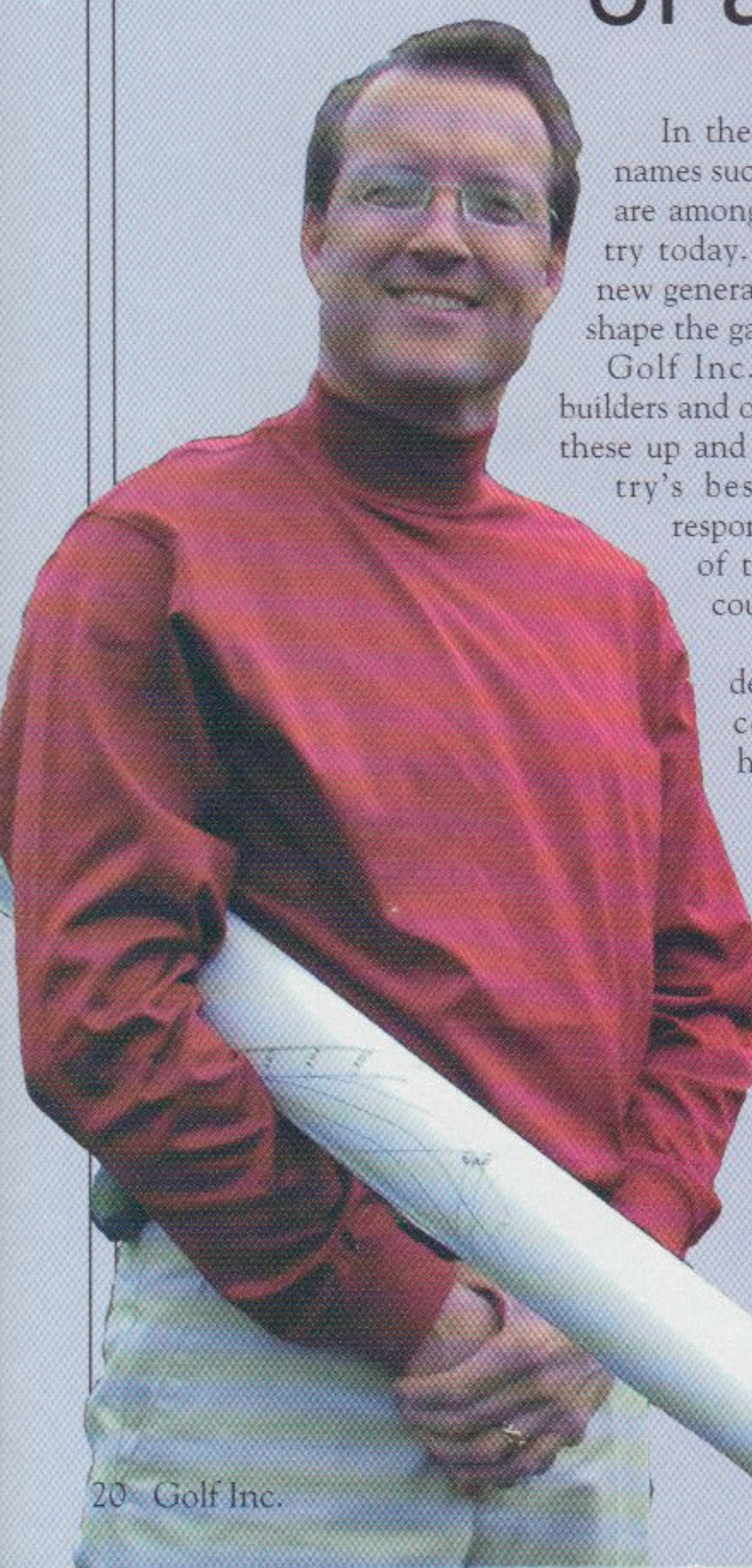


Golf's **NEW BREED** of architects

After training under some of today's top established golf course designers, many talented young architects are now making their mark on the industry. Who are these up-and-coming designers, and what is their impact on golf course design?

BY JIM DUNLAP



In the world of golf course architecture, names such as Nicklaus, Fazio, Dye and Jones are among the most acclaimed in the industry today. But as these icons grow older, a new generation of architects is emerging to re-shape the game.

Golf Inc. recently surveyed developers, builders and other architects to find out which of these up and comers are regarded as the industry's best young architects. From the response, it was clear there is no shortage of talent in the next generation of course designers.

Many of today's rising course design stars worked with established course architectural firms before heading out on their own.

Others, such as Drew Rogers of the Arthur Hills-Steve Forrest firm and Erik Larsen of Palmer Course Design, made names for themselves in the industry without feeling the need to have their name on the firm.

"[Drew Rogers] is a really talented guy," said Rainmaker Golf Development CEO Todd Arterburn. "We did the first Newport National with him, and

he sees things in the field really well. He did that project for a number nobody could believe. Whether he stays with Hills-Forrest or goes out on his own, he's one of those I would recommend and would use again."

RISING STARS

Several of today's rising starts have already established reputations, thanks to their rapidly growing portfolios of completed courses.

Arterburn has been impressed by two other designers his firm has worked with — Rick Jacobson and Brad Booth.

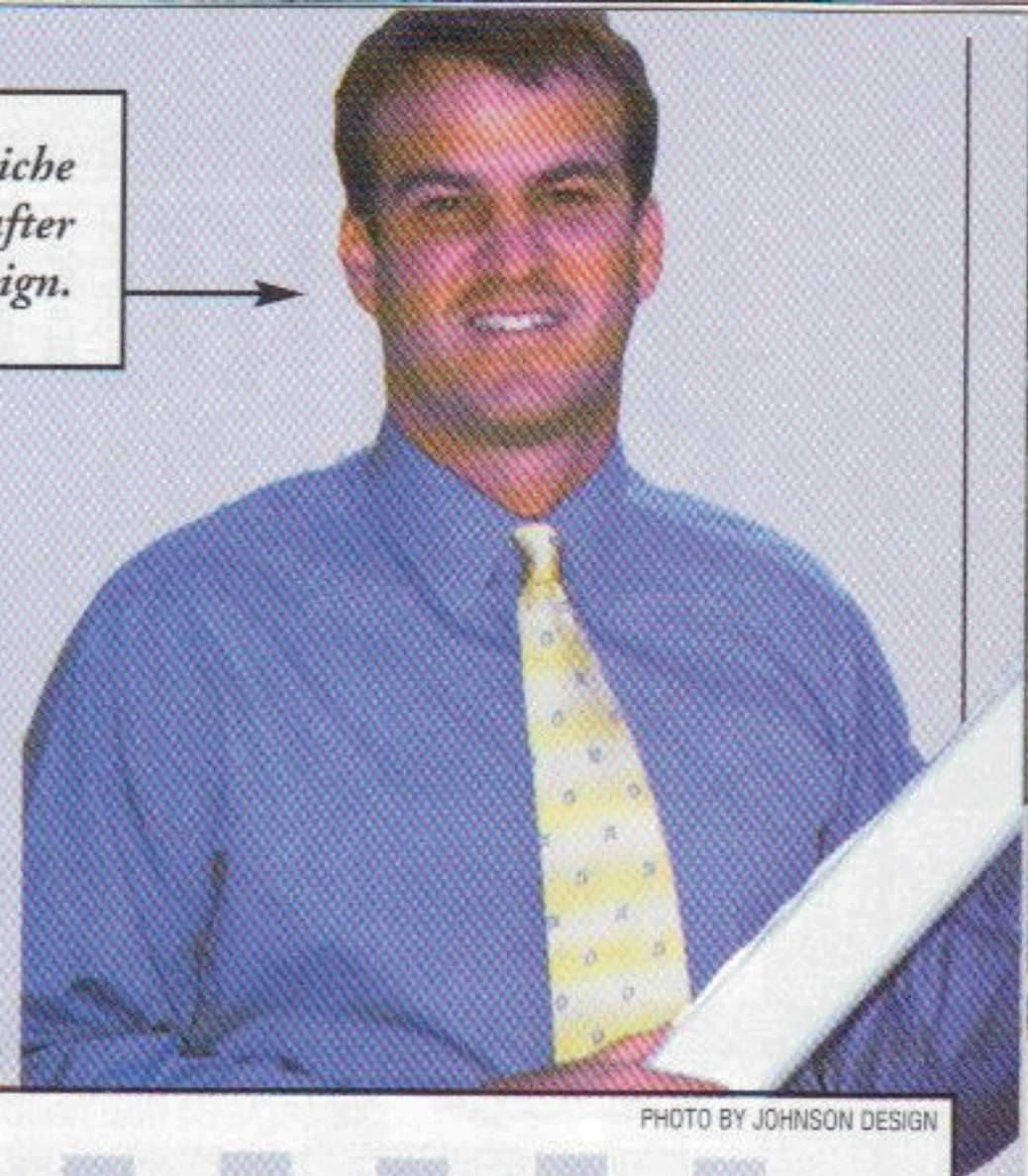
Jacobson is based in Libertyville, Ill., and works primarily in the Midwest, Northeast and Mid-Atlantic regions of the country. Booth, who teams frequently with PGA Tour player Brad Faxon, is based in Ogunquit, Maine, and has completed a number of projects in the Northeast.

"Rick is a terrific guy and a very talented architect — in the field and with documents," Arterburn said. "He gives owners a good set of drawings to work with. We worked with Rick on both the Stony Point and Lower Makefield courses, and our experience with him was very favorable..."

"We're working with Brad Booth on the second course at Newport National, and he's a very

← Up-and-coming architect **JEFF LAWRENCE** trained with Jack Nicklaus and Tom Fazio before going solo.

KIPP SCHULTIES is carving his own niche in high-end and resort course designs after getting his start with Gene Bates Design.



easy guy to work with," Arterburn added. "Faxon is, too — he's shown a willingness to learn, not just be a dictating Tour professional. They make a good team."

Henry DeLozier, vice president of golf operations for Pulte Homes-Del Webb, admires the work of several architects, including Phoenix-based Forrest Richardson, Tripp Davis, David Druzisky and Jeff Lawrence.

"Forrest has real traditional values about the game, but then he also introduces some creative concepts in how people can enjoy the game more," DeLozier said. "He also seems to really do well on challenging sites."

"Tripp Davis is a good enough player that he understands all that means to design. David Druzisky just did The Duke at Rancho El Dorado and did a real nice job working on Dragon Ridge in Las Vegas with Jay Morrish. And, I've heard good things about Ian Scott-Taylor in the Baltimore area, although I haven't seen his work yet."

The work of Todd Eckenrode has impressed Tim Schantz, vice president of development for Troon Golf. Eckenrode formed Origins Golf Design in Irvine, Calif., with partner Charles Davison. Schantz said Eckenrode, formerly with Gary Roger Baird, particularly excels at adapting a design to a site. Eckenrode's reputation is spreading — he reported recently that his firm has six new 18-hole projects under contract.

In the South, architect Bob Cupp praised the work of two fellow Atlanta-based designers, Michael Riley ("terrific cognitive ability on the ground") and Bill Bergin, an Auburn graduate whose career Cupp said he is following.

Another designer gaining attention is Mike Young, based in Athens, Ga. He came into the industry after approximately eight years with two major turf equipment manufacturers. Since then, he has designed more than 40 courses, including 12 in Georgia.

Rich Katz of Billy Casper Golf described Young as "one of those guys who's under the radar, but shouldn't be, based on his work."

TWO TO WATCH

Several industry insiders mentioned Tacoma, Wash.-based John Harbottle and Kipp Schulties of Palm Beach Gardens, Fla. Harbottle spent six years with Pete Dye before going out on his own in 1991.

Like many architects, Harbottle got his hands dirty early — digging pipe, laying drainage and working up to running a tractor.

"One great thing about the Dye organization, they give you plenty of hands-on instruction," he

said.

He got his solo start with Genoa Lakes in Nevada in 1991. Since then, Harbottle has designed 11 new courses and several 9-hole additions, primarily in the Northwest. Ironically, the opportunity to go out on his own matched

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TOM CLARK and partner Brian Ault anticipate a busy year.

PHOTO BY JOHNSON DESIGN

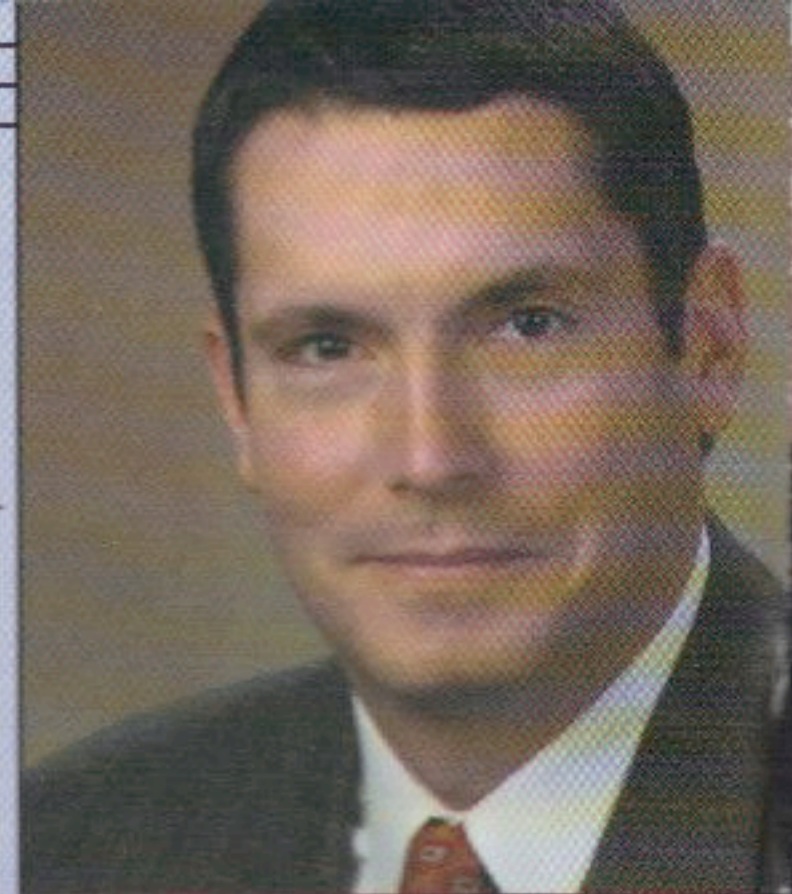
	Andy Johnson Design	Andy Raugust	Armstrong Golf Architects	Arthur Hills/Steve Forrest and Associates	Ault, Clark & Associates	Boswell Golf Design Inc.	Burns Golf Design	Cal Olson Golf Architecture	Carrick Design Inc.	Casey O'Callaghan Golf Course Design Inc.	Chris Commins/Sunshine Design	Clifton, Ezell & Clifton Golf Design Group	Clyde Johnston Designs Inc.	Coore & Crenshaw	
NEW PROJECTS 1998-2002	5	2	3	36	40	2	3	4	0	3	4	13	9	6	
RENOVATIONS 1998-2002	5	6	70	18	55	4	0	6	81	21	7	2	10	0	
Average Fee (last 5 courses) per \$100,000	120	n/r	130	n/r	275	130	n/r	300	n/r	150	200	195	200	600	
TYPES OF COURSES															
Daily Fee	9	3	1	22	16	4	3	10	11	17	5	0	13	1	
Private	1	5	29	28	5	2	0	0	29	7	3	1	2	4	
Semi-Private	0	0	13	1	11	0	0	0	0	0	3	12	4	1	
Municipal/Military	0	0	27	2	8	0	0	0	0	3	0	0	2	0	
GREENS FEES															
Less than \$20	4	0	11	0	0	0	0	0	0	0	0	0	0	0	
\$21 - \$40	5	0	19	0	5	0	2	0	0	4	0	0	1	1	
\$41 - \$60	1	1	3	7	10	0	1	1	0	10	3	10	8	1	
Greater than \$60	0	2	2	20	7	6	0	9	11	3	7	3	10	0	
GEOGRAPHIC REGION															
Northeast	0	0	69	11	15	1	0	0	10	0	3	0	0	3	
Southeast	2	0	0	18	17	5	1	0	0	0	7	12	19	1	
Southwest	4	0	0	4	0	0	0	1	0	2	0	1	0	1	
Midwest	0	0	1	15	7	0	2	0	0	0	1	0	0	1	
Northwest	1	1	0	0	0	0	0	0	1	0	0	0	0	0	
Far West	3	7	0	6	0	0	0	9	0	22	0	0	0	0	
CONSTRUCTION COSTS															
Less than \$2 million	8	3	69	9	1	4	1	5	0	21	3	0	7	0	
\$2-6 million	2	5	1	35	38	2	2	1	6	0	8	12	12	5	
\$6-10 million	0	0	0	9	0	0	0	5	5	3	0	1	0	1	
\$11-15 million	0	0	0	1	1	0	0	0	0	0	0	0	0	0	
Greater than \$15 million	0	0	1	0	0	0	0	0	0	0	0	0	0	0	

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advice he had received from Dye when he was in college.

"I wrote Pete a letter and [Pete's wife] Alice wrote back and said, 'Pete said to do this: Learn how to put a project together, secure the ground and then get yourself appointed to design it,'" Harbottle said. When a developer acquaintance and a great site presented themselves at

TODD JESTER learned construction with Golden Bear/Paragon and design with Jerry Pate before going it alone.



Genoa Lakes, Harbottle was ready.

Schulties got his start as an intern with Gene Bates in 1991, and joined Bates' firm after graduating from Purdue with a civil engineering degree the next year. He began working as a designer in 1993 with the newly created Couples/Bates firm. He resigned in 1997, but stayed connected as an independent designer on Fred Couples Signature courses for nearly two years.

On his own since 1998, Schulties has done predominantly high-end resort or private course projects, either under his own name or in concert with others, including Couples and Nicklaus Design.

His work includes a major restoration of the Lost Tree Club, the residence of Jack Nicklaus, which has solidified a relationship of mutual respect between the two. He said he is targeting projects with fee ranges of \$400,000 to \$700,000. Schulties also said he has had discussions about forming a partnership with

Harry Bowers of Ray Floyd Design and former professional star Ian Baker Finch in the future.

JUST GETTING STARTED

Two young industry veterans, Jeff Lawrence and Todd Jester, recently hung out their own shingles. Both have excellent pedigrees. Lawrence spent five years with Nicklaus Design and six more with Tom Fazio. Jester learned the trade with Nicklaus's Golden Bear and Paragon Construction and then spent three-and-a-half years as a design associate with Jerry Pate.

Lawrence signed his first solo design contract last year, for the proposed Laguna Shores Golf & Country Club in Puerto Penasco, Mexico (also known as Rocky Point) with developer John Thompson. He said he was hoping to begin construction this summer.

"We were impressed with his pedigree, and we've talked with Jeff about doing some stuff," said Pulte's DeLozier. "In an interesting way, he's got the ultimate challenge — he certainly sat at the elbow of the master. Now the most exciting part of his career will be demonstrating his own style."

Jester, who holds a master's degree in landscape architecture from Mississippi State, has done several remodeling projects and some land planning work since leaving Pate's firm nine months ago. His credits before joining Pate's firm included serving as design coordinator on the Grand Bear project in Gulfport, Miss. ■

Jim Dunlap is associate editor of Golf Inc.

Designing woman

Today's tough golf development climate poses a challenge for young architects entering the business. But when a fledgling designer happens to be a woman, the road to success gets even trickier.

Hattie Pavlechko, currently completing the second phase of a nearly year-long internship with the Norman, Okla.-based Tripp Davis & Associates design firm, knows the odds. But the landscape architecture major at Ball State University in Muncie, Ind., has already impressed Davis and the rest of his staff so much that she likely will join the firm as a design associate after graduation.

"I know it's a male-dominated field, but I also know there are opportunities for women," Pavlechko said. "When I see someone like Vickie [Martz, of Palmer Course Design], Alice Dye and Jan Beljan, and they do such great work, I know that's what I want to do, too."

Most interns — and many junior design associates for that matter — get few opportunities for actual golf course design work. Many spend the majority of their time running software programs or doing field construction work. Not Pavlechko.

While she has done her share



PHOTO BY MICHELLE EASTERLING

of Auto-CAD work, Pavlechko has also gotten plenty of chances to use her creative talents. She said the relatively small size of Davis's firm has been a major advantage in her development.

"There are more opportunities with Tripp to do a lot of different things," Pavlechko said. "I've done full plans, renderings — I like the artistic side of it. I also like it that he doesn't take on too many jobs and there are a lot of site visits."

Pavlechko, originally from State College, Pa., has played golf since the age of 5. When Ball State launched a women's golf program in 2000, she was part of the first year's team.

She plans to return to school after finishing her current eight-month stint with Davis to play her senior year of golf and complete the five-year landscape architecture program.

—Jim Dunlap