

## IN BRIEF

**SWAINTON, N.J.** — The Royal Oakes Golf Course, set to open here in late April, has changed its name. The new name is Sand Barrens Golf Club at Royal Oakes. The 18-hole course, owned by Malcolm and Edson Robertson, was designed by Dr. Michael Hurdzan and Dana Fry of Hurdzan Fry Design Group of Columbus, Ohio. The course is set on 25 acres of sandy scrub pine. Sand is so prevalent at the site that none had to be imported for the course's bunkers, but only uncovered to form natural bunkers. Initial operations will take place from a temporary clubhouse facility.

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**MEXICO, Mo.** — The Arthur Hills Golf Course has begun construction on a nine-hole addition that will eventually create a full 18-hole layout. The addition, which is being built by Mid-America Golf Construction, is part of a five-year program which will produce an expanded and improved 18-hole course. The new nine holes were designed by Larry Flatt of Flatt Golf Services. The original nine, built in 1954, will also undergo reconstruction as part of the plan. The new 18-hole course will measure 6,185 yards from the championship tees, with water coming into play on three of the nine new holes.



### ADVERTISING?

While many touring pros have teamed with golf course architects, not many have marketed their partnerships as inventively as Nick Price and Steve Smyers. This bag-cum-billboard was recently spotted at the King Hassan II Trophy in Rabat, Morocco.

## 1997 Public Golf Forum to focus on potential

**OAKBROOK, Ill.** — The latest round of new course figures add more fuel to the public-access golf fire. Eighty-eight percent of new course openings in 1996 were public-access facilities, according to the National Golf Foundation. About 86 percent of the 850 courses under construction and 83 percent of those in planning carry the municipal, daily-fee or resort label. Little wonder the public golf blaze is expected to continue burning bright into the next century.

Obviously there is enormous sales potential in public-access golf and the *Golf Course News*-sponsored Public Golf Forum is an excellent way to tap that potential.

The national business conference and exposition for superintendents, owners, managers and directors of public-access golf facilities is scheduled for Oct. 26-28 at Oakbrook Hills Hotel and Resort here in the heart of the fastest-growing region for public golf, the American Midwest.

"Buyers at the exposition will be looking for everything from aerators to utility vehicles," noted *Golf Course News* Publisher Charles von Brecht. "This is the best opportunity available to meet face-to-face with qualified buyers from throughout the country, just in time for the 1998 buying season."

Buyers will be attracted to Public Golf Forum by the exposition as well as the top-flight educational conference.

"Past speakers have included professional golfers Arnold Palmer and Peter Jacobsen, ClubCorp founder Robert Dedman, course architects Pete Dye and Robert Trent Jones Jr. and a host of marketing, development, management and agronomic experts.

For more information on how to exhibit or sign up for the educational conference, call the United Publications Conference Group at 800-441-6982.

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