

Weiskopf designing Forest Highlands' second 18-hole track

FLAGSTAFF, Ariz. — A new 18-hole championship golf course designed by Tom Weiskopf will serve as the focal point for the expansion of the Forest Highlands golf community just south of Flagstaff.

"The new course promises to be every bit as spectacular as the existing one," said Jim Hoselton, project director and vice president of Phoenix-based DMB.

Weiskopf teamed with Jay Morrish in 1985 to design the existing Forest Highlands course.

"This is a spectacular piece of property," said Weiskopf. "It has magnificent views and a very unique terrain, which gives us the chance to design a traditional golf course that is walkable, challenging and dramatic for golfers at all levels of play."

Weiskopf said the second 18 holes will have a similar feeling to the existing course in its playability and challenges.

"At build-out, Forest Highlands will encompass 36 holes of private golf at 7,000 feet. I think that's pretty special considering its scenic beauty, national ranking and location," said Hoselton. Construction of the course is expected to begin in early 1997.

NGF study upbeat

Continued from page 3

"Developers need to get accurate information on prospective markets before they decide to build. The NGF's field experience indicates that too many developers make construction decisions with their hearts and not with quantitative information on supply and demand."

Regionally, the South Atlantic (SA) states (Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Maryland, Delaware) enjoyed the largest increase (up 693 courses to a total of 3,026, a 30-percent jump) in course supply over the last decade. However, it still trailed the East North Central (ENC) region (Wisconsin, Michigan, Illinois, Indiana, Ohio) in total number of courses (3,200). The ENC also had the largest percentage of public tracks (78 percent) relative to total courses and 24 percent of the nation's public course supply.

While the South Atlantic has led the way in new development, there are signs the region is slowing. According to NGF figures, 25 percent of 1995 course openings occurred in the ENC compared to just 20 percent in the SA. Further, 25 percent of courses under construction nationwide were in the ENC, compared to 19 percent in the SA.

As for the future, Baby Boomers are expected to continue as the major demographic group affecting new course development. Senior golfers (age 50 and above) represent 25 percent of U.S. golfers, but account for 50 percent of rounds played. The first wave of the nation's 78 million Baby Boomers are just reaching their 50s. "If these golfers behave toward golf like their predecessors, we believe the U.S. will see another surge in rounds played and spending," the report reads.

Most of the 72 million Baby Boomer children, referred to as Echo Boomers, will be into their late 20s and early 30s by the year 2015. This is the age when most people take up golf, meaning this group could also have a major impact on golf development 20 years from now.

The NGF predicts in the near term that U.S. course openings will continue in the 300 to 400 courses-per-year range, 80 to 90 percent of those being public.

"In light of the anticipated favorable demographic shifts impacting the U.S. population, the long-term growth potential for golf participation, rounds (activity levels) and spending are very encouraging," according to the report. "However, these favorable demographic shifts are not anticipated to significantly benefit the golf industry in terms of increased participation and rounds played until after the year 2000."

GOLF COURSE NEWS

PENDULUM

When it comes to season-long control of crabgrass, goosegrass, oxalis, spurge and many other troublesome weeds, PENDULUM®



® Trademark, American Cyanamid Company.

©1996

herbicide gets down to business. No other preemergent turf herbicide can match its spectrum of weeds controlled and cost-effectiveness. • PENDULUM brand Pendimethalin also offers greater flexibility than ever before, with a complete preemergent product line that includes sprayable formulations, combination fertilizer products and now a 2% granular formulation. • When you consider cash rebates available to you from American Cyanamid, it's easy to see that PENDULUM really does mean business. Smart Business. • To learn more about the rebate offer or for the name of the PENDULUM distributor nearest you, call 1-800-545-9525, Ext. 931.



Agricultural Products Division
Specialty Products Department
One Cyanamid Plaza, Wayne, NJ 07470

MEANS BUSINESS