

BRIEFS



FT. LAUDERDALE REDO COMPLETE

PLANTATION, Fla. — Tom Pearson's renovation of Fort Lauderdale Country Club's North Course completes a three-year \$3.375-million capital improvement program. The project provides two courses, a completely renovated clubhouse, a new pro shop, and a modern energy-efficient 14,000-square-foot cart storage facility that includes storage space for 1,200 bags.

FOSTER AT WORK AT SOUTHERN HILLS

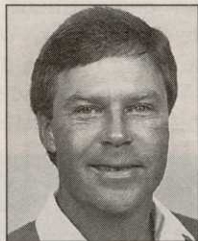
TUCSA, Okla. — Golf course architect Keith Foster is overseeing construction, which began in September, of enhancements to the Championship course at Southern Hills, site of the 2001 U.S. Open. During a 60-day timeline, the greens will recapture their original Perry Maxwell sizes.

NELSON, HAWORTH OPEN OFFICES

Nelson & Haworth Golf Course Architects of Honolulu have opened new offices in the San Francisco Bay area and Montreal. They are located at 3030 Bridgeway, Suite 132, Sausalito, Calif. 94965, tel. 415-332-2889; and at 425 Rue St. Sulpice, Montreal, Quebec H2Y 2VY, Canada, tel. 514-574-6551.

Crenshaw, Coore on top of their 'design' game

Ben Crenshaw has been in demand this year. Most people are following his captaincy of the American team leading up to September's Ryder Cup. The challenges were intriguing. But the PGA Tour great also has been busy designing golf courses, including the recently opened Cuscowilla in Eatonton, Ga., and tracks at Notre Dame University and on Long Island [East Hampton Golf Club, see accompanying story], which will open next spring. Crenshaw and design partner Bill Coore have achieved their greatest acclaim for Sand Hills in Mullen, Neb., Kapalua Golf Club's Plantation Course in Hawaii and Barton Creek in Austin, Texas, where Crenshaw was born. Editor Mark Leslie caught up to Crenshaw and Coore on a job site in Texas, just before the Ryder Cup.



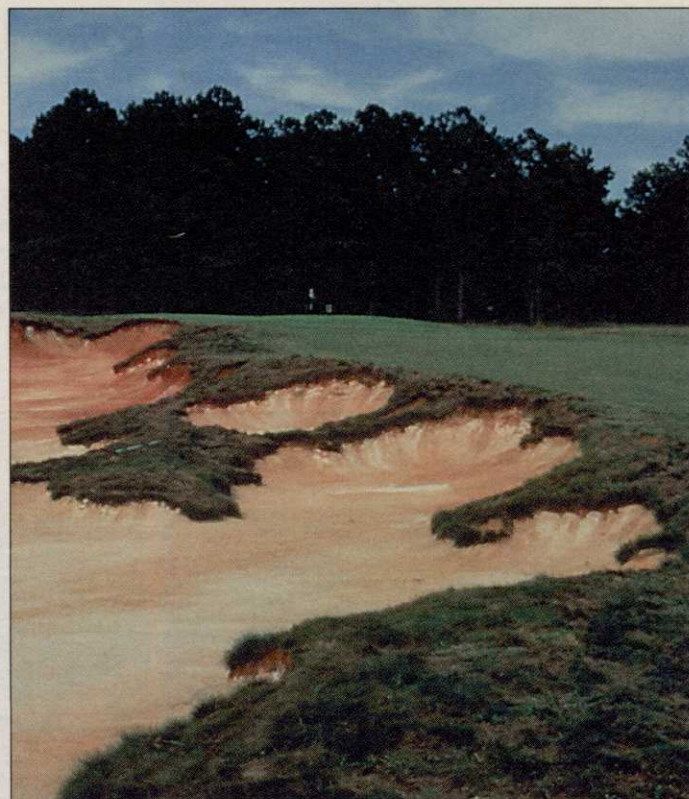
Ben Crenshaw

Golf Course News: Coore and Crenshaw are no longer rookies of golf course design. Have you changed your designs over the years?

Ben Crenshaw: We continue to do a couple projects at a time and still feel comfortable with that and with the people who work for us. We can't see that changing too much in the future...

Bill Coore: If you look at the work we did 14 years ago, you'll see some differences. We make each course different. We don't want a stereotyped style.

When we did Kapalua and Barton Creek, they had some sizable greens. The tendency was for people to say, "These guys do big fairways and big greens." We only did that because of the



Cuscowilla on Lake Oconee, located in Eatonton, Ga., is the latest Coore & Crenshaw design to open.

clientele and Kapalua — the conditions, the land, the wind. Anything smaller would have been unplayable. But we've built small greens as well.

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Green, Aaron and Mahaffey design 9s for 27 in Florida

LADY LAKE, Fla. — Hubert Green, Tommy Aaron and John Mahaffey are designing separate nine-hole golf courses as part of the new Glenview Champions Country Club being developed by The Villages retirement community here.

H. Gary Morse, chief executive officer of The Villages, selected Green, Aaron and Mahaffey to collaborate with Villages

Golf Architecture Group of Clifton, Ezell and Clifton on the 27-hole complex.

The Villages had 126 holes of golf already in use. The Champions complex is being targeted as the venue for future professional tournaments. The Villages recently hosted the 1998 LPGA Samsung World Championship. It also is home to the 1999 Villages Charity Challenge be-

tween Juli Inkster, Nancy Lopez and Helen Alfredsson.

"Our premier country club has enjoyed hosting these great professional events," Morse said. "We felt now was the time to create a fourth country club specially designed for such major spectator events. The best way to build a course for tour-

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Quintero: Rees Jones, The Shark and unique financing

Financing carefree travel: no luggage or cleanup

By MARK LESLIE

LAKE PLEASANT, Ariz. — The weather is getting bitter in Chicago, so businessman Max Fli hops on a plane to Phoenix, is picked up at the airport by a limousine and is driven a short distance to his second home where people have been preparing for his arrival, stocking his favorite foods in the fridge, moving his clothes onto hangers, and arranging his preferred tee times.

This scenario is part of the dream that Gary and Lea McClung envision for Quintero Golf & Country Club in this Phoenix suburb.

"Carefree travel," said McClung. "No luggage or cleaning up when arriving and leaving. It's like a private resort."

He and his wife belong to six clubs, McClung said, "and all are wonderful, but none has all the elements we think would fit a certain niche in the market."

Besides two courses designed by Rees Jones and Greg Norman, Quintero's 826 acres will include a wide variety of properties: large estates up to 20 acres; one-

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The Rees Jones course at Quintero looks up to the mountains.

Serendipity made this 'private resort' happen for mega-Ford truck dealer

By MARK LESLIE

LAKE PLEASANT, Ariz. — Serendipity and a passion for the game of golf. Those two factors have led Ford truck mogul Gary McClung to the verge of opening a unique golf community here, boasting courses designed by Rees Jones and Greg Norman along with memberships in a "private resort."

"The way this whole project has come together has been a bit of serendipity," said McClung, who is the world's largest Ford truck dealer with his Midway Ford/Sterling Truck Center in Kansas City, Mo., and six other locations in Missouri, Kansas and Arkansas. "You have a problem and walk around and bump into the answer."

Examples abound around this project, called Quintero Golf & Country Club:

- The Rees Jones Connection: McClung and wife Lea are members at Troon Golf and Country Club in Scottsdale, where they met course architect Cabell Robinson at a dinner party. Robinson introduced the McClungs to Jones, who not only jumped aboard the project but helped select the property.

- The Greg Norman Connection: When searching for a way to contact Norman, McClung received a free gift in the mail, a subscription to a newsletter which told readers Norman's phone number. Lead architect Jason McCoy was in the office when McClung called, and, with Norman, visited the property shortly afterwards, both declaring they were ecstatic with the site.

- The Tony Roberts Connection: Who also happens to be-

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Couples, Bates collaborate

TALLAHASSEE, Fla. — PGA Tour star Fred Couples and Palm Beach Gardens-based golf course architect Gene Bates will design an 18-hole golf course at Southwood, Arvida's master-planned community underway in southeast Tallahassee. Bates and Couples expect to break ground on the course late this year.

"I'm looking forward to working with Gene on the layout for Southwood," Couples said. "Every course has its own personality and our goal is to create a design that complements the natural flow

of the land, and presents a fun and challenging golf experience for players of all levels."

"We are delighted to have such a talented team designing the first course at Southwood," said Timothy D. Edmond, president of Arvida's Capital Region, who is responsible for developing the 3,200-acre community four miles southeast of the state capitol. "We intend to operate it on a semi-private basis and hope to see the first ball teed up in early 2001."

The holes will meander around groves of massive forests of old oaks, play past natural lakes and marshes, over rolling hills and meadows.

Quintero adopts 'The Jerk Rule'

LAKE PLEASANT, Ariz. — To maintain courtesy and decorum between club members and employees, owner Gary McClung will institute a special rule at Quintero Golf & Country Club. We'll call it 'The Jerk Rule.' Every year, McClung said, the staff will have the opportunity to vote for "The Jerk of the Year" among club members and declare the reasons he or she earned that honor. The club will give that person the option of "adjusting themselves to proper decorum, or we'll pay them off," McClung said.

The hope, he added, is that there will be no "Jerk of the Year."

Quintero financing

Continued from page 27

four-bedroom homes; rental homes as an investment; and one- to three-bedroom time shares.

McClung is financing the project in an unusual way. Normally people must purchase property to buy memberships at high-end private clubs.

"We're backwards," McClung said of Quintero. "You have to buy a membership before property. So with these membership sales, my risk in construction, interest, etc. is significantly less than most developers'."

McClung's fee structure is unique as well.

Memberships started at \$50,000 and goes up \$5,000 after every 25 members.

Founding memberships (15 of the 18 available have been sold) may, in fact, earn big paybacks. The cost is \$150,000, but when the 401st membership is sold, the first founding member will get \$200,000 and still retain his membership. The second and successive founding members get their money back, and more, when other levels are reached.

"It's not an equity club," McClung said, "but as the price of membership increases, when a member sells his membership back to the club he gets 90 percent of the going price... The reason I'm doing that instead of equity is that member-owned clubs are often the most poorly operated businesses in the country. There is no focus of ownership, members change, and there is no means of discipline; employees can't uphold the rules because a member can get them fired."

"A benevolent ownership is the best way."

McClung hopes to top out at 700 members for the two courses — 350 for each — and to build 283 dwellings. Automobile traffic will be discouraged in favor of golf cars.

Troon Golf Management's private course division, Troon Privé, is acting as a consultant and will manage Quintero. McClung described Troon Chairman and CEO Dana Garmany as "a visionary."

"I'm not going to live forever and I want the course to live forever," McClung said. "We're ensuring continuity of leadership through Troon Management."



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Rees, The Shark and serendipity

Continued from page 27

long to Troon, and met with McClung at a club function? Roberts, who is one of the world's best known golf photographers and has helped McClung make contacts in a golf world with which the entrepreneur was unfamiliar.

• The Land Connection: 826 acres to develop, plus 526 acres of surrounding mining claims, it sits in the middle of Bureau of Land Management property called "open space," a pocket of land that can be privately owned. Since the area around it cannot be built upon, the community and courses will maintain sweeping vistas of the mountains around it.

Add together all this serendipity and you get Quintero (meaning "five" as in five-star).

"Golf is a passion I've had," said the 58-year-old McClung. "I love to play, and as my business got more successful, suddenly I had all this money with no clue what to do with it. I decided to pursue my passion and build the perfect golf course."

Perfect, in McClung's eyes, meant it would have to meet four criteria: the best climate (for Northerners to visit when it gets too cold outside); within an hour drive of a major airport ("It's a pain to have to switch planes"); a friendly government ("without which you'd never get it done"); and an extraordinary piece of land.

Was it serendipity, again, when McClung's search ended up targeting four cities: three in California and Phoenix — and Phoenix got the nod? It just so happens that the McClungs had chosen the area for their second home.

"It has turned out to be a blessing because we know a lot about the area," McClung said. "My criteria led me to my own backyard, and we had spent eight years determining that was where we wanted our second home."

That backyard has the Jones and Norman teams excited.

"This is wonderful topography," said Jones, who broke ground on his course on Aug. 25 and expects it to open in September 2000. "They let us get the land for golf first, then decided the home sites."

And McCoy said: "We can't wait to get started. It's very dramatic, very unique and very severe. Greg's been out to the site twice already."

About the idea of Jones and Norman courses side by side, Jones said: "That's what's so great about the game. It's not the same tennis and squash court. And people travel so much today to play golf, it's great that we have so many different ideas."

Jones' course "will be a natural golfing experience because the property flows perfectly," he said. "Because the houses are not on the fairways, you will have a pure golfing experience."

Washes run through the property, usually parallel to the holes but cutting across two dramatic "drop-shot par-3s from elevated tees to dramatic greens settings," Jones said.

The wind, he said, will play a major factor.

"Because of the wind we will design it with [Donald] Ross-type openings so you can bounce or fly the ball in," Jones said. "You need all the alternate shots into the green because of the wind. We are only

allowed 90 acres of turf. That's why you build little pads for the tees and use native vegetation. But once you get to the fairway on this course you can hit it on the ground if you want to — with the exception of the par-3s that cross the wash.

"We're trying to use our land a little wider and make sure the grass ties into the green surface so we can work the ball into the green."

On the Norman site, elevations change 150 to 200 feet and it is very rocky.

"We will be doing a lot of blasting," said McCoy. "When it gets done, it will be spectacular."

Norman's designs average around 70 acres of turf, and this track will fit that mold. "There will be a lot

of carries over rock quarries, but not into the greens. The approaches will be bump-and-run," McCoy said.

Yardage on the Norman track will be

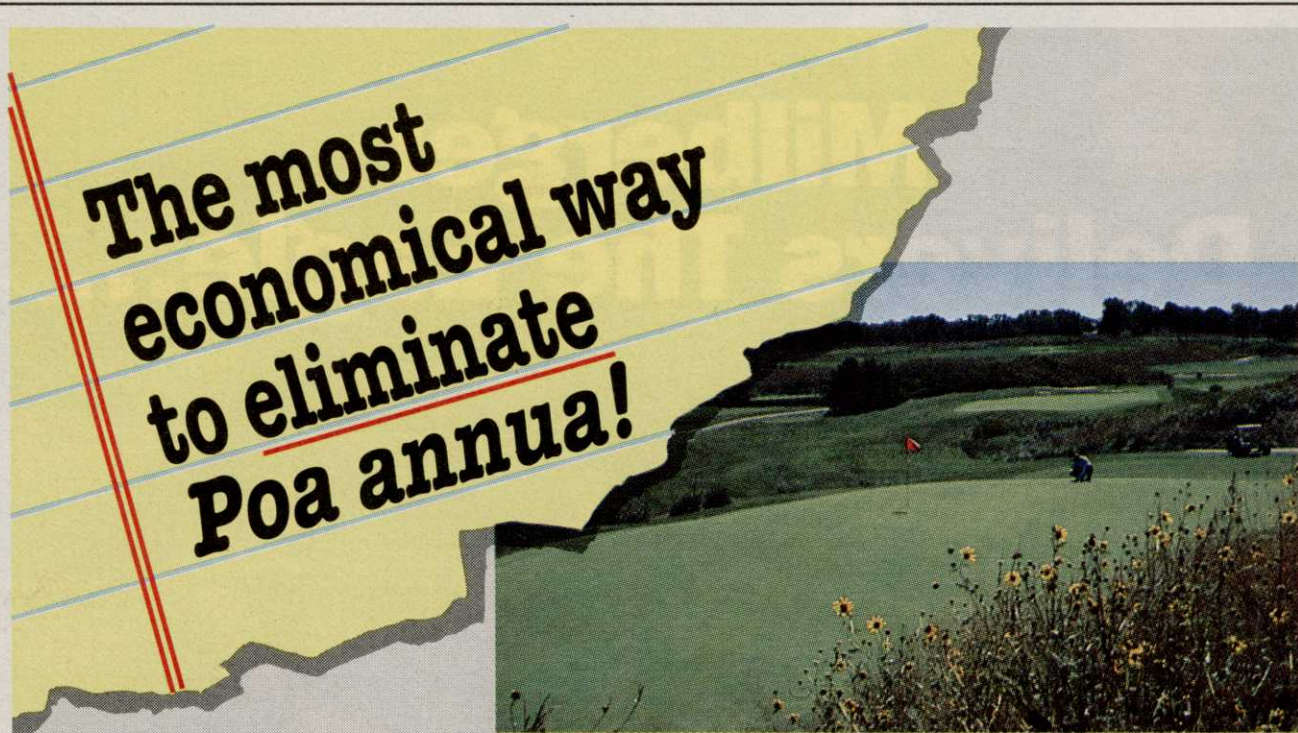
"We can't wait to get started. It's very dramatic, very unique and very severe. Greg's been out to the site twice already."

— Jason McCoy
Greg Norman Course Design

7,200 to 7,300 yards from the back tees and 5,800 to 6,000 from the front.

Construction of the Norman course will follow completion of Jones' 18. The two will share a common clubhouse.

"The main reason we're doing it," said McCoy, "is because of Gary and Lea McClung. I have never met two individuals so devoted to making something happen." ▶



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