



THE WORLD OF DEVELOPMENT '97

An international environmental organization plans to develop 100 golf courses across the country, using land given to it by government agencies and individuals. A major developer begins construction of the largest (42-square-mile) golf course community west of the Mississippi River. New, more restrictive national wetlands regulations take effect but can't terribly slow construction as more than 400 new and expanded golf courses are unveiled to golfers.

While paradoxical in some ways, the 7th year of the decade of the 1990s added another rung to the ladder of spiraling growth in golf. In these pages we have put together a few slices of pie we hope give the flavor of golf industry this year.

— Mark Leslie

Notable Quotables

● 'To this day I've never had a 'job' — quote-unquote. My life is a continuous adventure, from one place to the other.'

— Dana Fry, course architect



Dana Fry

● 'By and large, it's [golf course construction] a pretty safe industry. You're dealing with dirt, not 2-by-4s.'

— Skip Lynch

● 'In the '20s there were pros who dabbled in golf course architecture.

But if you had a golf course today, who would you rather have had design it — Walter Hagen, or [A.W.] Tillinghast or [Donald] Ross? I think it would be Tillinghast or Ross.

And I think that's what's going to happen 20 or 30 years from now. People won't care that a big-time player who won two majors designed a golf course. They are going to want to know that it was Steve Smyers, or Bob Lohmann, or Stephen Kay.'

— Stephen Kay, course architect

● 'I was a one-employee show... I made sure I could park my dozer close enough to the tractor so I could jump from one to the other without having to hit the ground.'

— Allan MacCarrach, explaining his start in course construction



Allan MacCarrach

Audubon Int'l dives into development with a splash

Aims to plan and build 100 golf course facilities

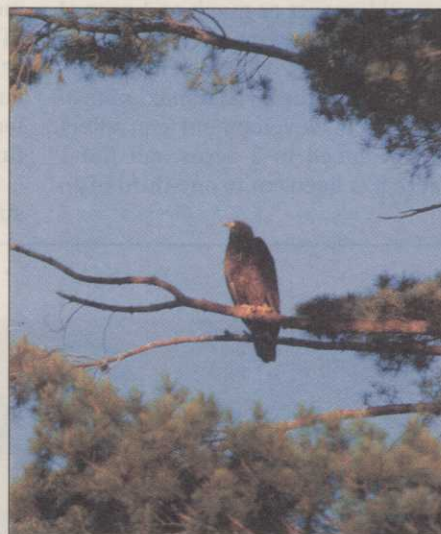
By MARK LESLIE

SELKIRK, N.Y. — When Audubon International (AI) entered the world of golf, no one would have dreamed of the heights it is about to reach — no one except, perhaps, President Ron Dodson.

AI has created the Audubon International Golf and the Environment Land Trust to accept "real property interest" that will be used to facilitate development of Audubon golf courses as environmental research and demonstration centers.

"We asked, Who better to implement our beliefs than us?" said Dodson. "One

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A baby eagle finds a perch on a fairway at Garland Resort in Lewiston, Mich.

Backers ready to pour in \$300M to \$500M

By MARK LESLIE

SELKIRK, N.Y. — In its quest to develop perhaps 100 golf courses, the Audubon International Golf and the Environment Land Trust has found a number of individuals and two major federal government agencies offering land, and a partner has stepped forward to finance, develop and operate those facilities. Contracts could be signed by the end of this year.

While the U.S. Army Corps of Engineers and the Bureau of Land Reclamation (BLR) are offering up tracts of land across the country, a newly created firm,

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GCN JANUARY



Carter (left) and father Jay Morrish prove blood runs thick in design business.

A Father & Son Union: No hazards reported in partnerships

By MARK LESLIE

Tim Nugent was born on a golf course construction site. W. Bruce Matthews III grew up at Grand Haven (Mich.) Golf Course, managed by his father. Carter Morrish has been around the likes of Jack Nicklaus and Tom Weiskopf since he was a toddler. Heck, golf course architect Bob Cupp was his youth football coach. When Trent Puddicombe was born two years ago, his architect dad, Mark, assessed him this way: "Just another little shaper."

This father-and-son golf course design gig can no longer be dismissed as merely anecdotal. It has gone beyond fad to trend.

The golfing public generally knows the Joneses (Robert Trent Jones Sr. and sons Rees and Robert Trent Jones Jr.), the Dyes (Pete and Alice and sons Perry and P.B.) and perhaps the Nicklauses (Jack, Jackie and Gary). But, there are more: the Nugents (Dick and Tim), Morrishes (Jay and Carter), Robinsons (Ted and Ted Jr.), Aults (Brian and Eric), Cupps (Bob and Bob Jr.), Davises (Arthur and Lee), Phelps (Dick and Rick), Kernses (Gary and son Ron), Puddicombes (Sid and sons Grant and Mark) and Mootes (Bob and Dave).

The list goes on. There's Tom Fazio's boy in the dirt with his Tonka truck, and Dan Maples' son in his pile of dirt-cum-miniature golf course.

"Trent already has a toy John Deere dozer," said Mark Puddicombe. "He's the only kid with a USGA-

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Corps' flip on wetlands regs will have wide impact

By MARK LESLIE

WASHINGTON, D.C. — The U.S. Army Corps of Engineers has changed a wetlands permitting regulation that will affect commercial and residential developers across the board.

Probably 10 percent of golf course projects built the last few years would have been affected by the new parameters had they been in effect, according to Dr. Stuart Cohen, president of Environmental & Turf Services, Inc. of Wheaton, Md.

The regulation is Nation Wide Permit (NWP) 26, which is routinely re-issued every few years. In recent years, it has

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Wetlands at Hammock Dunes in Palm Coast, Fla.

GCN OCTOBER

Diablo es mas Grande

By MICHAEL LEVANS

WEST STANISLAUS COUNTY, Calif. — When Jack Nicklaus and Gene Sarazen team up on a course design, you know there's something big happening.

The two legends have put their heads together for the first time on the design of The Legends West Course, one of two courses in phase one of Diablo Grande development 20 miles outside of Modesto, Calif. The course is scheduled to open next month.

At 33,000 acres — that's 42 square miles, or twice the size of the island of Bermuda — Diablo Grande calls itself the largest master-planned community west of the Mississippi. Once completed, Diablo will feature five residential neighborhoods, a polo and equestrian center, 45 acres of vineyards (in the foothills of Oak Flat Ranch), and a luxury hotel and European spa.

"The facility could have up to seven golf courses," said Don Panoz, president of the Diablo development who owns Chateau Elan in Georgia. Panoz is in the finishing stages of Diablo's first phase, 5,000 acres that will act as the hub, or village, for his final vision.

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Gene Sarazen



Jack Nicklaus

TPC network takes off

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Development, "is to be in locations that allow us to improve existing tournaments, provide a location that is designed for spectators from the outset, challenge the Tour pro and entertain the average golfer. We also provide a site where the tournament sponsor doesn't have to pay a rental fee. Charities are generally the sponsor. If we provide a rent-free facility, that leaves more for prize money and charitable donations. So our primary focus for development is in areas where the tournament

has outgrown its present facility and needs a new spot to reach its potential."

Much of the growth in the TPC network started during the mid-1980s was tied to the need for sites to hold PGA Senior Tour events.

The PGA Tour has traditionally opened two to three new TPC facilities annually, Tomlinson said. The Tour hopes to increase that to four to five a year, doubling the number of facilities within the next five to seven years.

The PGA Tour wants to be at least a part owner and operator of all the new TPC operations it opens, Tomlinson said.

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Like father, like son

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spec sandbox."

Bruce Matthews likens the heir apparentry of course architecture to that of old-fashioned apprenticeship.

"It's like a watchmaker, tinker and silversmith," said Matthews. "Look at what the Jones boys are doing: just what dad did. I'm doing just what granddad [W. Bruce Matthews] and Uncle Jerry [Matthews] did. The same with Dan Maples [son of Ellis]. All of us, doing what dad did, with our own twists."

Many sons of architects have gone into other fields altogether, only to return to their "roots" — outdoor work with their fathers. And others know from an early age they want to work in golf — in some way, or in whatever way they can — and never stray.

"Before joining me, Tim got a degree in engineering and construction management and was building high-rise office buildings," said Dick Nugent, whose firm is based in Long Grove, Ill. "I told him, 'You know all the skill of the construction industry, but you need to know about the money.' He went back to school and got an MBA, then came here; he has added a lot to our business."

Bruce Matthews and Grant Puddicombe were superintendents before jumping aboard their family design firms.

"I thought I'd always work on a golf course — in what role I wasn't sure," said Grant Puddicombe, who worked as a superintendent for two years before he and Mark confronted dad Sid, also a superintendent, at Christmas time 1980. They immediately set about opening their firm, headquartered in Nisku, Alberta, Canada.

"I've been around it [golf course design] my whole life," said Carter Morrish, "golfing out to Shoal Creek [in Birmingham, Ala.], traveling with Dad in the summers. It's always been in my head. It's just a natural thing."

A natural thing — in the genes, perhaps?

"I think it's a combination of genetics and/or background," said Jay Morrish.

Sid Puddicombe agreed about the influence of experience. "I think it's just what children are exposed to," he said. "Growing up on a golf course and being involved in it, you get attached to it. They've tried other work and the love of golf has brought them back."

"He knows the business inside out, by osmosis, growing up in it," Dick Nugent said of Tim. "He knows all the fundamentals of drafting and drawing and presentations — how to shake the ideas off your fingertips onto the paper."

"In my teen years I was drawing golf courses," said Bruce Matthews. "I think it comes inherent in a love of the land. We were an outdoor family. While hunting and fishing, you look at land forms and how and why they happen."

In the various father-son businesses, there is give-and-take — both ways.

"There are a lot of things we've kept in perspective that our father taught us," said Grant Puddicombe. "Do it right. Do it once. For us the biggest way to keep quality control is not to do



The Jones Boys — sons Rees (back left) and Bobby flanking dad Trent at Spyglass Hill Golf Course in the 1960s — are perhaps the best-known examples of design legacies. While the Jones Clan has been honored as the NGF's 1997 Family of the Year, course architecture is filled with father-son teams.

too much work, to limit what we can control and handle."

"I've got my own style," Bruce Matthews said, "but if you superimpose one of my greens over one of granddad's, an architect could say, 'I know where that came from.'"

The children have added various dimensions to their fathers' businesses and design projects as well.

"When we added Tim, we expanded our abilities greatly, in everyday business, helping clients with their pro formas," said Dick Nugent. "When you do a golf course, you do a business plan, a *pro forma*, to come up with how you're going to pay for it. It helps if you're on the same page as your client... Tim also has a lot of ability in the design area. He has a good eye for things."

"I added maintenance and operations [know-how]," said Bruce Matthews, who has now opened his own company, Design 3, based in East Lansing, where Uncle Jerry also has a practice. "I had a turfgrass degree. Jerry has a landscape architecture degree and a master's in urban planning."

Carter "has taken a lot of pressure off me in taking field trips," said Jay Morrish. "We alternate trips and every third time we go together."

Yes, but who is the boss?

"I have the final say. I'm the boss," Dad Morrish said.

But Carter put his own spin on the situation: "He's the boss, but we're more partners than me working for him."

"I try to be," Sid Puddicombe said. "In most instances we sit down and go over the project. We have a great relationship and we use [third son and superintendent] Todd as a consultant. Until we're all totally satisfied we don't go ahead with anything."

Nugent put the question in perspective: "You don't teach your son anything," he laughed. "All you can do is listen. They just become more courteous about listening to you."