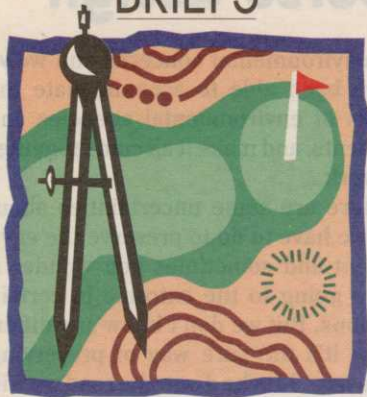


BRIEFS



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

Continued on next page



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

Q & 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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Phillips comment: EPA making nice?

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has a checkered environmental record, now is the time to cleanse your bill of health. In other words, it's time to use someone else's political ambition to achieve your own goals.

A quick glance at the *Golf Course News* masthead (turn back to page 8) indicates the move has been made. Publisher Charles von Brecht has arrived in Maine and can now be reached at GCN's Yarmouth, Maine, address.

As it happened, Charlie and his family didn't require a great deal of adjustment. Their first two days in Maine set records, as temperatures climbed into the high 90s. Just like St. Petersburg, huh Charlie?

What's the old saying about the sleeping bear? No, that's the wounded bear. They're quite dangerous, apparently... I believe one is often urged to let sleeping bears lie — no, wait: that applies to groggy dogs... Of course, there are sleeping giants, too, which may better describe the Chelsea, Mich.-based publishing house making its mark in the golf industry.

Of course, Sleeping Bear Press is hardly gigantic, but it was responsible for giving us *The Spirit of St. Andrews*, the lost manuscript of Dr. Alister Mackenzie, published this year and reviewed by Terry Buchen in the March '95 edition *Golf Course News*. We can also thank the publishing house for Tom Doak's controversial but honest book, *The Confidential Guide to Golf Courses*.

There, on the horizon, are two new Sleeping Bear offerings. Due out this fall are books from architect Dr. Michael Hurdzan, a member of GCN's Editorial Advisory Board, and photographer Mike Klemme.

For more information, call 313-475-4411.

Far be it for me to cry wolf, but no one seems to care very much that golf is watching the slow ebb of a playing population that once inspired awe and envy among those who organize competing pastimes.

The National Golf Foundation (NGF) is reporting that U.S. play declined 7 percent in 1994 to 465 million rounds — the lowest total for this traditional growth indicator in six years. The study was conducted by Chicago-based Market Facts, Inc., the same firm to conduct the NGF's surveys since 1985 (copies of the report, "Golf Participation in the U.S.," can be had by calling the NGF at 407-744-6006).

What are we to make of this? Course openings continue at record pace... A 24-hour golf programming channel has hit the airwaves... Equipment manufacturers continue to go public in attempts to expand — they wouldn't want to reinvest in a dying market, would they?... Are these signs of an industry in trouble?

I'd be interested to hear your thoughts on the matter. Write me at *Golf Course News*, P.O. Box 997, 38 Lafayette St., Yarmouth, Maine, 04096; or e-mail me at:

hphillip@gcn.biddeford.com.

Palmer, Nicklaus, Jones, Casper, others busy in Philippines

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now under [President Fidel] Ramos, is a good place to put your money."

While Mount Malarayat begins a new future of non-resort development providing golf for Filipinos, a number of other projects dot this Pacific paradise. Robert Trent Jones Sr., Arnold Palmer, Jack Nicklaus, Billy Casper, Benz, Nelson-Wright-Haworth, Andy Dye, Poellot... The list of golf course architects bustling about The Philippines goes on and on.

- Arnold Palmer Design opened two courses recently — The Legacy Golf Course at The Orchard G&CC in Dasmariñas, Cavite, and Banyan Tree Evercrest G&CC in Nasugbu, Batangas — and expects in late summer to begin construction on an 18-hole track, the Ayala-Cebu Golf Estates, in Cebu. It is being developed by Ayala Land Co. of The Philippines. The Legacy, whose grand opening in January was attended by Palmer and President Ramos, is a private members' course, while Banyan Tree is a combination resort and members' facility.

- Nicklaus is involved with Fil-Estate Golf and Development Inc. of Manila in three projects — one private, one resort and residential, and the third undecided. Antipolo, a private residential and resort development, will feature an 18-hole Nicklaus design that is under construction and should be completed next summer, with an opening in fall 1996.

- Looc Cove, an 18-hole private Nicklaus

Signature course in Batangas, Island of Luzan, will begin construction by November. Fil-Estate is undecided about housing or resort components.

In Kagayan de Oro, Mindano, construction should begin in November on another Nicklaus Signature track.

- Benz, who has worked in Asia-Pacific for two decades and is headquartered in Los Gatos, California, U.S.A., reports interest in three resort projects. The three include one 18-hole, one 27-hole and one 36-hole facility.

The time frame? "Two are imminent," he said.

Benz points to one, in particular, as a potential "destination of choice," sitting right on the ocean and boasting beautiful beach frontage.

"The scenic beauty in some of these projects is absolutely superlative," he said. "Much of the land is untouched. That's why we'd like to be part of it, to develop the idea of eco-tourism, preserving to the greatest extent what you possibly can. That has been my bent since Day One [of his career]."

- Santa Lucia, developer of The Orchard G&CC which hosted the 1995 Johnnie Walker Classic, plans to build Las Colinas on the outskirts of Manila. A 72-hole facility, it will boast 18-hole designs by Greg Norman, Nick Faldo, Isao Aoki and Andy Dye.

- Japan Air Resorts is still seeking financing for the 18-hole Billy Casper/Greg Nash-designed Billy Casper Ocean

Course on Camotes Island. Playing along the ocean, it is the first of four courses eventually planned for the resort.

- John Harvey of Robert Trent Jones Sr. reported: "We have some incredible leads." Included are a resort projects in Cebu City and Manila — both loaded with amenities.

- Nelson-Wright-Haworth (NWH) reportedly is drawing plans for a new 27 holes in Laguna, and a well-placed source says a Japanese firm is planning 36 holes or more on the former Clark Air Force Base property, where NWH recently completed the Mimosa Resort course.

A number of influential Filipino families have been able to get things done in spite of political instability in the past. Today, they are even more able to push projects ahead. Take, for instance, the Turalbas, owners of Turalba and Associates and its subsidiary, Active Realty and Development Corp. A large developer which has built residential developments is undertaking its first golf project with Mount Malarayat. Built partially on a pineapple plantation, it will include an integrated sports facility including an equestrian center and sports lodge along with golf.

The residences will be a mixed market, dominated by second homes. A two-year build-out of the golf course is projected, with as many of the 27 holes as possible opening by the end of 1996.

Poellot has a couple of other projects, including one in Cebu, they hope will get off the ground this year.

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