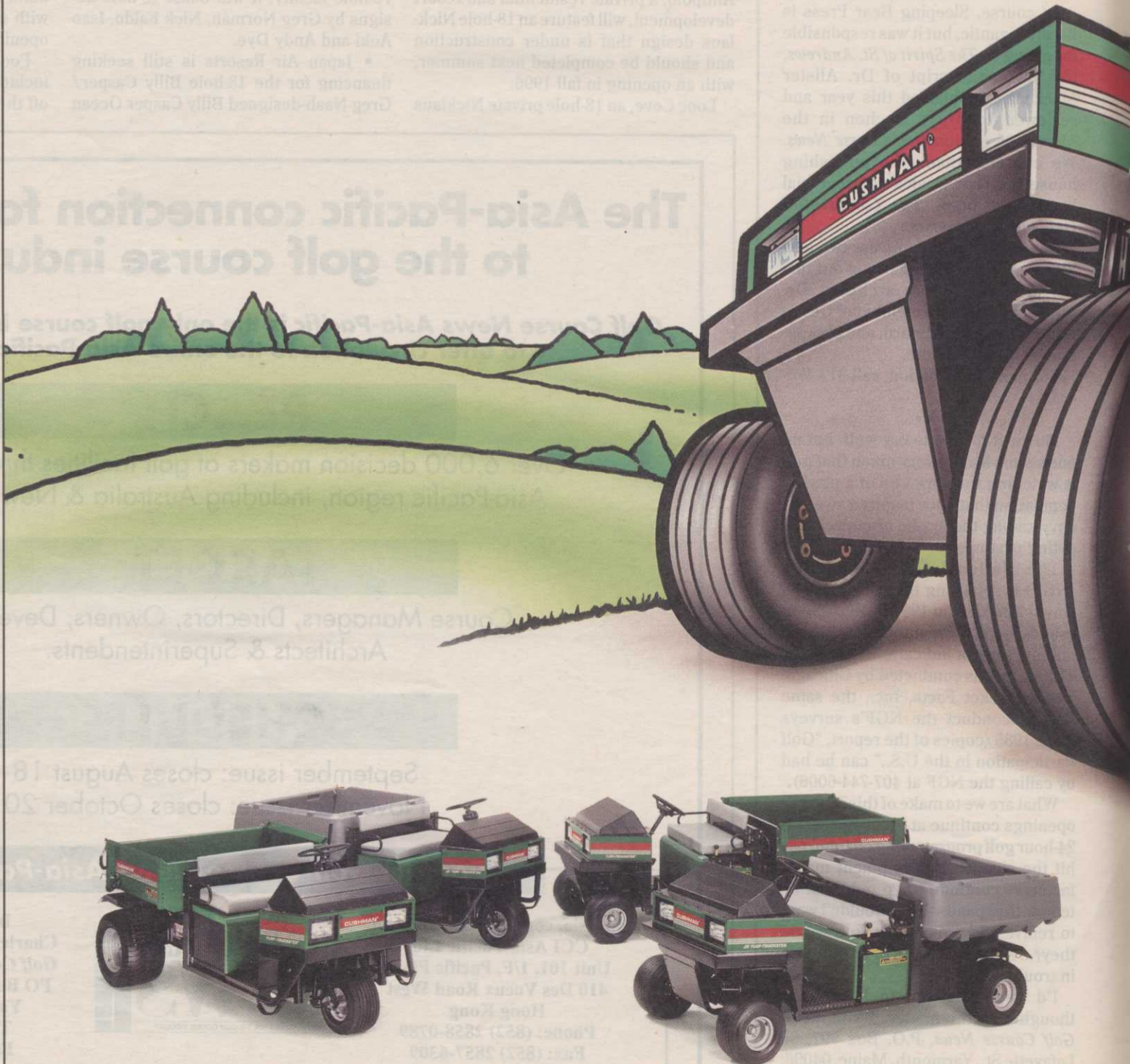
**GCN:** Who do you consider the great architects past and present?

**Serafin:** [Alister] Mackenzie and Donald Ross have done some great courses that have stood the test of time. Presently, I really like Pete Dye's and Tom Fazio's work.

They have had the opportunities, the bigger budgets, the great pieces of ground — those ideal situations. I think there are a lot of architects who don't have that name who could do some great work, also, if given the

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# Keep On



## Byrd, Cornish, Herfort elected ASGCA Fellows

**W**illard Byrd, Geoffrey Cornish and Don Herfort were elected

Fellows of the American Society of Golf Course Architects at the society's recent annual meeting in St. Andrews, Scotland.

ASGCA Fellows are regular members who have been in good standing for 10 years or more, have reached the age of 70 and have been approved by the ASGCA board of governors.

Byrd founded his firm in 1956 and has since developed

more than 100 golf courses throughout the Southern United States.

His designs include Atlanta Country Club in Atlanta; Heather Glen in Little River, S.C.; Country Club of North Carolina in Pinehurst, N.C.; Wexford Plantation in Hilton Head Island, S.C.; and Longboat Key Club in Longboat Key, Fla.

Cornish has designed more golf courses in New England

(240) than anyone in history and is co-author with Ron Whitten of the definitive history of golf course architecture, *The Architects of Golf*.

A past ASGCA president, he is also one of only three ASGCA members to receive the society's annual Donald Ross Award for contributions to the profession of golf course architecture.

Among Cornish's designs

are the International Golf Club, Bolton, Mass.; Summerlea Golf & Country Club, Montreal; Center Valley Club, Center Valley, Pa.; The New Ashburn Golf Course, Halifax, Nova Scotia; and The Quechee Club, Quechee, Vt.

Herfort, active as an architect since the mid-1960s, has designed 45 golf courses while remodeling or expanding an additional 100. To his credit are Northwoods Golf Course,

Rhineland, Wis.; Indian Hills Country Club, St. Paul, Minn.; Pebble Creek Golf Course, Becker, Minn.; Phalen Golf Course, St. Paul, Minn.; and Oak Glen Country Club, Stillwater, Minn.

Byrd, Cornish and Herfort join Floyd Farley, David W. Gordon, James G. Harrison, Robert Trent Jones, Jack Kidwell, W. Bruce Matthews, William H. Neff, E. Lawrence Packard, Ted Robinson, Arthur Jack Snyder, Philip A. Wogan and Albert Zikorus as Fellows of the Society.

## Q&A: Serafin

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opportunity. But, like myself, we will be given that opportunity one of these days.

**GCN:** What is your philosophy of design?

**Serafin:** I am more of the natural, or minimal, type... The majority of my work is in public golf. These clients can't move a million yards of dirt, because once I leave, it's a going business, and how soon are they going to get a return on their investment? Much sooner if we move 200,000 or 300,000 yards of dirt as opposed to a million. That's my responsibility to the owner, also. If money's not an issue, that's fine. But I sit down with the owners at the outset of a project and find out their intent and priorities.

**GCN:** Should architects be more concerned with the speed-of-play issue?

**Serafin:** Definitely. You need to look at it on a project-by-project basis. How many people play there a year? If there aren't many, then you don't have to worry about speed of play. But if you're building a public golf course and you need to push through as many people as fast as possible, the architect needs to be aware of that. The greens, the bunker placement and other hazards all come into play.

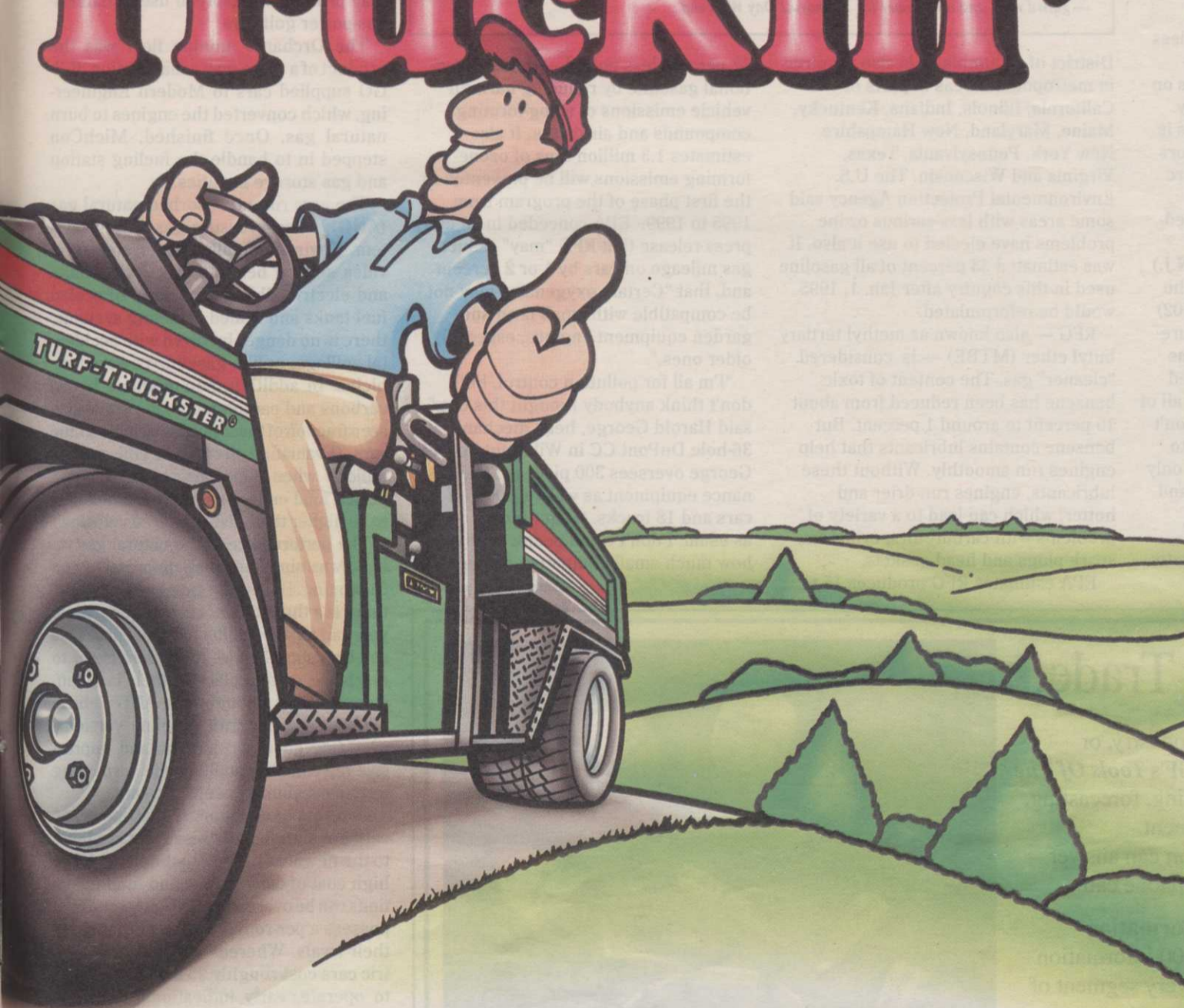
**GCN:** What advice would you give to an aspiring golf course architect?

**Serafin:** There are so many already. There are three former employees of Mike Hurdzan who are in business in the Columbus area. As he said, 'Today's employees, tomorrow's competition.' That's true. There is so much growth in golf development that there are a lot of guys breaking off and taking advantage of that.

But, as for advice, they need a thorough understanding of turfgrass and construction. A background in landscape architecture will certainly help. I'd say: Just have a love for the business.

I absolutely love what I do. I get up every morning and can't wait to get out on the projects and to see what progress has been made ... and try to learn something new every day. Once you think you know everything, that's when you start regressing.

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