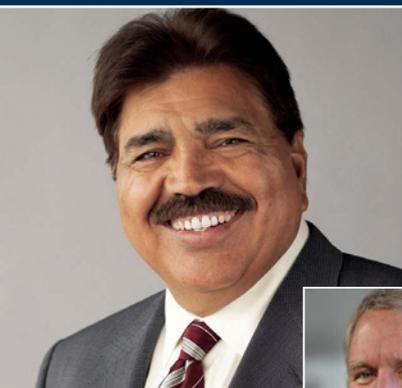


Golf Inc.™

SUMMER 2011



LARGEST MANAGEMENT COMPANIES

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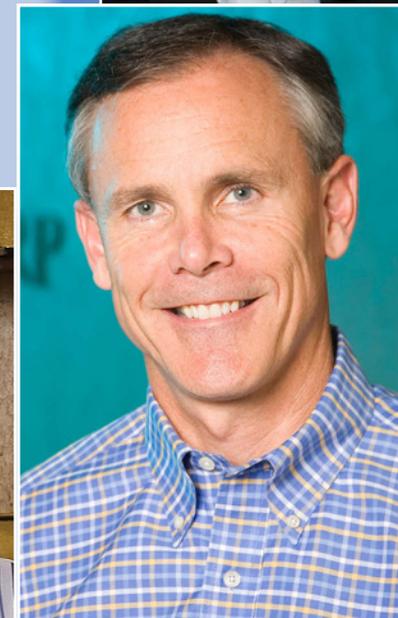




PHOTO BY NICK KOON

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Private clubs once disdained third-party management, but their current struggles have forced many to rethink that solution. As a result, management companies are growing fast.

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Bill Love's renovation of his boyhood course wins top honors, followed by courses in Hawaii, New York and Pennsylvania. What do they all have in common? They solved challenges that were hurting play and membership.



PHOTO BY LAURA L. GINGERICH

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2011 Renovation of the Year

Bill Love's renovation of his boyhood course wins top honors, followed by courses in Hawaii, New York and Pennsylvania. What do they all have in common? They solved challenges that were hurting play and membership.

Bill Love grew up playing the University of Maryland Golf Course, which was only a few miles from his home in College Park, Md. He later attended the University of Maryland for a few years and then came back and taught a landscape course at the university.

So when the College Park-based golf course architect got the chance to renovate the George Cobb-designed track, it was a dream come true.

"There was a lot of emotion invested in that project," he said. "As a kid, my mom used to drop us off at the clubhouse and say, 'see you at dinner time.'"

The basis for the renovation actually started in one of Love's landscape classes at the university. He had his class create a master plan that included the renovation and environmental enhancements to the course.

When the university's athletic department was finally ready to pull the trigger on a renovation, Love took that plan

and fine-tuned it to improve the course's infrastructure and match the university's goals.

The end result is an unqualified success, landing the course as first place for public courses over \$1 million in this year's Renovation of the Year competition, and earning the 'best of competition' designation.

"This extensive project was well conceived and executed, which resulted in a dramatically improved course," said Jim Bellington, senior vice president of Development Services for Troon Golf. "Aesthetics were greatly improved with a good use of land."

Bellington judged the 2011 competition along with Michael Hurdzan, golf course architect and past winner of the competition, and Oscar Rodriguez, vice president Construction Manager with The Weitz Company, another past winner.

Golf Inc. honored nine courses this year, three for public courses over \$1 mil-

lion, three for private courses over \$1 million and three for courses under \$1 million. Two projects are also recognized for best in the competition, with Bill Love's project taking the top honor.

The University of Maryland Golf Course, which opened in 1959, had seen steady play over the years with little work done to update the features.

"The old soil-based greens were not appropriate for today's game and the amount of traffic they had," Love said. "We also needed to expand the tee complexes to accommodate various skill levels. Every type of golfer comes to the course to play."

The renovation included the reconstruction of tee complexes, sand bunkers and green complexes, replacement of cart paths and modifications to the irrigation system.

The project finished under its \$3.5 million budget, and the course was closed for slightly less than one year, from July 2009 to June 2010.



Hole 9 after

Public Courses Over \$1 Million **FIRST PLACE**

University of Maryland Golf Course

College Park, Md.

Owner: University of Maryland

Architect: Bill Love & Brian Kington

Contractor: Wadsworth Golf
Construction

Year course opened: 1959

Renovation timeline: July 2008 to
March 2010

Budgeted amount: \$3,500,000

EXPANDED TEE COMPLEXES

Love enlarged the tees to provide more diversity in length and to accommodate a wide range of players — from collegiate athletes to beginning golfers. This was done through a unique method of interlocking teeing areas, which are dramatic, and at the same time traditional in appearance. In some cases, the additional teeing area shortens the course for certain players and in several cases he added championship tees to increase the length for competition.



Hole 9 before

REDESIGNED BUNKERS

The team redesigned and reconstructed existing sand bunkers to improve playability. They also added bunkers on several holes to enhance strategy and challenge for all players. The new bunkers offer maintenance efficiencies through the installation of an extensive drainage system.

NEW GREENS

Wadsworth Construction reconstructed the push-up style green complexes in place for most holes. Love designed each complex with a distinct character to enhance the unique quality of its setting. Putting surfaces were moderately contoured to create true breaks and allow for higher speeds without the greens becoming unfair. Wadsworth built the greens to USGA specifications, including a sub-surface drainage system.

SECOND PLACE

The St. Regis Resort at Princeville Makai

Kauai, Hawaii
Public Resort

Owner: Cornerstone Real Estate
Advisers

Architect: Robert Trent Jones II
Contractor: Heritage Links, a division of Lexicon

Year course opened: 1971

Renovation timeline: October 2008 to March 2010

Budgeted amount: \$3,350,000
Bruce Charlton and his team at Robert Trent Jones II were faced with a 1971 golf course that had seen a decline in maintenance standards and aesthetics. The goal was to give the course a brand new identity and increase strategy while retaining the same routing.

“Great way to change a course’s identity, but this renovation did a lot more than that,” said competition judge Oscar Rodriguez. “They created spectacular vistas.”



FAIRWAYS

The team expanded the fairway width to provide more options for golfers to play each hole. Charlton designed optimum strategic areas within the fairways to approach and play the golf hole that were absent before. He also expanded fairway areas around the greens to encourage a diversity of shots into greens, forcing better players to think about the different routes he can take.

GREENS

The renovation team reshaped the green complexes so that they fit better with the natural landforms. They also reoriented and recontoured the greens to enhance overall strategy and make golfers think more.

AESTHETIC IMPROVEMENTS

Charlton took advantage of the course’s dramatic location. He better framed golf shots to take advantage of mountain, ocean and jungle views. He added new bunker sand, new turf grass and pruned vegetation back.

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THIRD PLACE

Masonboro Country Club

Wilmington, N.C.
Public/Daily Fee

Owner: Ladd Nelson

Architect: Bob Moore/JMP Golf
Design Group

Contractor: Shapemasters

Year course opened: 1964

Renovation timeline: January
2008 to July 2009

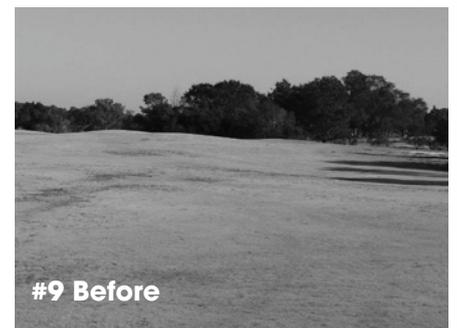
Budgeted amount: \$4,100,000

From the judges:

“Visually dramatic and challenging
course.”

“Looks fantastic.”

“A much better golf experience with
a more practical golf course to main-
tain.”



Private Courses Over \$1 Million **FIRST PLACE**



Saucon Valley Country Club

Bethlehem, Pa.
Private

Owner: Saucon Valley Country Club

Architect: Thomas Marzolf – Fazio Golf Course Designers

Contractor: Medalist Golf

Year course opened: 1968

Renovation timeline: April 2010 to November 2010

Budgeted amount: \$2,200,000

James Roney, director of golf course and grounds at Saucon Valley Country Club, had a 1968 course that was costing the club a lot to maintain. With Fazio Golf Course Design, they chose to focus on re-



ducing maintenance costs while modernizing the course yet being sympathetic to the original design by William and David Gordon.

The non-draining contaminated bunkers were costing the club a lot of money in maintenance costs. The team installed new drainage and bunker sand while retaining the styling of the bunkers. They also reduced the amount of maintainable sand by 40 percent. Roney worked closely with Fazio Design to reduce the amount of hand mowing around the hazards and still retain a perception of difficulty.

The team also converted 40 acres of rough to low maintenance native areas. This further reduced maintenance needs and at the same time enhanced the aesthetics.

“This was a well planned and well executed improvement planning process and implementation, and the results show it,” said competition judge Michael Hurdzan. “This work seemed to make the outdoors even more fresh and healthy.”

GOLF INC.'S RENOVATION OF THE YEAR **FIRST PLACE WINNER!**

Congratulations to Hudson National Golf Club!

Aspen is honored to be part of the TEAM for this project—thanks for trusting us with this renovation.

Visit our website, www.aspen-golf.com, for more information on other *award-winning!* projects.



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Kitson & Partners, a leading golf and club management company seeks an experienced sales and marketing professional to fill a newly-created position. This individual will be responsible for creating and implementing the company's sales and marketing plan, developing and cultivating new business leads, preparing proposals, making new business presentations, negotiating contracts and closing deals. Desired qualifications include knowledge of the golf course and club industries, at least ten years of progressive experience in a similar position, and highly developed communications skills. Position is based in Florida with extensive travel nationally and potentially internationally. Qualified applicants are invited to submit resume, cover letter and salary requirements to HR@kitsonpartners.com or fax to (561) 624-4537. EOE

SECOND PLACE

Upsala Golfklubb

Uppsala, Sweden
Private

Owner: Upsala Golfklubb

Architect: Robert Kains Golf Course Design

Contractor: Golf & Tragard

Year course opened: 1964

Renovation timeline: September 2007 to May 2010

Budgeted amount: \$4,366,000

Upsala suffered from many of the problems courses in cooler climates face. There were severe green drainage problems on

both the putting surfaces and the surrounding areas. The predominantly poa annua greens suffered in the winter and spring due to snow mold. Many fairways were unplayable during rainy periods due to a lack of surface slope, and the bunkers did not drain well.

The team constructed new USGA greens and reshaped bunkers and fairways to allow for drainage. It used suitable soils, positive surface slopes and piping throughout the course. It also added a new irrigation system, with a computerized control system, to improve efficiency.



#3 After

#3 Before

THIRD PLACE



After



Before

Toscana Resort Castelfalfi

Montaione, Italy

Private

Owner: Tenuta di Castelfalfi S.p.A.

Architect: Rainer Preissmann and Dr. Wilfried Moroder

Contractor: Golf- und Sportplatzbau Brehmer GmbH; Impresa Fratelli Bruno Eduardo; Floricoltura Gammaverde

Year course opened: 1986

Renovation timeline: May 2009 to May 2010

Budgeted amount: \$4,000,000

From the judges:

"They transformed an old neglected course into a modern playable golf course."

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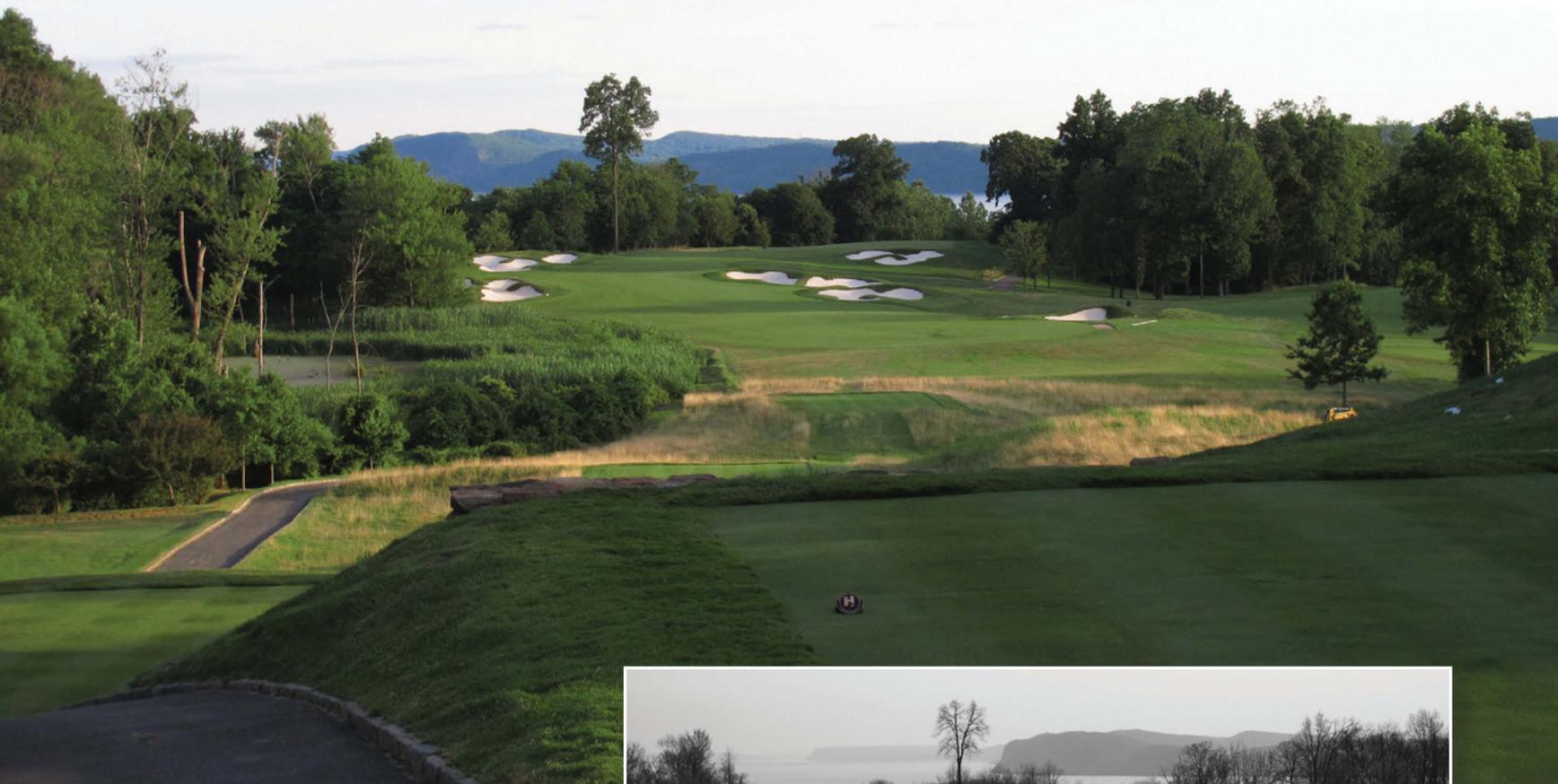
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Under \$1 million Category **FIRST PLACE**



Hudson National Golf Club

Hudson, N.Y.

Private

Owner: Hudson National Golf Club

Architect: Fazio Golf Course Designers

Contractor: Aspen Corporation

Year course opened: 1996

Renovation timeline: March 2010
to July 2010

Budgeted amount: \$865,000

Hudson National is known for ‘bold’ bunkers that provide strategic challenge and visual appeal. But because many of them were in locations with high traffic areas, they had a shortened life expect-



tancy. Many had less than desirable sand depths, and the bunker liner was showing through on some, creating both aesthetic and maintenance problems. They were also a challenge to maintain.

The membership of this private club chose to renovate the existing bunkers and add six new ones, but only if the course could remain open for play.

Fazio Golf Course Designers and Aspen Corporation took on that challenge over a

five-month period last year. They rebuilt each of the bunkers, with a total square footage of 67,500 and added 10,000 square feet with the six new ones. They kept the project under budget and the course open the entire time.

“The complete renovation, including re-shaping, drainage, liners, new sand and new sod on disturbed areas, is the right way to solve the problem,” said Oscar Rodriguez.