

## Palmer Design Co. honors Charles Fraser

PONTE VEDRA BEACH, Fla. — Charles E. Fraser of Hilton Head Island, S.C., has been presented The PCDC Award, the highest honor given by Palmer Course Design Co.

An award for innovative excellence, performance and accomplishment, it is presented to an individual or organization for creative contributions that continue to have a positive impact on the business of golf course development.

Fraser is considered the dean of recreational and golf development. Founder and chairman of

the Sea Pines Co. from 1956-1983, "Charles Fraser has generated a record of excellence that is unmatched in our industry," said Arnold Palmer, president of the Palmer Course Design Co.

"All of us at Palmer Course Design are extremely excited and honored that Charles is the first recipient of our award," said Ed Seay, Palmer Design's chief operating officer.



Charles Fraser

## Poellot in U.S.

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another 15,000 acres which state agencies bought and turned into Sterling Forest State Park.

Much of the site is an old iron mine dating back to Revolutionary War. A low-density housing development for senior citizens is planned, along with limited commercial and office space, with the cornerstone being the 18-hole

course and 9-hole executive track.

- Coyote Creek, a short course in San Jose, which is in the planning stages.

- An unnamed 18-hole high-end municipal course under planning in Pleasanton, Calif.

- Roddy Ranch, a stand-alone 18-hole public facility in Antioch, Calif., developed by Roddy Ranch LLC, is under planning but expected to be fast-tracking through the permitting process.

## Q&A: Poellot

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has happened to us. With the Indonesian crisis and other things in Asia slamming the door on projects, opportunities have been coming in as frequently, if not more so, here in the United States.

We are still an international firm. But given the opportunities being given to us in the U.S., we will be much more highly selective in what we will do. We are giving thought to a project in Brazil.

**GCN:** Do you see a difference in what developers want from one part of the world to another? How about in the States?

**JMP:** It depends on the country. In developing countries, like Central and South America, golf is relatively new in their marketplace. Just having a golf course in a development is all they need to start selling real estate. They're not at the level where they can differentiate between a cluster of fairways and a truly great golf experience.

There is a big difference. We have a huge legacy of understanding the game in the United States and, here, what sells it is the quality of the product. A developer in Japan, for example, wants a course he can distinguish and differentiate from the one down the street; and there are a lot down the street. It has to be special to market, because historically the membership fees have been astronomical. That is not so true today, but historically it is.

There is a little difference between developers here in the United States. There are certain "name" architects who have been around for quite some time. Pretty much every major area has a few of those already. Perhaps that's why we're getting the response we're getting: People are looking for a new face, for something different, something that has a little marketing edge over one of the old, established labels.

**GCN:** Do you have a favorite "classical architect"?

**JMP:** That would have been a very easy answer a month ago. I would have said Alister Mackenzie as most architects would initially respond. But having seen some of George Thomas' work [Riviera, Bel-Aire, and particularly Los Angeles Country Club], I was overwhelmed.

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