

trendsetters

RECREATION

COURSE WORK

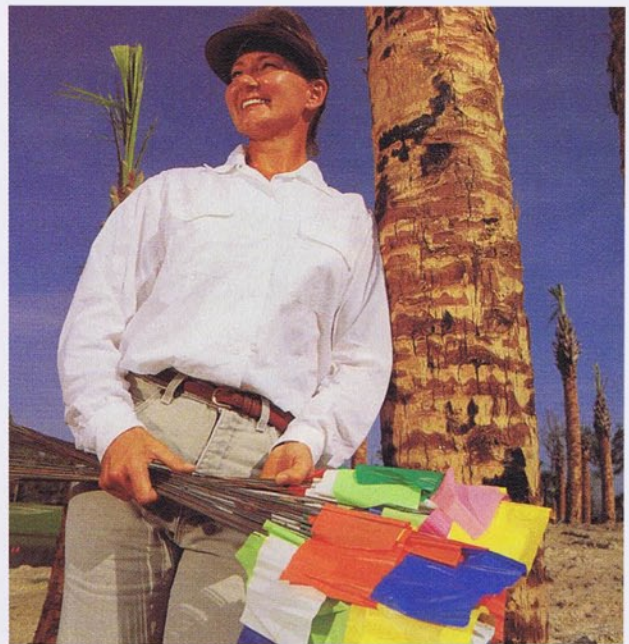
Jan Beljan's father, George, was a golf pro. Her five uncles were golf pros. At 14, she raked bunkers in the morning and staffed the pro shop in the afternoon. Golfers, she notes wryly, act the same now as they did then: "It's very interesting to see people don't change."

Beljan, 44, has brought change, however, to golf. A senior designer with Tom Fazio's design outfit in Tequesta, Beljan was only the second woman to be elected to the American Society of Golf Course Architects. There are now only three. "Probably one of the highlights of my life," she says. "When you have a hundred guys vote you in, that's pretty strong." Sports Illustrated Golf Plus called her one of the 10 most influential women in golf.

With Fazio, she's played a major role in the design of Audubon International-certified, environmentally friendly courses such as the Old Collier Club in Naples.

Her credits include the North and South courses at PGA at the Reserve in Port St. Lucie, the Sabal and Cypress courses at Bonita Bay East and Pelican's Nest in Bonita Springs. She recently designed a three-hole turf research complex for the University of Florida.

The Pennsylvania native joined Fazio's shop in 1978 as an apprentice. Now a senior designer, she seeks to work with a site's natural layout and the environment and place obstacles so that long hitters can't simply power their way to birdies and eagles. A fitness junkie, Beljan is about a 15 handicap. She doesn't tire of golf or designing. "It's never boring. Every site is different. Every client has a different mission. Every budget is different. All those things combine to make you as creative as you can be," she says.



JAN BELJAN

SENIOR DESIGN ASSOCIATE / FAZIO GOLF COURSE DESIGNERS

TEQUESTA

FAVORITE MOVIE WITH GOLF IN IT: *Bringing Up Baby* with Cary Grant and Katharine Hepburn.

DO THE MATH: Only 250 to 300 courses are built a year, and there are easily that many designers, making it tough for women to break out.

HOSPITALITY

WAITING FOR THE SHOE TO DROP

In theory, occupancy rates can take a beating only so long before hotels start failing. "The entire industry has been waiting for that shoe to drop," says hotel company President Philip Goldfarb. When the shoe drops, Goldfarb will have All Florida Hospitality waiting. Built by Jerry Miller, the Miami Beach company hired Goldfarb in 1997 from Doubletree to instill corporate management in the six-hotel entrepreneurial company. Since then, All Florida's grown to 11 hotels owned and managed — Holiday Inn Expresses, a full-service Holiday Inn, Best Westerns, Comfort Inns.

A Long Island native, Goldfarb, 45, got his start waiting tables in Borscht Belt resorts in the Catskills before joining Florida International University's hospitality program. A believer in low overhead, he says, "my philosophy always has been: Stay close to the cash register."



PHILIP GOLDFARB
PRESIDENT/COO
ALL FLORIDA
HOSPITALITY
MANAGEMENT

THE EDUCATOR

Peter Ricci, fix-it man, has taken over as general manager at six hotels in seven years from Sarasota to Orlando and Gainesville. He repositioned and replaced staff and educated them "to understand who you are and who your clients are." He's made them profitable. Two became the top hotels in their chains in the first year he was in charge. So what's he doing at the University of Central Florida? Teaching and finishing a doctorate so that he can one day be a hospitality program department chair. "I've always had a love of being in the classroom," he says.



PETER RICCI

ACTIVE ...

Deborah Stewart-Kent is president of the Gainesville-based Florida Trail Association, the group creating the 1,300-mile National Scenic Trail, Panhandle-to-Big Cypress route. She's working to build membership and raise money to open more miles — now at 700 — to the public. ... University of Florida tourism professor and Canada native **Lori Pennington-Gray**, 33, co-chairs the tourism committee for the Gulf of Mexico States Accord, a trade group for states on the Gulf. She's also an expert on Korea-Florida tourism and a researcher for Florida communities on local tourism issues. ... **Dan LeBlanc**, 46, took over as COO of the Kennedy Space Center Visitor Complex for its operator, Delaware North, in November. He's done PR or marketing for the Bronx Zoo, SeaWorld California, Miami Seaquarium, Silver Springs and Wee-ki Wachee. ... **Jose Estorino**, marketing senior vice president at the Orlando/Orange County Convention & Visitors Bureau, was once international tourism chief for the old state Department of Commerce's tourism division. He recently won the Don Quijote Award for professional of the year by the Hispanic Chamber of Commerce. □

John Mummert / USGA top; Gregg Matthews bottom