

SCOTTSDALE, Ariz. — Former Crown Golf Senior Vice President Robert M. Steele is heading a new golf course construction firm, SEMA Golf LLC. Based here, SEMA performs the specialized phases in the golf course construction process — from earthmoving and contour shaping to drainage, irrigation, and feature construction through finish grading and grassing.

Crown's Steele forms course building firm

Steele has more than 28 years of experience, and is credited for building more than 120 golf courses. Steele will oversee all construction and business relations.

SEMA Golf will focus primarily on work in the Western United States, but has and will entertain projects nationwide and beyond.

Joining Steele in this new endeavor are Vice President of Construction Operations Bob Trueblood, who was employed with Steele for most of the past 13 years; Project Manager Mike Angus, who has worked with Steele on projects for most of this decade; and several of the project superintendents, irriga-

tion supervisors, shapers and operators track their relationship with Steele back to the Crown and Clute days.

"I'm fortunate in keeping this talented nucleus of individuals," said Steele. "And this business is all about relationships. Relationships with quality employees, relationships with designers and

owners. I will continue to demand the highest level of quality in our work and our business relations. No matter how many world-beater deals you have on your resume, the only project your owner and designer are concerned with is the current one."

SEMA Golf may draw upon resources of sister company SEMA Construction, Inc. of Englewood, Colo. A heavy/highway and earthwork contractor, SEMA Construction provides services from clearing and earthwork through paving and lighting. SEMA Construction has garnered a reputation as a leader in the region, committed to integrity and excellence.

SEMA Golf LLC can be contacted at 602-951-4086. It is located at 7580 Gray Rd., Suite 102, Scottsdale, Ariz. 85260. It has bonding capacity of \$100 million.



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Island green

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fers the three peninsula holes. It's an altogether different type of golf course."

Nine ponds, from 5 to 14 acres in size, dot the 215-acre property that previously served as a campground. And Lowry said, "Nine times you cross water. Ten times you're affected by it."

The property was a campground, which featured a replica of the Golden Gate Bridge with span wiring that took campers across the moat to a "putt-putt golf course," Lowry said. But Favre had envisioned the site as a golf course as long as 10 years ago.

"He was 100 percent correct," Lowry said. "In fact, he's got more golf course than he ever thought he would have."

Timber Lakes is the first 18 holes the Penn State graduate and former superintendent has designed, and, he said, "The Lord blessed me with the opportunity to have such a nice layout. It's exciting because it has a lot of character in different areas."

A variety of tees were built for playability for various levels of golfers.

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After the 52-year-old Lowry left the superintendent profession, he operated his landscaping for 25 years and just recently decided to concentrate on building golf courses.

"I always played in the dirt," he said, "and there's nothing better than doing what you love."