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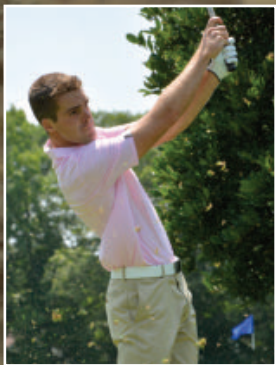
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# GOLF ASSOCIATION OF PHILADELPHIA



CELEBRATING 125 YEARS SINCE 1897

**2014**  
PLAYERS OF THE YEAR



JOHNNY McDERMOTT  
BELONGS IN THE  
WORLD GOLF  
HALL OF FAME

BY JEFF SILVERMAN

## Merion's Morey elected as 32nd GAP President

Robert Morey

**MOSELEM SPRINGS AT 50**

**2014 CLUB CHAMPIONS**

**THE RULES OF GOLF**

UNDERSTANDING FOUR-BALL

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# Quier's vision frames Moselem Springs' future as club turns half-century old

BY DREW MARKOL

**TUCKED FAR AWAY** from the big-name clubs and big-time population it sits.

Out in the country.

Out where you see coyote decoys and the real thing.

Out just where they like it.

"If you're looking for a magic combination that every golf club wants, this is the place," said Gene Shaffer.

"For us, as members here, the stars are all in alignment."

And those stars look down on Moselem Springs Golf Club in Fleetwood, Pa., which turned 50 this year, neatly placed (roughly) between Allentown and Reading, Pa.

Go there and you won't find a swimming pool or tennis courts. What you will find, though, is a tough yet fair George Fazio-designed golf course.

And great food.

And a family atmosphere that's hard to beat.

"It's about the golf here," said Lucy Flippin, club vice president and secretary. "The course is difficult, but it has enough tee locations, with six,

that it's forgiving for every kind of player.

"And when you arrive at the club, the feeling is one of being embraced by the surroundings and the staff and the history. You see deer in the distance, geese, ducks, swans and no houses adjacent to the course. Moselem is a bucolic setting that is beautiful."

Ah, the history.

One story often told is that Hawley Quier, publisher of the *Reading Eagle* and *Reading Times* and Flippin's uncle, couldn't get a tee time one day at nearby Berkshire Country Club and wasn't too pleased about it, so he decided to correct the problem.

Another story claims Quier — on a brutally hot



Photo Gary Kellner - Dimpled Rock

summer day — was enjoying a dip in a spring-fed pond on the family farm and when he emerged and saw land that was perfect for a golf course.

That farm is now the club.

“Knowing my uncle, the story about not being able to get a tee time at Berkshire might be the reason he built the course,” said Flippin jokingly. “But when he looked up from that stream and saw what was around, he knew it would be a perfect spot for a golf course.”

Fazio was brought in (with his then 18-year-old nephew Tom on his crew) near the end of 1961 and broke ground on the design in April 1962. Two years later — July 1, 1964 to be exact — the course officially opened.

And judging by what George Fazio had to say at the time, he was pleased with the end result: “In all my golf years, I can’t recall ever having seen a location so perfectly suited for a championship course,” Fazio said. “From the standpoint of physical challenge and rural beauty.”

Fifty years later, those words still ring true.

Heck, four years after Moselem Springs saw its first drive, the USGA held the U.S. Women’s Open Championship on the course, an event won by Susie Maxwell Berning, who would go on to win two more Opens.

“Everything is in front of you on the golf course,” said Moselem Springs professional

Eric Shillinger, who has been at the club for a decade. “You have to be ready to hit every club in your bag, and when you get to the greens you need to be on with your putting. The course is always pristine and you get tournament conditions thanks to the great staff we have here.”

In fact, in 2016, the Golf Association of Philadelphia will administer a U.S. Open Local Qualifier on the 6,824-yard (from the back tees) layout.

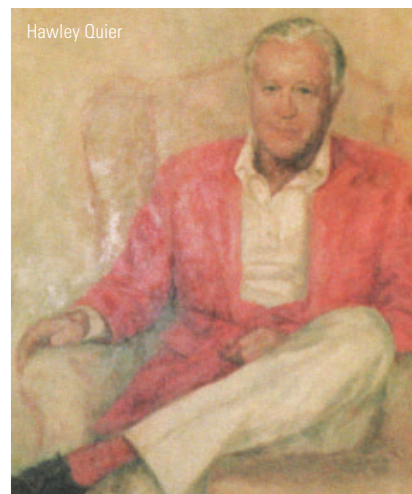
Another nice feature that allows guests to enjoy the course more than once is the dozen hotel-like rooms in the clubhouse that have just recently been refurbished.

“Those rooms are booked on a regular basis during the golf season,” said Nick Kuruc, chairman of the club’s marketing committee. “Groups come up from Maryland, New York, New Jersey and can play the course, go have a great meal here, stay in the rooms and get up the next day and play the course again. It’s something you definitely don’t see at a lot of clubs.”

Great golf and great amenities keep Moselem Springs rolling.

“We try our best to provide a great golf course with the best service we possibly can,” said Mark Van Kuren, the club’s manager for the last 31 years.

“Golf is our focus, but the people here really make it special.”



Hawley Quier

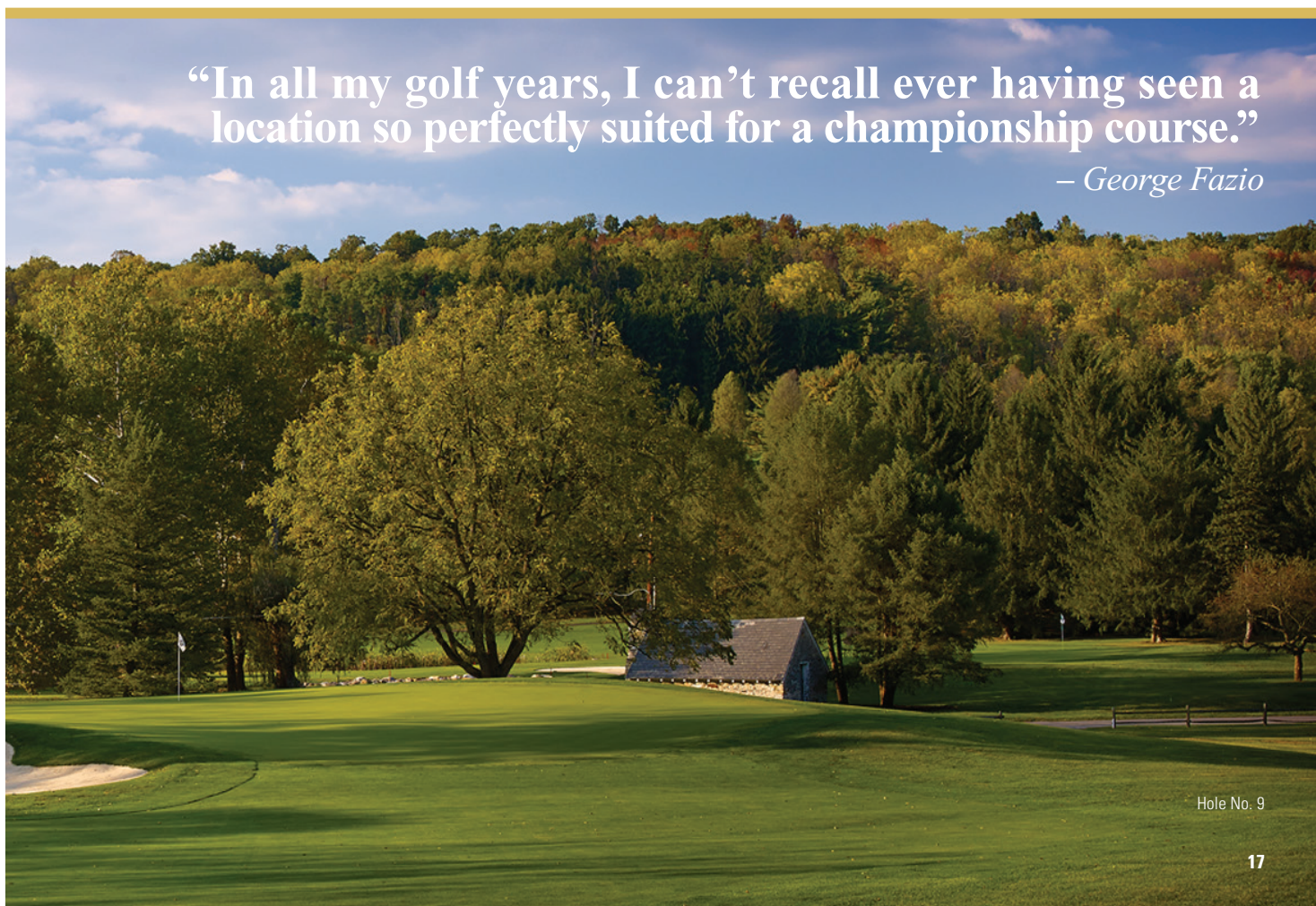
And they intend to keep it that way.

“Things really haven’t changed that much over the 50 years,” said club president Bill Flippin, who is also Lucy’s brother. “We have a nice getaway from the civilized world into the country. We’re sort of off the beaten track and that’s great for people who like to golf and want to spend a day out in nature.

“That’s the way we like it.” ○

“In all my golf years, I can’t recall ever having seen a location so perfectly suited for a championship course.”

— George Fazio



Hole No. 9