

SHORT STROKES



RICK LA ROSE

People...

University of Arizona senior **Chris Nallen** was named Pac-10 Golfer of the Year, becoming the third player from Arizona to win the award in the past four years. Arizona's **Henry Liaw**, who won the Pac-10 Tourna-

ment, was named Freshman of the Year, and Wildcats coach **Rick LaRose** was named Coach of the Year. Joining Nallen and Liaw on the All Pac-10 first team were **Alejandro Canizares** and **Chez Reavie** of Arizona State.

Record Fundraising for LPGA Banner Health Foundation

Kudos to Barbara Douglas, managing director of the National Minority Golf Foundation, for chairing the recent charity auction that raised a record \$159,000 for the Banner Health Foundation. The auction—which employed laptop computers to enable bidders to keep track of items, place maximum bids or choose to “buy it now”—was part of the festivities for the LPGA’s Safeway International tournament.

Among the featured items were a golf trip for two to Scotland donated by J. Michael Meadows, whose company, Golf in the Kingdom, specializes in Scotland golf vacations (www.scotlandgolf-gik.com); and a complete household appliance package, from kitchen to living room to laundry room, from Terry Thomas at Arizona Wholesale Appliance.



BARBARA DOUGLAS

Cactus & Pine Elects New Officers

The Cactus and Pine Golf Course Superintendent’s Association held their annual meeting in April and elected Bill Todd of Cottonwood CC president for the 2004–2005 term. Elected to the Board of Directors were Alan Ashton (Sun GC), Ernie Pock (Grayhawk GC) and Phillip Shoemaker, Jr. (Desert Highlands CC). The prestigious Art Snyder Award was given to Michael Pock, who was honored for the many years he has spent building



(FROM L. TO R.): BOB MANDEVILLE, JOHN WILLIAMS, JERRY MAHANKE, AND SEAN O’MALLEY

the golf industry in Arizona. Peter Longo, an internationally known trick-shot artist, was honored as Volunteer of the Year for his fundraising contributions.

AGA Course Rating Team On Top Again

The AGA course-rating team of Jerry Mahanke, John Williams, Bob Mandeville, and Sean O’Malley achieved the top grade at the USGA National Course Rating Calibration Seminar held at San Antonio (Texas) CC. This is the second consecutive year that the AGA team has earned this distinction in the seminar, which features 18 associations.

“Course ratings are an integral service provided by the AGA, and it is a testament to the professionalism and accuracy of our volunteers who are involved in this very important skill,” O’Malley said. “Arizona is one of the premier golf destinations in the country, and we take pride in ensuring that our resident golfers and visitors receive an accurate reflection of their game.”

AGA & USGA Team Up to Offer Memberships

The AGA and the USGA are launching a pilot member program designed to reach golfers at the local level. The program will begin in mid-June, offering reduced

membership fees for joining the USGA, and will reach out to current AGA and Golfers IQ members. This program is one of many benefits provided by the AGA for its club and individual members.

“The AGA has represented the USGA in Arizona for many years, and now we have the opportunity to merge our member programs to the benefit of all who love the game of golf—in an easy and affordable way,” said Ed Gowan, executive director of the AGA.

The launch of the USGA–AGA combined members program is a first effort for both organizations to work together on membership opportunities, and is only available through the AGA. Memberships will be offered for \$11 year, which represents a \$14 savings if obtained directly through the USGA. Current USGA members who join at this reduced rate will automatically have their membership extended for one year.

USGA Member benefits include:

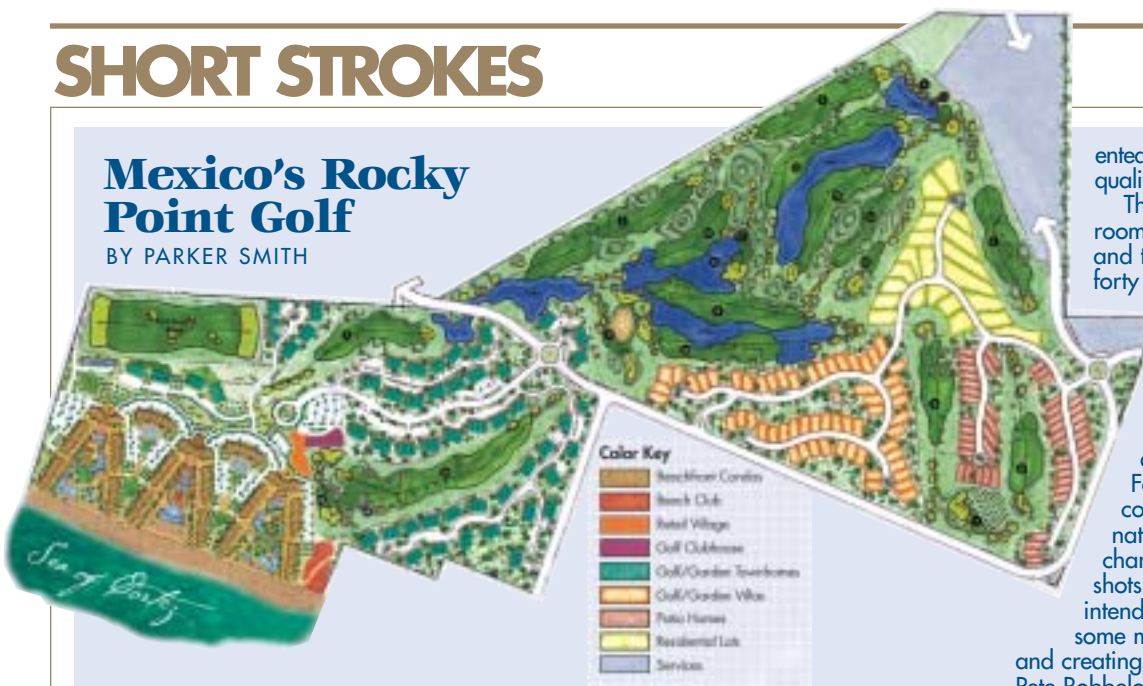
- Members’ Handbook
- USGA ID and Bag Tag
- Inside the USGA (six times per year)
- Annual USGA Championship Year in Review
- Preference over the general public to purchase tickets to USGA Championships
- Volunteer opportunities at USGA Championships
- Special Member Discounts on USGA merchandise

For more information or to request an application, contact the AGA at 602-944-3035 or visit the AGA web site at azgolf.org

CLOCKWISE FROM TOP LEFT: COURTESY UNIVERSITY OF ARIZONA, TONY ROBERTS, COURTESY AGA

Mexico's Rocky Point Golf

BY PARKER SMITH



The village of Puerto Penasco, also known as Rocky Point, has traditionally been a sleepy town that wakes up once a year for spring break, gets trampled, and then cleans up and goes back to sleep. With a great beach and nothing to do, it was a favored "drive-away" for folks from Tucson and Phoenix making an escape in an RV or in one of the two developments on either side of the town.

Progress is at the doorstep of old Mexico. And progress is spelled with a capital "G" for Golf. The California Grey whale will still show up, as will the sea bass and jumbo shrimp. You'll still eat authentic Mexican spicy. The sea will remain calm and great for scuba and swimming. And the sun will set with that Sonoran glow.

But soon there will be the sound of metal woods, and the tread of soft spikes will be seen along the sparkling beach.

At the heart of Sandy Beach, the first building is already under construction, and already sold out. A second has begun. The golf course is ready to be shaped and seeded. Appearing now, and open sometime probably in early January

(for golf) is the Las Palomas (the "doves") Seaside Golf Community.

About three hours from Tucson and Phoenix on state road 85, it is located off Mexico Hwy. 8. It is in a free zone, so no visas are required, and there is only one stop light, where you may or may not be asked questions before entering Mexico.

Las Palomas is designed to be a reasonably priced haven for executives from all over Arizona and elsewhere, and will feature some homesites, villas, and townhomes along the course, and 1400 condominiums on the sea in beautifully designed buildings, all with wonderful balcony views of the Sea of Cortez.

Buyers will be able to put their unit in a rental pool, or keep it just for themselves. The development is part of a 342-acre master plan by Swaback Partners, the same architects that designed Anthem and DC Ranch in Arizona. The plan includes a spa and fitness center, beach club, retail village, childcare center, tennis, lagoon pools, 24-hour security, underground parking—all a fifteen minute walk from old town. Vernon Swaback was a student of Frank Lloyd Wright at Talisman, and he recruited a tal-

ented local team to ensure high quality and any necessary flexibility.

The condos (1, 2 and 3-bedroom) are spaciouly designed and the amenities excellent. The forty and fifty foot high natural berm forms a backdrop on one side, and the golf course plays along the top of it, while the ocean awaits you out front.

The golf course architects are Arthur Jack Synder and Forrest Richardson, and the course takes advantage of the natural dunes and elevation changes to provide dramatic tee shots and spectacular views. It is intended to be "user-friendly," not some monster swallowing golf balls and creating death marches.

According to Pete Robbeloth, the Director of Golf Operations, "we are creating a fun, playable course that asks golfers to make shots, but forgives them for little mistakes rather than punishing them. We want everyone to head to the 20th Hole happy!" Twentieth? Yes, There will be 19 holes at Las Palomas, the last a 120-yard gem that will be used to settle small wagers and the like and which the architects promise will be a fun way to end the day. The yardages will stretch from 6700 to 5000 from four sets of tees. There will be memberships and extra privileges for the unit owners.

Best news of all—the course will be open to the public on a space-available basis and greens fees are likely to be set at \$25 for the summer and \$50-75 for the winter depending on time of day and day of week. So Rocky Point will be a great escape again—only this time to go, enjoy golf, some time on the beach, a night away with a great meal, and then drive back home.

Or just stay.

To learn more, visit the Las Palomas Web site at www.laspalomas-sgc.com or call Pete Robbeloth at 602-943-2000

FORE! – In the Aisles of Dillard's

A few years ago, Dillard's Department Stores did a study and found that golfers shopped at Dillard's more than at any comparable store. However, the chain, which has some 330 stores, really didn't know how to buy for golfers because seasonality and location made it difficult to stock what was needed in every city around the country.

Now Dillard's, especially the one at



SUSAN FRENCH

Scottsdale Fashion Square, is returning to golf in order to serve the demand of its customers for upscale leisure clothing and accessories.

To start, Dillard's hired Susan French to be a "personal shopper" to help customers find the perfect fit, gift or accessory. Many customers either don't have the time or expertise to

find the right thing for themselves or their friends or loved ones. That's French's job. And she is totally golf knowledgeable, too, as she has extensive experience in the golf industry.

Dillard's is carrying golf apparel

including LIZ GOLF, Nicklaus, Nautica, Bobby Jones, Polo, Cremieux and Tommy Hilfiger, among other outstanding lines.

"We intend to get involved with the Arizona Golf Association," said Jim Benson, VP of Advertising and Marketing for the Western Region of the U.S. for Dillard's. "They are the premier organization serving golf in Arizona, running events, and developing programs. We will be trying to develop ways to make a membership in the AGA more valuable, and to make Dillard's more visible to the 65,000-plus members of the AGA."

In the meantime, visit French and tell her how you can be better served.

— BY PARKER SMITH