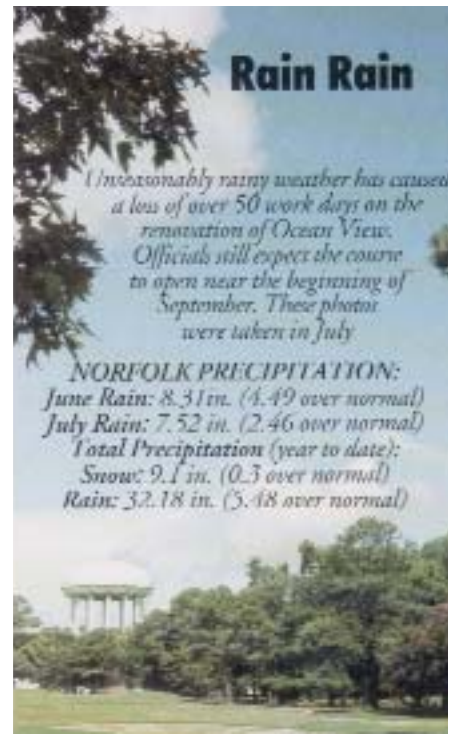


BORN AGAIN:



OCEAN VIEW GOLF CLUB



OCEAN VIEW GOLF CLUB is the oldest Hampton Roads municipal course still in existence. Since its opening in 1930, many generations of golfers have taken their first swing under the old, sea-swept trees. By 1999 when it closed for renovations, it had grown to be one of the area's most beloved recreational facilities, in spite of its evolution over 70 years into a rather stereotypical, uninteresting course.

This September, Ocean View Golf Club will reopen in time to host a Junior Golf Clinic and Exhibition with Tiger Woods on September 23 and 24.

The challenge of totally redesigning an eighteen-hole course with only an eight-month window of opportunity would be daunting on its own. Add the pressure of a Tiger Woods clinic date and you've heated things up a bit more. Then throw into the mix over 50 lost work days due to weird weather conditions and the pressure cooker is rocking. And if that wasn't enough, have Tiger win the grand slam at St. Andrews and the PGA just a few weeks before your target date.

GOLFPLAN's Ron Fream, archi-

tect for the Ocean View overhaul, is up to the task. Since Robert Trent Jones recruited Fream fresh out of graduate school, he has put in over 35 years designing golf courses in 60 countries. There is no one in the business who has worked in as many different places as Fream. His courses sprinkle the globe from Finland--the northernmost 27-hole golf course on the face of the earth -- to Tunisia in North Africa, and from Bali to India. Many of the locations he has worked in have names which are barely familiar: Brunei, Myanmar, Knysna. Others are more familiar, but equally diverse: Korea, the Sinai Peninsula in Egypt, Portugal, Shanghai, Siena in Italy, to name just a few.

The terrain Ron Fream has tackled is equally varied: the Sahara Desert, rice paddy, rainforest, mangrove swamp, rock mountain, prairie, sand dune and peat bog.

"Our worldwide experience is a fantastic resource from which to draw to solve specific site questions," said Fream. "Most of all, we give very thorough consideration to saving existing vegetation. At Ocean View, that was primarily oak, pine, cedar and liquidambar. These trees capture the

natural beauty of Norfolk's seaside landscape and provide a whole new aesthetic that is instantaneously mature."

He went on to say, "The course at Ocean View has now been transformed into a virtually brand new course to suit today's quality of play and player's expectations."

What's new at Ocean View besides all 18 greens? Two lakes have been added as well as new cart paths throughout. The clubhouse has been expanded and the old storage/shower area has been transformed into an exhibition area tracing the course's history.

There are 4 sets of tees boxes per hole for the par 4s and 5s, as well as an added shorter "family" tee. Tees and fairways are planted to 419 Bermuda; roughs are fescue and rye. The greens make use of the newest cultivar of Bermuda called Tif-eagle. It was selected based upon the regional climate and cultivar's ability to provide a consistently excellent putting surface and speed.

For the City of Norfolk, perhaps the most important consideration in redesigning the course, was to keep the budget at a price that would allow the

TIGER REWARDS NORFOLK'S SUPPORT OF JUNIOR GOLF

new course to have the correct social impact. The relatively modest \$2.9 million price tag, shared by American Golf and the City, results in a course that is affordable rather than elitist. City officials wanted the new course to serve the needs of seniors, retirees and women. It will be ideally suited for beginners, from teenagers on up. At the same time, it will better serve the lower handicap players who had become frustrated with the old, rather worn-out standard.

Norfolk City officials were not planning to create a monster championship course at Ocean View, so it's interesting that the man who would come to inaugurate the new course would be the very man to whom monster courses are targeted. But it is not for another large purse that Eldrick and his father Earl Woods come to Hampton Roads. Rather it is for the sake of the children.

OCEAN VIEW REOPENING ATTRACTS A TIGER

Since 1996, Tiger has been actively promoting golf to the youth of economically disadvantaged communities through the Tiger Woods Foundation. The City of Norfolk, Ocean View Golf Club and American Golf (which operates Ocean View) all have a strong track record of supporting that same cause.

That track record led the Tiger Woods Foundation to select Norfolk from over 80 other cities competing for one of only four junior golf clinics Tiger will host this year.

During the clinic, Woods will give one-on-one instruction to a group of



Golfplan's vision of the new hole No. 9.



Hole No. 9 after construction.

20 lucky junior players, while nearby, another 150 juniors will receive instruction from local PGA and LPGA pros. Afterwards, Woods will present an exhibition for about 4,000 people, mostly junior golfers and their parents. Tiger's dad, Earl, will speak with parents about nurturing youth.

On Saturday evening there will be an auction and dinner. Invited guests will dine with Tiger and the Foundation executives and will have the opportunity to bid on mementos signed by Tiger and other celebrities. Proceeds will support youth golf in Hampton Roads.



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For more information on Golfplan - Fream, Dale & Ramsey:
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