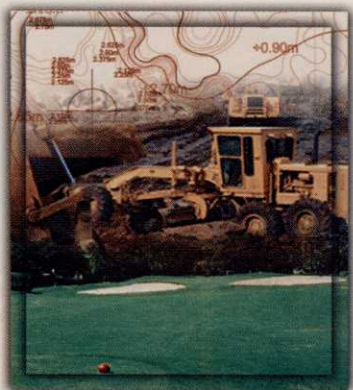


Editorial Focus: Design and Construction



BRIEFS

EASTERLY HONORED AT INDEPENDENCE CLUB OPENING

RICHMOND, Va. — Former USGA and Virginia State Golf Association (VSGA) president Harry Easterly Jr. was honored by his colleagues at the opening of Independence Golf Club, the development of which Easterly spearheaded for more than a decade. Among those in attendance to honor Easterly were USGA president Reed Mackenzie and vice president Fred Ridley, as well as former USGA presidents Sandy Tatum and Bill Campbell. Course designer Tom Fazio sent remarks via video. Independence Golf Club is owned by the VSGA Foundation and operated by KemperSports Management.

BATES TO RENOVATE BELLEAIRE'S ROSS DESIGNS

BELLEAIRE, Fla. — Belleaire Country Club has hired golf course architect Gene Bates to complete a 36-hole renovation. The club's East and West courses, originally designed by Donald Ross, will be renovated without changing the routing. Bates will focus on recapturing the character of the Ross bunkers and expanding the tee and green complexes, while revitalizing the grassing of the courses to bring back the original aesthetics of the layouts. Construction on the East course, built in 1915, will begin in 2003. The West course, considered by many to be the oldest course in Florida, originally built in 1897, will undergo construction in 2004.

TOLL BROTHERS PROMOTES RASSMAN TO VICE PRESIDENT

HUNTINGDON VALLEY, Pa. — Toll Brothers Inc. has promoted Joel H. Rassman to executive vice president. He will also retain his former titles of chief financial officer and treasurer. Rassman, who joined Toll Brothers in 1984, has steered the company through its 1986 initial public offering, two equity offerings and 11 debt offerings. Toll Brothers, which was founded in 1967, is a developer specializing in luxury single-family and attached home communities and master-planned multi-product residential golf course communities. The company also owns and manages several golf courses. In 2001, the company achieved revenues of \$2.2 billion.

New president outlines ASGCA goals for 2002



DALLAS — Jay Morrish of Dallas, who was elected president of the American Society of Golf Course Architects (ASGCA) at the society's annual meeting in Santa Barbara, Calif., brings to the position nearly 40 years in the business. In his career, Morrish has worked with the likes of Robert Trent Jones, George Fazio and Jack Nicklaus. Currently, he works on his own with his son, Carter.

Golf Course News caught up with Morrish in early July to talk about his vision for the organization and the profession as a whole.

Golf Course News: What are the ASGCA's goals for this year?

Jay Morrish: The ASGCA has always stressed education in various areas. We want to help golf course developers understand the total process of building a golf course, including hiring an architect, obtaining zoning permits, dealing with government agencies, recognizing and dealing with environmental issues, searching for finance, securing proper market studies, and any other endeavors necessary to create a successful golf course.

GCN: What challenges will the ASGCA face in the next year, and how do you plan to address them?

Morrish: We do not want to see golf stagnate. With the state of the economy and the ongoing fear of more terrorist

activities, golf may not have as high a priority in people's lives as it has in the past. It is our challenge to generate renewed interest in golf. There is a desperate need for more affordable golf. We must continue to find ways to design interesting golf courses for less money, and to ensure that these savings are passed on to golfers. We must make golf available to lower income groups.



Jay Morrish

GCN: What is the one thing on your agenda that you feel must be accomplished for ASGCA during your term?

Morrish: These are trying times, and I don't want our young members to suffer in the weak economy while only a privileged few prosper. We need to help promote all ASGCA members. We need to make the world aware that ASGCA is alive and well, which it is. We need our members to become involved with their local golf communities and in so doing promote golf and golf course architecture.

GCN: What role will concerns about

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Society touts recent initiatives

CHICAGO — Two recent initiatives announced by the American Society of Golf Course Architects (ASGCA) that address some of the issues new president Jay Morrish has raised are the launching of an Internet suppliers directory and the offering of one-day golf course reviews.

The Online Suppliers Directory will feature companies that provide products and services related to design, construction and maintenance of a golf course. Suppliers will be allowed to control their message while communicating their full range of capabilities. Architects and others in the business will be able to search by category to find information on products.

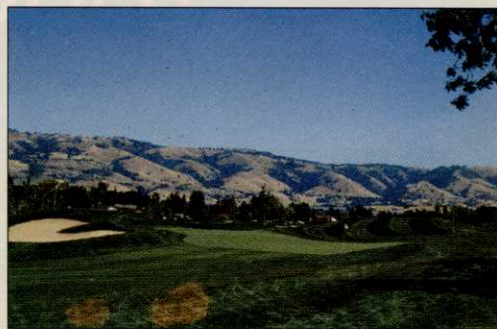
The one-day golf course reviews stem from interest in the ASGCA's Remodeling University seminars. At those seminars, attendees were interested in having members visit their courses to give specific recommendations. Morrish said the society decided to formalize a one-day visit to provide the course with ideas for a remodeling plan. The ASGCA member will forego his or her normal fee for this service in return for a donation to the ASGCA Foundation.

The offer applies to both public and private courses. Morrish said he hopes many municipally owned courses will take advantage of the opportunity to have a qualified ASGCA member analyze their facilities.

Long-awaited course well received

By DOUG SAUNDERS

SAN JOSE, Calif. — Las Lagos Golf Course, the first new golf course to be built in the city of San Jose in 30 years, opened for play in April, bucking the trend of recent developments in the West. While most new golf courses are high-end courses that are vehicles to drive real estate sales, Los Lagos Golf Course was created to provide a



Fifteen years and an estimated \$25 million later, San Jose's Los Lagos has become a reality and has been well received by players since opening in April.

quality golf course at an affordable price. The city-owned project has been 15 years in the making and has gone through some rocky times, but the final product has been well received by golf-starved city residents.

The 5,393-yard course is laid out over a 100-acre parcel of land on the south side of San Jose. The project includes the golf course, a clubhouse with a large outdoor patio, a two-tiered lighted driving range and a pedestrian/cycle trail. The entire complex is meant to be a cornerstone to the city's efforts to create more recreational offerings while reclaiming a neglected piece of city property that had slipped into an unsavory state. This park-like setting along

the banks of Coyote Creek will preserve the sensitive lands from the unsightly illegal dumping and other activities that had overrun the area.

The completion of the Los Lagos project took a team effort involving the city of San Jose and a partnership team comprising Northern California golf development and management firm CourseCo Inc. and Capitol Development Group, a San Jose-based financial services and real estate firm.

"The Las Logos project was an opportunity to create a partnership with the city in order to provide the spectacular recreational facility that ranks with some of the best in the area," said John Zamora Sr., Capitol's president.

Brian Costello, the lead designer and partner with JMP Golf Design Group, had to carefully craft golf holes together in order to develop a full feeling to the par-68 layout. The course is a mix of nine par-3s, four par-4s, and five par-5s, one of which plays more than 580 yards. "We tried to create a challenging route of play and also

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Jones protégé redesigning mentor's courses

HILTON HEAD, S.C. — Golf course architect Roger Rulewich has been contracted to lead a \$3 million redesign and renovation of the Robert Trent Jones course at Palmetto Dunes, which is owned by Greenwood Development Corp.

Greenwood selected Rulewich based on the architect's work with Jones, which began in the 1960s. During that time, Jones originally designed and constructed Palmetto Dunes.

Among the tasks Rulewich will tackle is the addition of permanent junior tees. Rulewich is reshaping and restructuring the tees, greens and bunkers, elevating or reshaping select fairways, improving drainage and lengthening the course by approximately 200 yards.

Palmetto Dunes isn't the only Jones course Rulewich is redesigning. He is also involved in a similar project at Tucker's Point Club in Harrington Sound, Bermuda, where he re-contoured all 18 greens, approaches and surrounds.

Ten men's tees, seven ladies tees and 20 new bunkers have been built. Six bunkers have been doubled in size. Rulewich also added five new holes, a practice putting green and a short game practice area. The redesigned course is open now, with a new clubhouse and hotel planned.

Morrish outlines ASGCA goals

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technology play in the society's initiatives?

Morrish: Technology is changing the game of golf rapidly. Twenty years ago we could design 7,100-yard golf courses that would demand that all 14 clubs be used by the world's greatest players. That is what golf course design should demand. Today, a

7,100-yard golf course is a pitch-and-putt course for the touring pros. Some of our most famous and greatest courses have been rendered defenseless because of new technology. We are now forced to build courses with wider corridors for safety. This means more land use and higher construction costs for developers. Unfortunately, these costs will ulti-

mately be passed on to the golfer.

GCN: What trends have you seen related to renovation/restoration versus new course construction, and do you expect these trends to continue?

Morrish: For the past 10 or 12 years, golf course construction has accelerated well beyond anything seen in the history of golf. As more golf courses mature, more remodel work will become necessary – not because the

courses are bad, but because golf courses are living, breathing organisms that need attention like all other organisms. Most courses need a little tuning every 15 years or so. It is a proven fact that during economic downturns, golf course remodeling has stepped to the forefront. Therefore, we expect more renovations to take place in the short term, while the economy regains momentum.

GCN: What made you choose

to pursue golf course design?

Morrish: I loved the game of golf, but couldn't beat anyone. I decided that somehow I had to tie my career to golf, and since it couldn't be as a player, design seemed like a good choice. Several architects told me to return to school and obtain a degree in landscape architecture or a related field. I took that advice and then went to work for Robert Trent Jones. ■

— Derek Rice

San Jose course well received

Continued from page 11

conservative bump-and-run approaches to holes so that the course would be playable to all levels of golfers who will use this city owned course," Costello said.

The city spent an estimated \$25 million over the 15-year period to bring this course online with much of that expenditure covering the years of debate and planning needed to secure public support. Hard cost for the golf course, clubhouse, driving range and infrastructure were estimated at around \$13 million.

JMP developed feasibility studies for a golf course at the site 15 years ago and then began to work on the course design after winning the design contract.

"We developed 20 different routing schemes and went through a lot of debate on where to locate the clubhouse, how to protect the creek, where to put parking and how to develop a course that had the same shot values of a championship layout," Costello said.

The major contractor for the construction of the course was GBS Construction of Santa Clara.

"There was an excellent communication stream between the designer and the field crews, which helped to move this project along," said Dan Garson, president of GBS Construction.

All the greens were built to USGA specs and CourseCo, which was responsible for the grow-in phase, made special effort to bring the course up to the highest standards.

"We had to construct and maintain the course according to 16 different environmental plans, which include everything from sediment management to bullfrog habitat management," said Ray Davies of CourseCo.

The course has been well received not only for its low rates of just \$29 during the week and \$42 on weekends, but also for the quality conditions.

"A private firm could never make such a large investment pencil out to work with such low fees, but the City of San Jose, to their credit, looked at this course as a long-term investment to reclaim neglected land," Costello said. ■

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