

Issue 44 | Summer 2019

BY DESIGN



Excellence in Golf Design from the American Society of Golf Course Architects

Golf grows communities

Also: ASGCA Annual Meeting • Golf participation • New projects • ASGCA President Jan Bel Jan

How much

» WATER

» LABOR

» MONEY

**could your facility
save with a Toro
Irrigation System?**

LET'S FIND OUT.



Toro.com/irrigation

Shared experiences

Welcome to the Summer 2019 issue of *By Design* magazine. This year's ASGCA Annual Meeting in Phoenix-Scottsdale was very special for me, being elected as President of the organization I joined almost 30 years ago, and that has helped to shape my work and career since. I am proud to follow in the footsteps of Alice Dye, ASGCA Fellow, to become the second female President of the ASGCA. Alice was always gracious and encouraging to me, and generous in offering meaningful perspective.

I look forward to introducing each issue of *By Design* during my time as President, and learning about the work of my ASGCA colleagues as we share experiences that we hope will be interesting for you, and sometimes helpful and inspirational when considering the evolution of your own golf facility.

In this issue's cover story, which begins on page 12, we hear from some of the members who have helped introduce the game of golf to various regions throughout the world. It is fascinating to learn about the challenges they faced, and the benefits that the sport has delivered in these areas.

There's plenty more in this issue too, including news of new golf design projects and some moments from our Annual Meeting.

I hope you enjoy the read.



Jan Bel Jan, ASGCA
President
American Society of Golf Course Architects

BY DESIGN

Editor and Publisher: Toby Ingleton

Editorial contributor: Richard Humphreys, Marc Whitney

Design: Bruce Graham, Libby Sidebotham

ASGCA Staff: Chad Ritterbusch; Mike Sheffy; Aileen Smith; Therese Suslick; Marc Whitney

Photography: Michael Benkusky, ASGCA; Harley Bonham; Chambers Bay; Clyde Johnston, ASGCA; Joann Dost; Golfplan; Toby Ingleton; JMP Golf Design Group; Lohmann Quitno Golf Course Architects; Love Golf Design; Richard Mandell, ASGCA; National Golf Federation; Schmidt-Curley Design; Jacob Sjoman

Subscribe to *By Design* at www.tudor-rose.co.uk/bydesign

© 2019 American Society of Golf Course Architects. All rights reserved. www.asgca.org

By Design is sponsored by:



CONTENTS

Digest 04

This issue opens with news from the ASGCA's 73rd Annual Meeting. We also hear about the current state of the golf industry as well as some recent ASGCA member projects.

Golf's pioneers 12

ASGCA members have worked on golf course projects throughout the world. Richard Humphreys finds out more about the challenges and rewards of designing courses in emerging markets for golf.

ASGCA President Jan Bel Jan 18

Marc Whitney talks with new ASGCA President Jan Bel Jan about her golfing roots, Scoring Tees and what she hopes to achieve during her presidency.

Meeting moments 22

A selection of images captured from the 73rd ASGCA Annual Meeting in Phoenix – Scottsdale, from 17-21 May 2019.

Five to finish 24

Michael Benkusky, ASGCA, answers our five questions to finish the issue.

COVER



Cover photograph courtesy of Schmidt-Curley Design

Environment, economics drive discussion

Photos: Harley Bonham



ASGCA President Jan Bel Jan (front centre) and members at the ASGCA Annual Meeting in Arizona. Right: the meeting featured presentations on a range of topics, networking opportunities and guest speakers, such as PGA Tour founder member Shirley Spork (pictured top right)

Members, partners and guests of the American Society of Golf Course Architects gathered in Phoenix—Scottsdale in May 2019 for the organization's 73rd Annual Meeting.

Speakers at the event included golf writer and past Donald Ross Award recipient Brad Klein, who charted the history of desert golf. He detailed the development of one of the world's first 'true' desert layouts, Desert Forest, which was designed by ASGCA founding father Robert 'Red' Lawrence in 1961. Attendees played the course—located in nearby Carefree, Arizona—as part of the golfing schedule.

The desert theme continued with a discussion with former Frank Lloyd Wright associate Vern Swaback, who spoke of his time as an apprentice at the iconic building architect and interior designer's Taliesin West studio in Scottsdale.

Wright's architecture, designed in harmony with humanity and

the environment, is a source of inspiration for countless architects, and Swaback spoke of its possible impact on golf course design.

Ignacio Giraldo—a consumer goods, retail and tech expert—shared data on the changing face of the American consumer. He reminded attendees that millennials are now age 35, and they value subscription rather than buying. Recognizing how consumers of all ages choose to gather information that impacts their purchasing options will be key to business success in the future, for golf and all industries.

A design discussion among members focused on practice games and short-play areas, including numerous examples of architects working with the land to develop additional playing options for golfers of all skill levels, and potential revenue enhancements for course owners and operators.

Two presentations from United States Golf Association

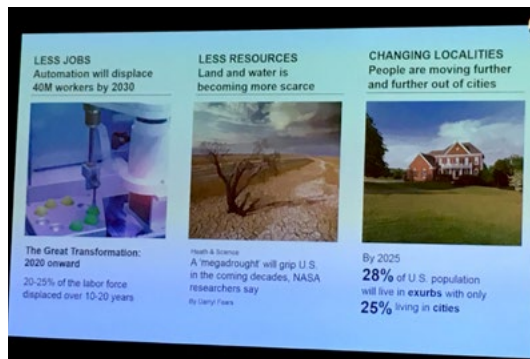
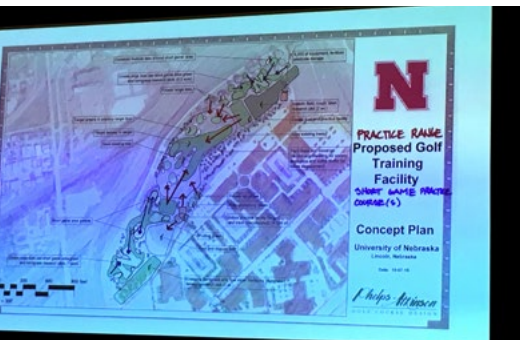
representatives were also well received. Hunki Yun, director of partnerships, outreach and education, shared results of surveys conducted with golfers across the country on their experiences at golf facilities. Members learned what key factors help golfers determine a good experience from bad, and those impacting if and when players will return for their next round.

Brian Whitlark, a USGA agronomist, provided updates on the latest in warm-season grasses. As the south and southwest continue to be areas of growth in the golf industry, understanding more about the grasses that serve both the golfer and the course becomes more relevant.

Attendees also heard from Shirley Spork—one of a group of 13 founder members of the PGA Tour that also included Babe Zaharias and Patty Berg—who reflected on her time as a pioneer of ladies' tour golf.

Taking place at Mountain Shadows Resort, the meeting gave attendees

at ASGCA Annual Meeting



the opportunity to play the resort's Short Course designed by Arthur Jack Snyder, ASGCA, and remodeled by Forrest Richardson, ASGCA. Richardson's layout of 18 par threes—plus a par two—includes classical design features such as Biarritz and Punchbowl holes.

The meeting saw the election of Jan Bel Jan as ASGCA President. "I want to carry on the mission of ASGCA Past Presidents Greg Martin, John Sanford, Jeff Blume and others," said Bel Jan. "Thoughtfulness for our clients so we may continue providing the best product, helping show a better economic way to do things and greater recognition for the work of ASGCA members."

Bel Jan becomes the second female ASGCA President, following in the footsteps of the late Alice Dye, ASGCA Fellow, who held the presidency in 1997-98 (read more about Bel Jan on page 18).

Joe Passov received this year's Donald Ross Award, which is

presented to an individual who has made a significant contribution to the game of golf and profession of golf course architecture.

"Joe is among a small group of true golf writers—in contrast to the scores of golf critics—who are communicating about golf courses today. He's the rare journalist who understands the history, culture and strategy of the game and is producing thoughtful pieces that help the golfing public understand what golf course architects do," said ASGCA Past President Jeff Blume.

From next year, the ASGCA Annual Meeting moves to a fall date, with the 74th iteration taking place in Cleveland.

Turn to page 22 for more moments from the 73rd ASGCA Annual Meeting.



Golf Industry Show

ASGCA increases support for Golf Industry Show

ASGCA has become a Presenting Partner of the Golf Industry Show (GIS), beginning with the 2020 GIS in Orlando. "ASGCA has been a proud supporter of GIS for more than a decade," said ASGCA President Jan Bel Jan. "This increased role provides greater opportunity for our members to both give and receive education and will allow attendees to learn more from golf course architects. The golf industry is growing in new ways, so education for golf course decision makers is a must. We are excited to help golf courses of all types be more successful."

Participation

Golf: An \$84 billion industry

Golf is an \$84 billion industry, according to the latest annual 'Golf Industry Report' from the National Golf Foundation.

NGF found that golf participation rose to 33.5 million in 2018, with the popularity of off-course concepts such as Topgolf, Drive Shack and indoor simulators playing a factor in the 1.4 million increase on the previous year.

There were an estimated 2.6 million beginners—those who played on a golf course for the first time—in 2018, which marks the fifth year in a row where over two million people have taken up the game.

The report also notes that 74 million people watched or read about the game without playing, an increase of 12 per cent from the previous year. NGF notes that this rise is in part attributable to Tiger Woods' comeback to golf in 2018, contributing to a surge of interest and a jump in ratings of almost 30 per cent for televised tournaments in which he played.

CONNECT TO

Upcoming technologies

Simplified upgrades

A partner dedicated solely to irrigation

THE FUTURE



"There are always upgrades coming out and nobody wants to feel left behind. If I can do just a quick upgrade and keep using what I already have, that feels great, and Rain Bird allows us to do that."

Stephen Rabideau, CGCS | Director of Golf Courses, Winged Foot Golf Club

Discover the benefits of a Rain Bird system at rainbird.com/TheFuture.



RAIN BIRD®

Virginia

Sherman leads redesign at UVA's home course

Construction work is progressing on Love Golf Design's redesign of the Birdwood course at the Boar's Head Resort near Charlottesville, Virginia. Seeding is under way on the course, which is home to the University of Virginia's golf teams.

The UVA Foundation recognised the opportunity to re-think their golf business and began to consider facilities to address the demands of today's golfer and resort guest.

"They initiated the idea of a new 18-hole course along with a new putting course, a six-hole short layout, and new practice facilities," said Scot Sherman, ASGCA, golf architect at Love Golf Design. "At the same time, there was an opportunity to build new practice facilities for the UVA women's and men's golf teams to mesh with their new building—the Dean Family Golf Performance

Center. After studying more than a dozen routing options, we all settled on the locations for these new facilities and unveiled the plan in mid-2017.

"Every aspect of the project involves completely new construction. Along with this, the design, strategy and aesthetic of the course will be completely new."

The new golf facilities cover just over 220 acres. Love Golf Design opened up about 50 acres of unused property south of the old layout to build nine new holes.

"We re-used the corridors of five existing holes and rerouted four other holes to arrive at the new course routing," said Sherman.

"Two old golf holes were used for the new short course and team practice area."

The course is expected to reopen in late spring 2020.

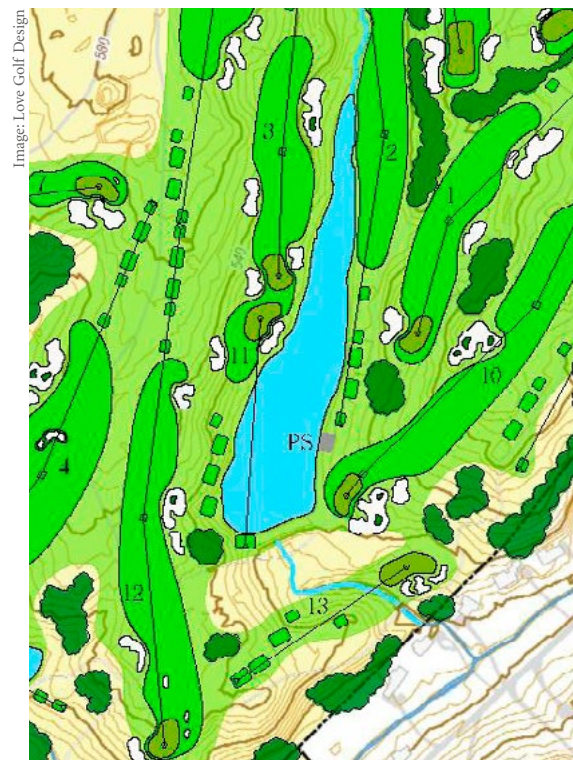


Image: Love Golf Design



"It is very satisfying to give the public golfers something close to country club level"

ASGCA PAST PRESIDENT JEFFREY D. BRAUER

In the latest podcast from *Golf Course Industry's* "Tartan Talks" series, ASGCA Past President Jeffrey D. Brauer talks about why he has spent most of his career working on municipal courses and how he approaches bunker design.

"Golf has no doubt been moving—since I've been in the business—towards more public courses," said Brauer. "I think two-thirds of courses are public and I felt the guys like

Jack Nicklaus had an advantage on me on those big-name projects. But, through history, I'm proud to be in that cluster of golf course architects who have made golf affordable and pleasant for the everyday golfer."

Brauer was asked about whether he designs bunkers differently depending on what region he is in. He said: "Everyone is influenced by the current hot courses—like the Streamsongs and the Pacific Dunes—

with that rugged look along the ocean. But the difference being, is that Texas has a lot more wind and rain, which means the practical bunker here is flatter and deeper, set below the grade just to keep more sand in the bunker. We try and tune the style for the environmental conditions."

Listen to the full "Tartan Talk" at golfcourseindustry.com.

HERE ARE LINKS TO OTHER RECENT "TARTAN TALKS":

- Greg Martin, ASGCA, [discusses what golf can learn from companies such as Disney and Starbucks.](#)
- Rick Robbins, ASGCA, [talks about his career and presents ways to integrate practice with revenue.](#)

Get to the Root of Your Course Renovation.

In the Ground

Profile Porous Ceramics (PPC) is the #1 inorganic amendment chosen for greens renovations and has been used on more than 1,000 courses, including many of the U.S. Top 100.

On the Ground

Profile offers FREE testing of soil, sands and trial mixes, and its agronomists are available to provide mix design recommendations and consultation.

By Your Side

Only Profile provides complete on-site project support through the entire renovation process.

"I've grown in greens on both straight sand and peat moss. What you get visually with PPC is terrific, not just in year one, but even after year two and three. I wouldn't go down without a fight trying to convince someone building a new golf course to really look into using Profile."

- Eric Bauer, Director of Agronomy, Bluejack National

Contact us for your **FREE**
on-site consultation and soil test.

ProfileGolf.com

Call (800) 207-6457 and ask to speak to a Profile Golf Business Manager.



Florida

Johnston oversees Jacksonville course updates

Construction work has begun at Jacksonville Golf & Country Club in Florida, with golf course architect Clyde Johnston, ASGCA, overseeing the reconstruction of greens and bunkers.

The reconstruction of greens will see the removal of the original greensmix and gravel down to the subgrade.

Jacksonville G&CC opened in 1989 and was one of Johnston's first projects after establishing his design firm two years earlier. "The greens putting surface has shrunk over the last 29 years due to encroachment from the fairway grass, so we are expanding them back to their original sizes," said Johnston.

"During this process we will reduce the slopes on the putting surface



Photo: Clyde Johnston

since we are changing from Tif-Dwarf bermuda to Tif-Eagle bermuda.

"The members will notice larger greens and more pinnable areas. They will also notice slightly faster green speeds.

"We are rebuilding all of the course's sand bunkers, adding a

few, and eliminating a few as well," continued Johnston. "Bunkers are always more noticeable with whiter sand and better playing conditions."

MacCurrach Golf Construction began work in mid-April and is scheduled to be complete by July, with the course reopening in autumn.

Illinois

Lohmann Quitno begins White Eagle renovation



Photo: Lohmann Quitno Golf Course Architects

A visualisation of the eighteenth hole as proposed by the architects, with expanded green and fairway approach

Lohmann Quitno Golf Course Architects has started a renovation project at the 27-hole White Eagle Golf Club in Naperville, Illinois.

The firm is overhauling the bunker scheme on the course, to reduce

the maintenance burden and make placement more relevant for modern distances. The project also includes the addition of new tees and expansion of some greens.

"The final scope of work will include a complete renovation of

the bunkering, reducing the overall sand area to around 86,000 square feet over the 27 holes," said Todd Quitno, ASGCA.

Eighteen holes will remain open and the project is expected to be completed by August 2019.

South Carolina

Mandell completes renovation of Keowee Key

Keowee Key in Salem, South Carolina, will reopen in August following a renovation by golf course architect Richard Mandell, ASGCA.

The project includes new tee complexes, which now also include additional forward tees, re-grassing of fairways and greens, rebuilding bunkers, fairway drainage, reshaping and some tree removal.

Construction began on Jan. 1, 2018 and was completed in November, despite record-breaking rains which created challenging conditions for golf course superintendent Josh Sawyer and Wadsworth Golf Construction. The course is currently growing-in following the work and is expected to reopen in August.

"I am most excited for the members to see the new seventh hole, which we expanded and reshaped to minimize a strong right-to-left cross slope which unfairly kicked balls into a creek on the low side," said Mandell.

Photo: Richard Mandell



The renovation of Keowee Key has included rebuilding bunkers

Washington

Chambers Bay resurfaces greens

Chambers Bay in University Place, Washington—host of the 2015 US Open—has resurfaced its greens, moving from fescue to poa annua grass.

"In early 2017, turfgrass health issues surfaced on three putting greens—the seventh, tenth and thirteenth—and the decision was made to re-sod those greens with a local source of poa annua," said Matt Allen, vice president of KemperSports—the operator of Chambers Bay.

The course closed in October 2018 and all greens were sodded during a five-week period, with the course reopening in April.

No design changes were made to any of the greens. "The golf course design, layout and aesthetic are universally regarded as an architectural gem," said Allen.

"As there were no trees or water hazards, the contouring of the course and the choice of traditional fescue grasses was used as its defence," said ASGCA Past President Robert Trent Jones, Jr.

"While fescue is an environmentally sustainable grass, using less water, fertilizer and herbicides, it has less carrying capacity and can suffer or go dormant when stressed," said Jones. "Poa annua can provide excellent

putting surfaces most of the year. Thus, on a course open to the public and popular as a former host of a US Open, it will provide excellent putting surfaces most of the year and increase the carrying capacity of the course."



Photo: Chambers Bay

The greens at Chambers Bay have been resurfaced with poa annua

Social update



"Visually spectacular, strategically spectacular and its beauty is spectacular" [@jacknicklaus](#) on the new look coming together on the Great Waters Course [@reynoldsgolf](#). [#NicklausDesign](#) [#Reynolds360](#) [#JacksBack](#) [#Spectacular](#)



Nicklaus Companies
@NicklausCo



"We have a true jewel here that is getting the polish it deserves." Eric von Hofen, general manager, [Weston Hills Country Club](#), on the [Fry/Straka Global Golf Course Design](#) renovation project



Golf Course Architecture
@gcamagazine



Did you know...Approximately 143,000 charity events are held at U.S. golf courses each year, raising \$3.94 billion, with 12 million participants at 12,700 golf facilities. Tee it up for a cause! (source: National Golf Foundation)



ASGCA
American Society of
Golf Course Architects



There's no shortage of great par 3's at Sleepy Hollow CC and that would include the 3rd, MacDonald's Eden hole aka "Haunted Bridge". Growing up in The Met area I had many a chance to play Sleepy and always liked it. However, the recent restoration work by Gil Hanse has elevated Sleepy Hollow to elite status not only in the Met area but on a national level.



Evan Schiller
Golf Photography
@evan_schiller_photography



There's nothing like a photo of [Arrowhead Golf Club](#) to get us excited for the summer golf season! Here's a drone shot of the 409 yard Par 4, 15th Hole



Robert Trent Jones II
@RobertTrentJonesII



Ready for a fun and informative day on Capitol Hill for [#NationalGolfDay](#). Representatives of ASGCA include Doug Myslinski, Jan Bel Jan and Marc Whitney. [@asgca1947](#) [@wearegolf](#)



ASGCA
@asgca1947



The Rams Hill Golf Course, considered by many to be among the best in California, is one of the few Tom Fazio designed courses open to the public. It has been called the Bandon Dunes of Southern California and offers comparable excitement, quality, serenity and beauty, but with warm, dry, desert breezes, dramatic mountain vistas, and pure bentgrass greens.



channingbenjaminphotography
@channingbenjaminphotography

To stay up to date with the latest news and updates from ASGCA, via social media, visit:



www.twitter.com/asgca



www.instagram.com/asgca1947



www.asgca.org



www.linkedin.com/company/american-society-of-golf-course-architects



www.facebook.com/pages/ASGCA-American-Society-of-Golf-Course-Architects/117859318239338

Golf's pioneers

ASGCA members have been responsible for pioneering golf projects throughout the world. Richard Humphreys finds out more about the challenges and rewards of designing courses in emerging markets for golf.

From its foundation to the present day, ASGCA members have consistently been at the forefront of pioneering projects throughout the world, introducing golf to new audiences and at the same time helping spur economic development in all four corners of the globe.

ASGCA Fellow Jack Nicklaus says that one of his greatest motivations for golf course design is to create opportunities in emerging markets to introduce and grow the game. “It is, for me, the challenge of going into countries and markets and shaping the game of golf—and through golf, impacting tourism, economies, and lives around the globe.”

Speaking in *Secrets of Golf Course Architects*, published by the ASGCA in 2008, Nicklaus gives the example of his firm’s work in the Dominican Republic. Punta Espada Golf Club opened in 2007 and helped the developer at Cap Cana to achieve record-setting property sales and employment in the area. “The project created more than 4,000 jobs, most of them for Dominicans from Punta Cana to Santo Domingo,” says Nicklaus.

Here we look at four other examples from recent years.

Lake Victoria Golf Resort

Eighteen holes at Lake Victoria Golf Resort just outside Kampala, Uganda, opened for play in 2018, following

a 10-year project by Golfplan. The golf course was to complement the Serena Lake Victoria Resort on the shores of Lake Victoria.

“This was to be the second 18-hole course in the region, as far as I know,” says Kevin Ramsey, ASGCA, of Golfplan. “The Uganda Golf Club in Kampala dates back over 100 years and is a by-product of British colonization. Lake Victoria golf course is the only one in the country built to modern USGA recommendations.

“Similar to many developing countries that we work in, it is difficult to find proper equipment and, on top of that, nobody knows what a golf course is, let alone what it should look like.

“The owners were golfers and have travelled throughout the world and have some perspective on what golf is like in the USA, Singapore and Dubai.

“The construction team was a different scenario altogether. It was imperative to not only provide highly-detailed plans and drawings for the engineers to follow in the general earthworks, but also to provide a team of highly skilled expats to direct and implement the detailed work. This involved a group of shapers, supervisors and an irrigation manager.”

The project involved two phases of nine holes each. The





Golfplan's Kevin Ramsey, ASGCA, designed an 18-hole layout at Lake Victoria Golf Resort in Uganda. Right, a team of local laborers working on site

first phase was completed seven years after the project's conception, and the second phase took another three years.

"The main delay in construction was due to the earthwork as we got closer to what we believed was the shoreline of Lake Victoria," says Ramsey. "A large part of the site ended up being some form of swampland of papyrus, and needed to be filled and stabilized. This was a time-consuming task with the equipment on hand and the need for additional fill material.

"The site was generally flat or was slightly tilted towards the lake. It required excavating many lakes to generate material to build the features of the golf course and to create positive drainage. As this was to be a championship resort course, we needed to be able to accommodate resort golfers with the majority being higher handicap. We

used the lakes as the main strategic element on many holes while providing ample bailout areas to allow for the higher handicappers to be able to navigate their way around the course. When not strategic, we kept the lakes out of the play areas to minimize the difficulty of having a lot of water on the site.

opening experience for many of the pros as they had never played on anything like this. They were used to overpowering older, shorter courses with their length. It is very difficult to be successful with that approach and the scores were high but got lower each day as they learned the course and where they could take chances."

Over the 10 years the course was under construction there were at least 100 laborers on site every day

"It is not a 'grip it and rip it' course. It is strategic and you must think and position your way around. We incorporate this into all our courses, and this was to be no different. During the opening professional tournament this was an eye-

During Ramsey's visits over the 10 years the course was under construction there were at least 100 laborers on site every day, as well as the management team and engineers. "Now that the course is open there are approximately 40 workers taking



Photo: Jacob Sjöman

care of the course, another 30 caddies and an additional 30 workers in the clubhouse running the pro shop and restaurant,” says Ramsey. “Since it began, it has employed at least 100 local people.

“It has created an immense amount of pride to the people of Kampala and Uganda—having a high-quality, modern, championship golf course in their country. It adds a marketing benefit to the Serena Hotel Group as they now have a golf resort hotel in their portfolio. To the owners, The Cementers Group—a large project contractor—it is also a badge of honor and pride to have created this in their home country.”

BlackSeaRama Golf and Thracian Cliffs

“Being a part of the growth and emergence of golf in developing markets has been an amazing experience for me,” says Jeff Lawrence, ASGCA, a senior designer and vice president at Gary Player Design. “Knowing that people in all parts of the world have exposure

to the great game of golf is a very meaningful accomplishment and it’s great to see significant impacts on the cities and countries that benefit from this expansion of golf.

“The global footprint reaches many parts of the world, and Gary Player Design has been fortunate to implement golf in countries that have had little-to-no exposure to this great game.

“One example is our work in Bulgaria, a culture that had very little exposure to golf until the early 90s when the market opened up to tourism and golf. We cultivated a relationship with developers who envisioned two courses along the Black Sea to promote golf and tourism. Although only five kilometers apart, both sites were distinctively different and provided an opportunity to design two courses that would complement one another.”

In 2008, the first course—BlackSeaRama Golf & Villas Resort—was built on a flat site and was designed to expose golfers from Bulgaria and surrounding countries to

a visually appealing, well maintained, playable and fun golf experience.

“Being the first high-quality golf course in Bulgaria, we tried to keep concepts simplified to ensure the finished product was sustainable and profitable for the client,” says Lawrence. “Material acquisition, implementation and resources were all challenging, but assembling the right team to execute the work was the key to delivering a successful golf product.”

The second course, Thracian Cliffs Golf & Beach Resort, followed two years later and was quite different to BlackSeaRama. “Set on the cliffs of the Black Sea, we designed a course that was visually stunning and strategically challenging, utilizing the natural features that were available to us,” says Lawrence. “A very technical site to implement a golf course, we creatively routed and executed our design to showcase the natural beauty of the site while also being environmentally sensitive to the coastal ecosystem.

“The realization of BlackSeaRama and Thracian Cliffs have promoted



Above: Agile Golf & Country Club in Zhongshan was the first residential golf community in China, with JMP Golf Design's Mark Hollinger, ASGCA, responsible for the design. Left: Jeff Lawrence, ASGCA, helped to create Thracian Cliffs in Bulgaria, one of the first 18-hole golf courses in the country.

golf and tourism in Bulgaria and has also provided exposure to the local population while also creating economic benefits. Thracian Cliffs hosted the Volvo World Match Play while BlackSeaRama has held the Bulgarian Open on numerous occasions.”

The number of registered golfers in Bulgaria has also increased by over 500 per cent between 2010 and 2018, according to data from KPMG’s latest *Golf Participation Report for Europe*.

“Contribution, adaptability and sustainable benefits are key drivers when designing golf courses in emerging markets,” says Lawrence. “There are so many variables when venturing into the unknown. Listening to the client, understanding the culture and having an open mind are all creditable attributes when designing and implementing golf in new markets.

“Limited resources, cultural differences, language barriers and the lack of experienced personnel are the biggest hurdles in delivering golf courses in new markets. Be assured,

there will always be challenges when designing golf courses in developing markets, but it’s how you react and solve these challenges that makes the biggest difference.

“We hope that every project we have undertaken provides a significant contribution to the game of golf and also benefits the local community. It is a privilege to design golf courses around the world and to expose the sport to people that know little about this great game.”

Agile Golf & Country Club

“During my three decades working as a professional golf architect as well as landscape architect around the globe, my firm’s golf courses have almost always impacted the direction and quality of development in each country and region in which we have worked in a positive manner,” says Mark Hollinger, ASGCA, of JMP Golf Design Group. “Not so much merely because it is the introduction of a recreational endeavor such as the game of golf, but because we—as land planners, landscape architects

and golf designers all rolled into one—had the unique opportunity to create a new total natural environment for the places in which people live and work on a grand scale. We have been blessed to have the chance to create something on a massive piece of land which could be much improved over the typical urban and concrete sprawl which has gone before.

“Most of our projects, which have provided the most impact for a specific region, have been planned residential commercial golf community developments, which have a golf course as the main recreational and view-oriented open space feature. The golf course provides recreational opportunity, but beyond it provides an open space for people to enjoy a new living, natural, green environment in which to live and work. One which attracts wildlife, with green grass, blue flowing water, trees and white sand.”

Hollinger’s firm was responsible for one of the first residential golf communities in mainland China—

Agile Golf & Country Club in Zhongshan, which opened in 2000.

“The challenges were always many, because in some of our initial attempts, we had no idea if a club golf market would even exist, or if people would understand or appreciate the concept and, if so, would it help promote and sell real estate?” says Hollinger. “Would the club or community lifestyle become popular, and would people pay a premium to move away from their concrete jungles in order to exist there and possibly work? Would they feel safe and could a golf club concept thrive and grow, and what level of quality of management and care would it require?”

“Well, the answers all proved to be a resounding yes, and we always aim very high on an international scale, with the level of design quality with both golf architecture, community landscaping as well as structural architecture. All we produced was very well received in numerous locations and became strong keys to our success.

“It seemed China had been waiting for an impetus to push a better living residential and community lifestyle and well-designed and well-managed golf residential communities

provided the stimulus. It was the exact right product at the right time in the right place.”

The R&A’s *Golf Around the World* report states that Asia accounted for 32 percent of all new current golf projects worldwide in 2017. Much of this growth can be attributed in China, where 187 new courses opened between 2010 and 2017, according to the report.

“The benefits have been many,” says Hollinger. Golf has grown dramatically within China, in spite of recent government attitudes towards this western sport and use of land and water—that is another story altogether.

“The quality of residential development has risen drastically in many cities away from urban sprawl towards a more environmentally-sensitive green theme. These developments have caused neighboring developments to improve and upgrade in order to remain competitive. This has generated significant urban renewal situations in specific areas which have transformed many cities in China and throughout Asia in general.”

JMP Golf Design Group completed a number of the first round of residential golf communities within

mainland China. “These communities have transformed specific regions of major cities in a way that nothing else could possibly do, as in quality of life and quality of natural setting,” says Hollinger. “These communities are heavily utilized and coveted and have changed the course of urban development in some areas. We were amazed and quite pleased to learn over time that more than two-thirds of residential buyers within these developments were not even golfers—they just loved the environment that the golf course helped create. While we did this kind of project in other countries, the demand for it in mainland China was significant. I went on to help create more than 20 of these types of projects in China alone.”

Myotha National Golf Club

Myanmar (formerly Burma) is one of the most exotic and least developed countries in Asia. There are over 50 million people but less than 20 golf courses. “Most of these courses are very spartan, rudimentary layouts that were established by British interests long ago and mostly played by government and military staff to this day,” says Brian Curley,



ASGCA, of Schmidt-Curley Design. “Most feature minimal, antiquated irrigation systems and nominal equally-antiquated maintenance equipment resulting in rather poor overall conditioning. This, however, comes with some very inexpensive green fees and a certain humble charm, but far from what most would consider an adequate overall experience.

“Prior to the Second World War, Burma was one of the richest countries in south-east Asia but following the retreat of British interests, the country became quite impoverished. The country is, however, witnessing a resurgence in economic growth and has become a strong tourist destination, especially to Ancient Bagan, about 60 miles south of the Myotha National site. The countryside is awash with countless temples and pagodas, often covered in golden rooftops and there is a very welcoming culture.”

Myotha National Golf Club, south of Mandalay in Myanmar, was built on an almost 2,000-acre site, and the course is the centerpiece of what is becoming an industrial manufacturing complex whose produce is shipped down the Irrawaddy, the largest river in the country.

“I predict that, soon, a significant number of products will be manufactured in Myanmar for world consumption and many will be made here,” says Curley. “Having the golf course as recreation for the middle management will play a huge role in the success of the project and the ability to lure the establishment of factories, many from foreign interests, to a remote site.

golfer who visits is blown away by the look and its departure from all the parkland-style courses in the country today.

“The primary challenges centered on the remote location and ability to get proper construction equipment,” continues Curley. “The construction process ran well short of a typical pace as the local laborers are not setting any speed records! The initial

/// The project will undoubtedly benefit the local population with jobs they would have never expected

“While the course is relatively new—having opened early this year—it has already garnered significant attention as the best course in the country and as a significant course in the entire Asian market.

“The site is quite unique for Asia with an arid climate and vegetation somewhat reminiscent of Arizona. Consequently, we created a desert-style layout with reduced overall turf and transitional bunkering that ties into the outer areas, but with a strong emphasis on wide landing areas to promote playability. Every

and largest hurdle was transferring water to the site from the river, over 10 miles away. This was a long process but was well worth the effort as the large reservoirs we incorporated to capture seasonal monsoon rains will likely be adequate, but cannot be 100 percent trusted.

“The project will undoubtedly benefit the local population with jobs they would have never expected and the course itself will attract tourism, especially golf tourists who perhaps travel here now but without clubs in hand.” ●

Brian Curley, ASGCA, expects Myotha National Golf Club to attract tourism and bring jobs to the local population

Photos: Schmidt-Curley Design



Photo: Jan Bel Jan



Growing up in golf

The roots of golf run deep in the life of new ASGCA President Jan Bel Jan, as Marc Whitney discovers.

In 1978, a sales representative/lawn care technician met with a golf course architect on the porch at Oakmont Country Club in Pennsylvania. It was a fortuitous conversation for both parties, as Jan Bel Jan would soon leave Davey Tree Expert Company and join the golf course design firm headed by Tom Fazio, ASGCA, and his uncle, George Fazio, ASGCA.

Now, as Bel Jan settles into her role as ASGCA President, she views that meeting as both a culmination of one part of her life and a jumping off point for what she has since accomplished in the golf industry.

Bel Jan grew up in golf; her father, George, and five uncles were all involved in the business. “I overheard conversations between

my Dad and my uncles after they played tournaments, discussing why they liked certain golf holes and I was fascinated by what they were describing,” Bel Jan said.

“My father designed and supervised the construction of the course where I grew up in New Alexandria, Pennsylvania,” she said. “He grew in the course and was the pro-superintendent. At the time, it was called Mannitto Haven Country Club. I was five or six years old and captivated by the massive pieces of equipment—scrapers, bulldozers, and front-end loaders.”

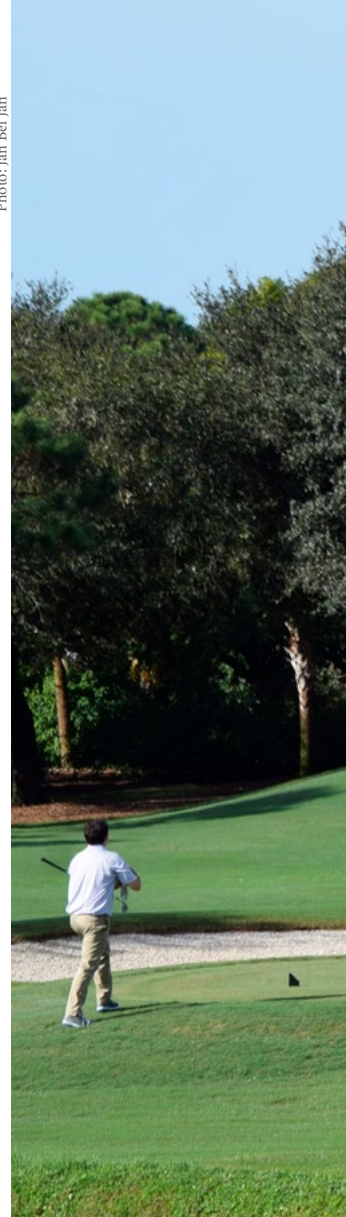
Jan was introduced to the business of golf as a teenager. “On weekends and during summers, I mowed greens and raked bunkers in the mornings, then worked in the

golf shop in the afternoons,” she recalled. “I arranged tee times, sold merchandise, managed golf carts, coordinated tournaments, reported event results to the local newspapers, and computed handicaps by hand.

“I learned that a golf professional’s income is based, in part, on what happens in the golf shop; running events, selling merchandise and giving lessons. If my father didn’t run events that were popular and fun and we did not provide good service, the golfers might not buy anything in the shop; impacting my father’s ability to provide for the family.”

Bel Jan also learned a valuable lesson: “Golf and the golf course experience has to be fun; make it enjoyable enough for golfers to want to come back.”

Photo: Jan Bel Jan





Bel Jan has developed a Scoring Tees™ concept, as can be seen above on the Hurricane course at Pelican's Nest Golf Club in Bonita Springs, Florida.

Right, Jan's father, George (second from right), and four uncles—Andy, Carl, Joseph and Willie—were all professional golfers

A career in golf course architecture

After studying landscape architecture at West Virginia University, Bel Jan was in Pittsburgh working with Davey Tree when a client set up that meeting with Fazio at Oakmont.

"Tom provided me an opportunity," she said. "I had worked at a variety of jobs to that point and this was a chance to join a successful golf course design firm. I knew I had to learn something before I could do something. I am grateful that Tom saw in me a willingness to learn and to do."



Bel Jan's career had taken root

Today, Bel Jan's design portfolio features dozens of projects on which she worked including: Jupiter Island Club, Hobe Sound, Florida; Pelican's Nest Golf Club, Bonita Springs, Florida; The Old Collier Golf Club, Naples, Florida; Pelican Marsh Golf Club, Naples, Florida; and Boca Lago Country Club, Boca Raton,

Florida. She has been recognized by the USGA in their museum exhibit, "Women and Golf Course Architecture," and she serves on the board for the National Alliance for Accessible Golf.

Scoring Tees™

Bel Jan is the second woman to serve as ASGCA President; Alice

“Traditions are
just as important
as innovation.
I’m a voice of
the ASGCA.”

— BILL COORE



asgca.org



Photo by Joey Terrill



Bel Jan with late ASGCA Fellows Vicki Martz and Alice Dye and (right) on site in Florida

Photo: Joann Dost



Dye, ASGCA, was the first. Like Dye, Bel Jan is recognized for her role as champion to all golfers in playing from the correct tees.

"I had known for a long time that even the most-forward tees were not far enough forward," Bel Jan said. "I thought about what I learned from my Dad and uncles, who had given lessons to so many women, and I suspected the reason so many women

too. There has to be a way for everyone to play from markers and not only feel that they belong, but that they are respected as golfers. I went through 20 different terms before I decided on 'Scoring Tees™'. Everyone wants to score better, especially the best players."

When renovating the Hurricane Course at Pelican's Nest, Bel Jan was able to fully implement her

"Pete and Alice were a team," she said. "And Alice was such a great golfer who played a lot of golf with women who were novices and beginners; she encouraged them to stay with the game."

"The proudest moment of my life to that point was being elected an ASGCA member in 1990. I like to think my work ethic is something that anyone could point to and say, 'That's one way to do it.' And become a golf course architect."

How will she determine a successful presidency? "I want to carry on the mission of recent Past Presidents Greg Martin, John Sanford and Jeff Blume—thought leadership, greater recognition for our members, thoughtfulness for our clients so we may continue providing the best product, showing better economic ways to do things, and greater recognition for our members."

"We want to help ASGCA members be successful with their clients, and clients to be successful with their golfers." ●

Adding even more-forward tees was not only about women, but about children and older men, too

left golf after trying it for a while was that they had little chance of seeing par on a regular basis—if at all. Success is not only hitting shots, it is scoring, too.

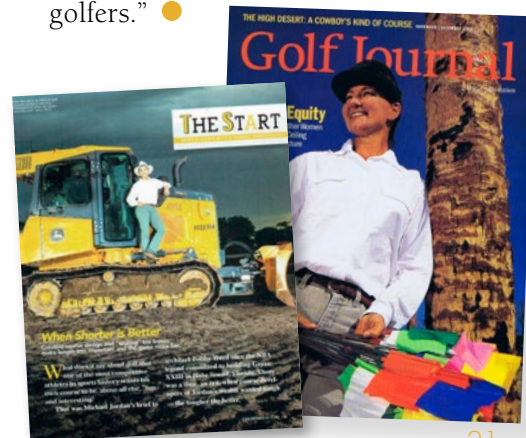
"I read Bill Amick, ASGCA, and his work charting a variety of players and how far they hit the ball; it made sense that people should be accommodated." Bel Jan became an expert on the subject and was quoted in a USGA article on clubhead speed in 2000. She also notes the work of ASGCA Past Presidents Bob Cupp, Jeff Brauer and Damian Pascuzzo in promoting additional tee options as helping lead the way for the many architects doing so today.

"Adding even more-forward tees was not only about women, but about children and older men,

Scoring Tees™ concept. This design feature proved to be immediately and enormously popular with members, the highest-handicap women golfers as well as single-digit handicap men golfers. Club governors quickly noted the use by the full membership as well as increased participation and number of rounds. They approved incorporating Scoring Tees™ on the Gator Course when she renovated it the following year and Pelican's Nest continues to be one of the most successful clubs in South Florida.

Looking ahead

Bel Jan counts a number of golf course architects as inspirations, including Fazio, Ed Seay, Cabell Robinson, and the Dyes.



Meeting moments

A selection of images captured from the 73rd ASGCA Annual Meeting in Phoenix – Scottsdale, from 17-21 May 2019.



Photo: Toby Ingleton

Desert Forest, the world's first true desert course, designed by ASGCA Founding Father Robert 'Red' Lawrence in 1961. Attendees played the course as part of the golfing schedule



Golf writer Joe Passov accepts the Donald Ross Award from outgoing ASGCA President Jeff Blume. The award is presented each year to a person who has made a significant contribution to the game of golf and the profession of golf course architecture



Photo: Harley Bonham



Photo: Harley Bonham

The First Tee of Phoenix participants Hunter Franklin (left) and Taylor Harvey received scholarships to assist their continuing education, courtesy of ASGCA Foundation and CMF Global



Photo: Toby Ingleton

The Biarritz green on the Short Course at Mountain Shadows Resort, designed by Forrest Richardson, ASGCA. ASGCA members played their first official round on an all par-three layout since they began meeting in 1947



Members and guests at the Donald Ross Award Dinner



The meeting closed with the election of Jan Bel Jan, ASGCA as ASGCA President. She will serve in the role until the next annual meeting in fall 2020



Golf writers (from left) Brad Klein, Ron Whitten and Joe Passov, all Donald Ross Award recipients, provided candid views on course ratings in a panel discussion moderated by Thad Layton, ASGCA (right)

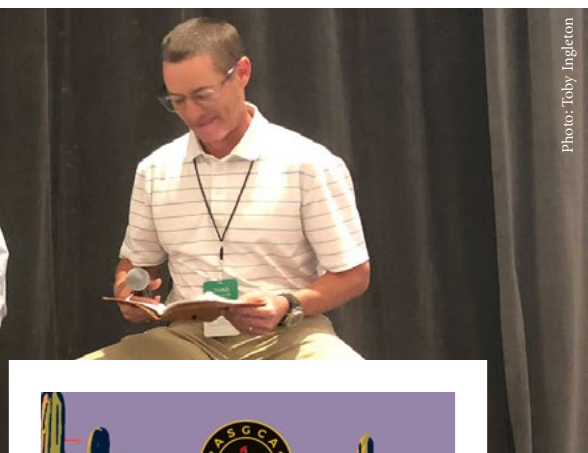


Photo: Toby Ingleton



Members gathered on the putting green of the Short Course at Mountain Shadows Resort in Paradise Valley, Arizona, for their customary meeting photograph



Image: Forrest Richardson

The visual theme of the meeting was developed by Forrest Richardson, ASGCA, taking elements from a circa 1940s Work Project Administration poster for Arizona's Saguaro National Monument and re-arranging pieces. The mountain in the scene is Camelback, the iconic form at the edge of Mountain Shadows Resort and the golf hole is the Dell 14th of the resort's Short Course



/// The ninth at Cypress Point is such a great short par four with so many options

Michael Benkusky, ASGCA

Michael Benkusky, ASGCA, grew up working and playing on the Donald Ross-designed Cedar Rapids Country Club in Iowa. He attended Iowa State University to study Landscape Architecture with an emphasis in golf design. Benkusky then worked as senior project architect with Lohmann Golf Designs, Inc., before starting his own design firm, Michael J. Benkusky, Inc.—Golf Course Architecture.

How is your game?

It's a work in progress. When I started my firm in 2005, I had a handicap of four and now it is up to eight. Lately, I've found a better balance between

work, home life, and golf and have started playing more. Hopefully I can get back to where I was.

Which three people would make up your dream fourball?

First, it would have to be one of my parents. Without them playing golf and encouraging me and my siblings, I would not have learned to love this game. I owe them everything. Next would be Jack Nicklaus. I grew up idolizing him in the 1970s and always rooted for him. It was amazing how he could either run away with, or comeback to win, a tournament. You never counted him out. As Nicklaus's career wound down, Seve Ballesteros became my new favorite.

I was enchanted with how aggressive he was and with his short game around the greens. He taught me to not worry about hitting a bad shot and to move on to the next one.

What is your favourite hole in golf?

So many to choose from but the ninth at Cypress Point has always been high on the list. Such a great short par four with so many options. When you see and play it you come away inspired with your own designs.

If you could change or add one rule, what would it be?

Getting relief from a divot in the fairway. It's man-made damage to the course and should be a free drop.

What project are you currently working on?

I've been fortunate to work with St. Charles Country Club here in Chicago. It has 11 holes that were routed by Tom Bendelow in the 1920s and seven holes completed by David Gill in the 1980s when they moved the clubhouse. We are in the process of rebuilding the bunkers and expanding greens to get the entire course to the Bendelow 1920s 'feel'. Now the members won't feel like they are playing two different courses. It's been a great project and will be completed this year. ●

Benkusky is currently working on St. Charles CC in Chicago, Illinois



Photo: Michael Benkusky



By Design would not be possible without the support of its sponsors, who have played a key role in the publication of this magazine.



Profile Products

Profile Products manufactures a comprehensive line of soil modification, erosion control and turf establishment products. Its experienced team takes a consultative approach with golf course architects, builders and superintendents to design and specify customized solutions for maintenance and construction.

Profile's team designs root zone mixes utilizing Profile Porous Ceramics to meet USGA guidelines. Its ceramics permanently modify the root zone to better conserve water and retain nutrients.

Profile's complete line of hydro-seeding products is the leading specified brand by golf course architects. Profile works with architects and project managers, establishing effective erosion control and vegetative establishment practices.

www.profileproducts.com



Rain Bird Corporation

Since 1933, Rain Bird has built a reputation on delivering irrigation systems that combine performance with efficiency. Rain Bird leverages state-of-the-art technologies to innovate and develop products that apply water in the most effective and efficient manner possible.

From highly-efficient sprinkler nozzles to cutting-edge control systems and pump stations, Rain Bird is widely recognized as the leader in golf course irrigation control system technology. We take the challenge of using water responsibly very seriously. That's why our over-arching philosophy, *The Intelligent Use of Water™*, guides everything we do. The revolutionary Integrated Control System™ provides innovation at a lower overall cost to golf courses enabling the user to maximize system efficiency and conserve water with a smaller environmental footprint.

For more information, please contact 1-800-RAINBIRD or visit:

www.rainbird.com



Toro

The Toro Company is proud of its legacy of quality and innovation. Customers around the world rely on Toro for high performing products that include precision fairway and rough mowers, greens mowers, compact utility loaders, commercial zero-turn mowers, bunker management machines, and water-efficient irrigation systems.

In 1919, Toro provided a motorized fairway mower to the *Minikahda Club*, in Minneapolis, Minnesota, to replace horse-drawn equipment. By mounting five individual reel mowers onto the front of a farm tractor, Toro developed the Toro Standard Golf Machine and helped create the motorized golf course equipment industry. Today Toro continues to lead the global market with best-in-class turf maintenance equipment and precision irrigation solutions. Approximately two-thirds of the top 100 courses in the world use Toro irrigation systems. The company also leads the way in environmental innovations, making products safer, cleaner and quieter whenever possible.

www.toro.com

ASGCA LEADERSHIP PARTNERS



Supporting Education in the Golf Course Industry

ASGCA thanks the following companies for their continued support of golf course development and renovation—helping ASGCA members do their jobs better, for the good of the game.

MAJOR LEVEL PARTNERS



MERIT LEVEL PARTNERS



SPONSORS

