

Business briefs

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Jake Appoints Cunningham

Jacobsen's new vice president of marketing, Joe Cunningham, brings extensive experience to the job, according to the company.

"Joe is a proven marketing leader and will strengthen our focus on the customer in all our marketing efforts," Jacobsen President Dan Wilkinson said in a statement. "He brings a great deal of energy and experience."

Hurdzan to be Honored

Michael Hurdzan, a principal of Hurdzan/Fry Golf Course Design and a champion of affordable golf, is the recipient of the 2007 Donald Ross Award from the American Society of Golf Course Architects (ASGCA).

Hurdzan, a former past president of the association, will receive the award during the ASGCA's annual meeting in April. ■

Looks Are Everything

A COURSE'S CONDITION IS VITAL TO SELLING HOME SITES, DELOZIER SAYS

By Larry Aylward, Editor in Chief

Henry DeLozier knows a thing or two about building houses. After all, he's the vice president of Pulte Homes in Scottsdale, Ariz., one of the nation's largest home builders. DeLozier also knows a thing or two about the golf course business. After all, many of his companies' homes are built around golf courses.

DeLozier, immediate past president of the National Golf Course Owners Association, spoke last November at the Carolinas Golf Course Superintendents' annual conference



and show in Myrtle Beach, S.C. He was part of a panel discussion named, "Where Golf Is Going."

One thing DeLozier made clear to attendees of the discussion is that he knows how important superintendents are to a residential area that features a golf course. That said, DeLozier believes in empowering superintendents.

"The superintendent controls the franchise in our business," he said.

DeLozier realizes a golf course can provide an immediate first impression to a residential community. If a potential customer drives through the gates of a Pulte Homes community, DeLozier wants the golf course to

provide the "wow" factor, as in, "Wow, we should live here," he says.

"My nightmare is someone drives in our gate and looks at our golf course and says, 'This is awful. If they can't take care of the golf course, how in the world can they build me a good house?'" he says.

The best home builders view golf as an amenity that helps them sell homes, DeLozier stressed. Hence, the best home builders are committed to golf and invest in it.

"We want to invest in [golf] and we want it to be well done," DeLozier said. "The better done the golf course is ... the better we drive home sales." ■

Quotable

"There is definitely a downturn in the development of high-end daily-fee facilities, so it looks, in some ways, like golf is returning to its elitist past with super high-end courses catering to a wealthy clientele."

—Jeff Shelley, the editorial director for *Cybergolf & golfconstructionnews.com*, a company that tracks golf course building.

"Overseeding ... the time of year that makes or breaks the entire golfing season."

—D. Phil Shoemaker Jr., superintendent of *Desert Highlands Golf Club* and president of the *Arizona Golf Course Superintendents Association*, in the first line of his *President's Message* column in a recent addition of *Cactus Clippings*.