

Issue 32 | Spring 2017

BY DESIGN



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In the seventy years since, the number of courses in the United States has grown by the thousands, and millions of lives have been positively influenced by the game. Today 170 ASGCA members are working throughout the world, creating fun, challenging, sustainable and enjoyable landscapes where we can take respite and find refuge.

In our cover story for this issue of *By Design*, we mark our 70th anniversary by reflecting on a marvelous journey the Society has taken since 1947, and considers what ASGCA means today. I hope you enjoy the read.



Greg Martin, ASGCA
President
American Society of Golf Course Architects

BY DESIGN

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70 Years of ASGCA 10

This issue of *By Design* is largely devoted to marking the 70th anniversary of ASGCA. We look back on the first gatherings in 1947, consider the progress made since then, and what ASGCA means today.

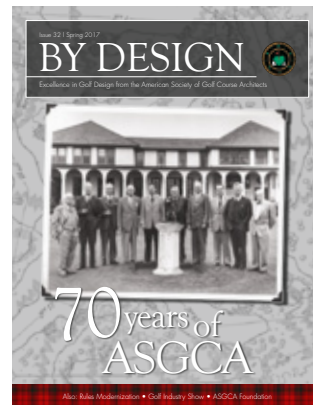
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COVER



The founding fathers of ASGCA gathered at Pinehurst Resort in North Carolina for the first ASGCA Annual Meeting in 1947.

Golf rules changes could impact course



Images: United States Golf Association

The R&A and USGA hope that rules modernization will help address "the pressing issue of pace of play"

The Royal and Ancient and the United States Golf Association (USGA) have released a major set of proposed changes to the Rules of Golf. The changes are designed to "bring the Rules up to date to fit the needs of the game today globally."

The organizations hope to achieve numerous objectives with the proposed updates, including: to help in eliminating restrictions that have been perceived as unfair or unnecessary, making procedures easier to use, and "to help address the pressing issue of pace of play".

"We undertook this initiative to help all golfers apply the Rules more easily," said Thomas Pagel, USGA senior director, Rules of Golf & Amateur Status. "If we can make the game more approachable by looking at the words we use, the technology we can apply, and the procedures we can strengthen,

we believe the game and everyone involved in it can benefit from it."

Some of the proposed rules changes have potential to impact the way in which golf courses are designed. ASGCA Past President Steve Smyers, ASGCA, explains: "The term 'Penalty Areas' will now cover all water hazards and areas such as deserts, jungles, and lava rock fields. In the past, areas such as these were considered an integral part of the course, but under the new rule one of the options will be to drop within 80 inches of the point of entry with a one stroke penalty. I imagine designers could use these areas differently in their design.

"The other rule that might come into consideration is when a ball becomes unplayable in a bunker. Under the current rule relief must be taken in the same bunker. With the new rule,

relief can be taken outside the bunker, keeping the flagstick, unplayable ball, and point of relief all in one line. I do not believe we should alter how we treat the edges or surrounds of the bunkers but be aware of the implications if one were to exercise their options under this rule change."

Writing in *Golf Course Industry*, ASGCA Past President Rick Robbins, ASGCA, recently expressed his views on 'stroke and distance' penalties for out-of-bounds and lost balls. "This is one of the least understood, most severe and most ignored penalties in golf. It contributes to slow play, creates handicap issues and frankly, makes no sense from a logical standpoint."

The R&A and USGA have issued detailed descriptions of the new rules available on their respective websites, as well as a survey for feedback on the changes and proposals.

Course design

Faster golf

Many of the proposed rules changes and related recommendations from The R&A and USGA could help to reduce the time it takes to play golf:

Three minute search

The time allowed to search for a lost ball will be reduced from five to three minutes.

New penalty areas

Red and yellow-staked penalty areas may now cover areas such as desert and jungle, in addition to areas of water. Lateral relief is therefore allowed, eliminating the need to search for a ball or return to the tee to play again.

40 seconds per shot

The proposed rules suggest a maximum of 40 seconds for each stroke to be played.

Play when ready

Rather than waiting for 'the honor,' players are encouraged to adopt a 'ready golf' approach, by taking their stroke as soon as they are ready, as long as it is safe to do so.

Maximum score

Clubs are being encouraged to introduce a maximum score per hole (such as triple bogey), enabling golfers to complete holes quicker.

Hitting the pin

When a ball strikes the flagstick during a putt, a penalty will no longer be incurred.



Golf Industry Show

ASGCA members discuss merits of design for match play



From left, ASGCA President Greg Martin with ASGCA members Mark Hollinger, Gil Hanse, Art Schaupeter, and Paul Albanese

The 2017 Golf Industry Show saw golf course architects and others from the golf industry convene in Orlando, Florida, to discuss the prominent themes and topics faced throughout golf today.

Taking place from 4-9 February, the event was attended by more than 13,000 people. A highlight was the ASGCA Forum *Unintended Consequences of Stroke Play and the Opportunities of Match Play*.

This panel discussion was moderated by ASGCA President Greg Martin, ASGCA, and featured ASGCA members Mark Hollinger, Gil Hanse, Paul Albanese and Art Schaupeter.

Panelists considered how golf course architects influence the game by designing for both stroke play and match play, and how match play can impact course maintenance and sustainability.

"We should design golf holes that reward courageous play," Hanse said. Albanese noted that match play encourages architects to take on 'higher contrast' risk/reward. He believes design that allows players to take on the 'courageous' route

offers higher potential reward, and if that doesn't work out for a player on that hole, he or she just moves on. But when high risk fails during stroke play, the golfer may never recover from a high score on a single hole.

/// We should design golf holes that reward courageous play

Match play is viewed by Schaupeter as a chance for the golf course architect to design for the playing experience, rather than meeting a set of requirements for a pre-established score of what par is. "For golf to be sustainable, it has to be enjoyable," Schaupeter said.

The panel also discussed design trends, the challenges currently facing golf, the important role maintenance and operations play in the modern age, and the challenge of handicapping.



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New golf course

Huge scale for Streamsong Black

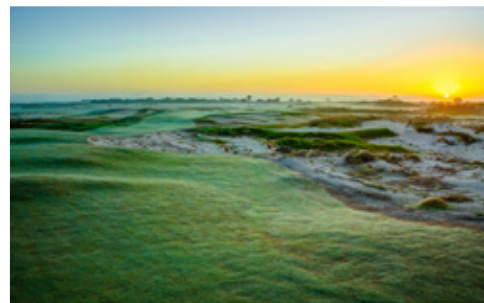
Florida's Streamsong resort will become a 54-hole facility later this year when the new Black course, designed by Gil Hanse, ASGCA, and his team, opens.

The course is still growing in, but, as the construction work was finished last summer, has already got very good grass coverage. The course is set to open in September 2017.

Hanse said: "We were given a very big canvas to work on, and with that amount of space we needed to try and find the best routing to take advantage of the natural attributes of the property.

"Once we settled on the routing, the construction of the holes became an exercise in managing the sand on the reclaimed site, so as to accentuate these landforms and ultimately create the features of the golf course. Our guys on site did a remarkable job of finding the perfect balance between creativity and practicality and we had to adopt some unorthodox methods to build some of our features.

"All of the greens and surrounds have been planted with mini-verde bermudagrass, so we are expecting a lot of creative recoveries for golfers from the approaches and surrounds."



Photos: Larry Lambrecht



The Black course at Streamsong features wide fairways, expanses of sand and highly contoured greens

Drought management

Water solution for Dairy Creek

Andy Staples, ASGCA, is beginning work on a plan to reconfigure the popular Dairy Creek municipal golf course in San Luis Obispo County, California, to deal with the ongoing consequences of the drought in the state.

Staples says: "Our intention is to turn this negative into a positive by looking for innovative approaches in continuing to provide a quality golf product, but with a much smaller overall footprint." He is expecting to complete plans by June 2017.

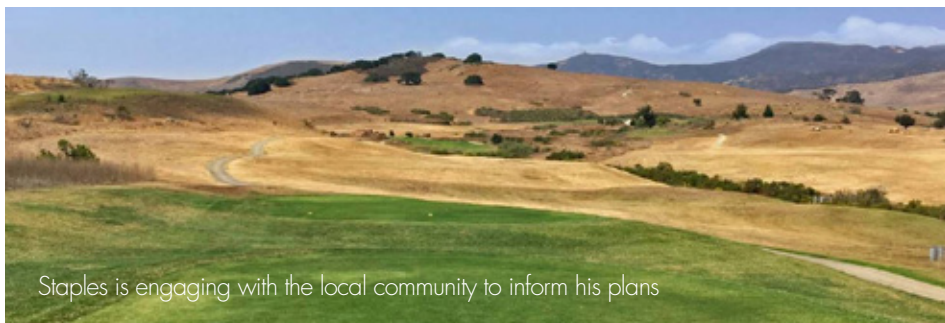


Photo: Andy Staples

Staples is engaging with the local community to inform his plans

Phoenix Open tests new standard

A new sustainability standard was piloted at the 2017 Waste Management Phoenix Open at TPC Scottsdale. Developed by Waste Management and the Golf Environment Organization, it will complement similar facility management standards.



Photo: GEO

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New golf course

New Vietnam course unveiled

A new golf course from Schmidt-Curley Design has opened for play in southern Vietnam.

The Mountain Course at FLC Golf Links Quy Nhon has been built on a sand-based, pine scrub hillside and features views of the South China Sea from 16 of its 18 holes.

Course highlights include the second hole, which plays to a distinct fall-away green, while the fifteenth features an interesting 'half-pipe' dip in front of the green. Many of the greens are large, with kick-slopes,

backstops, punchbowls, and fall-away lobes all deployed.

"It is certainly one of the best properties we have ever had the chance to work on and its design features are a strong departure from the majority of other courses in Asia," said Brian Curley, ASGCA.

"Players will find it somewhat accommodating off the tee but very demanding on approach shots, and requiring a strong short game to take advantage of the many unique green contours."



Photos: Schmidt-Curley

New golf course

West Cliffs nears opening



Photo: Azalea Group

Rogers, ASGCA, to renovate Quail West course



Photo: Drew Rogers

Drew Rogers, ASGCA, is to continue his work at Quail West Golf and Country Club in Naples, Florida, as he prepares to commence work on the club's Lakes Course. The work follows on from his work on the club's Preserve Course and will focus on bringing the course up to modern standards, revitalising certain elements, and creating more variety and recovery options.

Vestavia CC project begins



Photo: George Golf Design

Ground has been broken at the Vestavia Country Club in Birmingham, Alabama, as a course renovation project gets underway. The work is being led by golf course architect Lester George, ASGCA, who has been tasked with updating the strategy and playability of George Cobb's original 1951 layout.

Colligan, ASGCA, redesigns Texas muni

The Chester W Ditto golf course in Arlington, Texas, is undergoing a redesign and renovation project led by John Colligan, ASGCA. The course will be completely rerouted, while the renovation element will see new bunkers, tees and greens added. Improved turfgrasses will be introduced across the course.

70 years of ASGCA

2017 marks the 70th anniversary of the American Society of Golf Course Architects. Toby Ingleton finds out about the journey from 1947, and what ASGCA represents today.



The New Yorker hotel in Midtown Manhattan, an icon of Art Deco architecture from the city's 1920's building boom, was a fitting location for the first seeds of a new society of architects to be sown.

But the group in question, galvanized into action by two Roberts—Bruce Harris and Trent Jones—did not deal with bricks and mortar. Five were landscape architects and

ASGCA timeline

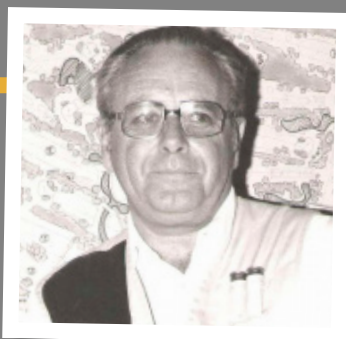


1947

First ASGCA Annual Meeting hosted by Donald Ross, ASGCA, at Pinehurst, North Carolina

1951

David Gordon, ASGCA, becomes a member (now the longest-serving in ASGCA history)



1970

Paul Fullmer hired as first ASGCA Executive Secretary



Photos: ASGCA

agronomists, four were contractors, three golf professionals, and two businessmen. Their building materials were earth and turf, shaping landscape to create golf courses.

That first meeting took place in February 1947. World War II had ended and America continued its recovery from the depression of the previous decade. The group had been short of work for some time, but hoped to capitalize on a changing outlook.

ASGCA Founding Fathers

Pictured at the 1947 ASGCA Annual Meeting in Pinehurst, North Carolina, from left to right: William P. Bell, Robert White,



W.B. Langford, Donald Ross, Robert Bruce Harris, Stanley Thompson, William F. Gordon, Robert Trent Jones, Sr., William Diddel, and J.B. McGovern. ASGCA founders not pictured were Jack Daray, Robert 'Red' Lawrence, Perry Maxwell and Wayne Stiles.

1970

ASGCA Environmental Committee established



ASGCA
FOUNDATION

1973

Founding of ASGCA Foundation

1973

ASGCA adopts 'Ross Tartan' jackets in tribute to first ASGCA President Donald Ross



There was a sense of optimism, both among the general population, and these golf course designers. People had more time and money for recreation, and golf was a fashionable sport, growing in popularity and well positioned to take advantage of the economic upturn.

Among the group was Donald Ross, a native of Dornoch, Scotland, who had served his apprenticeship with Old Tom Morris at St Andrews before setting sail for the United States just before the turn of the century.

In those first four decades of the twentieth century Ross had effectively laid the foundations for golf in the United States, having

designed more than 400 golf courses—at that time a significant proportion of the overall total. Ross has become a figurehead for the Golden Age of golf course architecture, using natural features of the land to create his golf course designs, in contrast to the geometric shapes imposed on the landscape by other early designers.

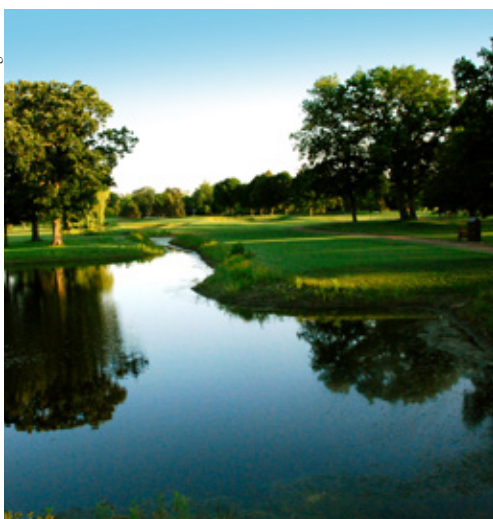
Because of his standing, the group implored Ross to become their first president. But by that time Ross was well into his 70s, and declined the invitation due to the feared strain it might put on his declining health. He was made Honorary President instead, and Robert Bruce Harris assumed the role of first acting president.

First Annual Meeting

It was at Pinehurst in North Carolina—where Ross lived and the home to one of his most revered creations, the No. 2 course—that the new group gathered for the second time, and its first annual meeting.

Harris, from Chicago, was well suited to the role of president, the efficient and practical nature of his golf designs a reflection of his own personality. A former landscape architect, his background with the American Society of Landscape Architects helped him form a model for the new group. Alongside Jones and William Langford, Harris prepared a constitution, by-laws and code of ethics. After much debate, all

Photo: Greg Martin



ASGCA Missions

Foster the game of golf, its growth and advancement

Foster professionalism of ASGCA members through education, promotion and fellowship of the world's leading golf course architects.

Support design excellence by creating golf courses that are technically, strategically and aesthetically excellent while meeting the economic, environmental and other needs of course owners, developers and communities.

Expand the opportunities of ASGCA members to better serve their clients and the game of golf.

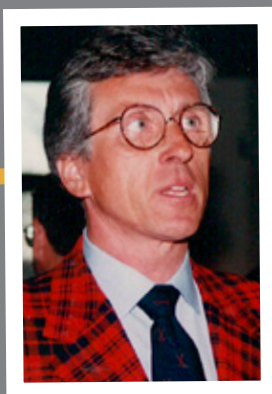


1976

First Donald Ross Award presented to Robert Trent Jones, ASGCA

1978

Bradford Benz becomes 100th ASGCA member



1980

ASGCA Annual Meeting held in Scotland (First Meeting/visit to Europe)

were approved and the purpose of the group defined.

By creating a new organization of professional architects, the group aspired to be the influential, collective voice in the industry, under the name proposed by Langford—the American Society of Golf Course Architects.

Among the key areas of concern for those founding fathers were issues that remain relevant today. Richard Tufts, the head of Pinehurst and ASGCA's first Complimentary Member, addressed the group: "We feel that a golf course is designed for a certain type of shot to the green, and that as you increase the length of the tee shot, you throw the golf course all out of scale. Therefore, it spoils the pleasure of the play to have this continual increase in the flight of the ball."

Growth in the game

Over the following years, the founding members' hopes for a surge in new golf courses were realized, and the group evolved and grew, recruiting influential new members like James G. Harrison of Pennsylvania and Howard Watson, a protégé of Stanley Thompson. In 1951, William Gordon's son David joined ASGCA. In 1959 he became president, six years after his father, and he remains a member today, the longest serving in ASGCA history.

During its early years, annual meetings were typically attended by 10-15 members, and involved education and discussion on issues of the day, new trends in design, and the advancement of the profession. Robert Trent Jones was known for his promotional skills, and encouraged the group to engage with influential publications of the time. In the early 1960s the ASGCA developed its first piece of literature—on the benefits of retaining a golf course architect.

A new era

By the late 1960s, ASGCA had grown to such an extent that it was no longer practical for its members to handle all aspects of administration. Membership had reached almost 50, with recent recruits including Pete Dye and Bill Amick. In 1970, incoming President Larry Packard strongly pushed for a central office to be established.

Those discussions led to the appointment of Paul Fullmer of Chicago PR firm Selz, Seabolt & Associates as ASGCA Executive Secretary. Association management would be a new venture for the firm, but Packard was confident that Fullmer was right for the job.

Fullmer's first annual meeting was in Palm Springs, California, in 1971. By that time, he had established the

ASGCA Suppliers Directory so was already demonstrating the value he could add. But an extract from Fullmer's book about his time at the ASGCA, *Presidents I Have Known*, reveals the meeting to be something of a baptism by fire.

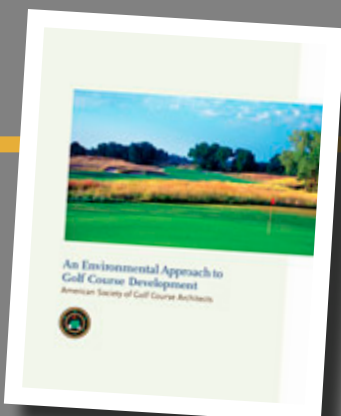
// The contributions of ASGCA, and each individual member, have been instrumental to the enjoyment of the game by millions around the world

Mike Davis, CEO,
United States Golf Association

"The largest firestorm in ASGCA meeting history broke out over the relationship of members with touring pros. Many members at that time felt extremely threatened by the pros and believed no ASGCA member should have any relationship with a pro.

1992

An Environmental Approach to Golf Course Development published



1996

50th ASGCA Annual Meeting held in Pinehurst, North Carolina

1997

Alice Dye, ASGCA, is first female president



Some felt that anyone associating with a pro should be terminated.

"About this time, I wondered what type of organization I had gotten myself involved with, and whether it would blow up that night!"

Undeterred, Fullmer went on to accelerate the development of ASGCA, with many new and now long-standing initiatives launched soon after his appointment, including the ASGCA Foundation (see interview with Clyde Johnston on page 20), the adoption of 'Ross Tartan' jackets, and the introduction of the Donald Ross Award, given to a person who has made a significant contribution to the game of golf and the profession of golf course architecture.

Fullmer served for 34 years before passing the baton to current ASGCA Executive Director Chad Ritterbusch in 2004. And while the economic climate of the past 13 years has been more challenging, the Society has again seen a period of significant new initiatives—including the publication of important documents such as *Building a Practical Golf Facility* and *Golf & Water: Case Studies in Water Stewardship*, the introduction of the Design Excellence Recognition Program and the extension of the Society's activities into digital and social channels.

ASGCA today

So, what does ASGCA represent today, 70 years on from that first Annual Meeting at Pinehurst?

According to Mike Davis, executive director and CEO of the United States Golf Association: "The contributions of ASGCA, and each individual member, have been instrumental to the enjoyment of the game by millions around the world."

"Since the 1940s, golf facilities have benefited from the efforts of ASGCA members," he adds. "Their course design expertise has provided inspiring and enjoyable playing grounds for all of us to deepen our love for the game."

Steve Mona, CEO of the World Golf Foundation, says: "Because of the profile of its members, ASGCA has a broad platform from which to communicate on issues of importance to the game. Whether it's to design golf courses in ways that are more friendly to the average golfer or in ways that are more environmentally sustainable, or to use existing golf courses and retrofit them to accomplish another objective, such as what is going on at Longleaf (Golf & Family Club) right now, they're able to do that because of the nature of their members."

"They can have an impact and influence on course owners and other developers of golf courses that's unique to them and they

can probably have an impact that's greater than any other people associated with a golf facility, at the time when critical decisions are being made on course design and layout."

Because of the profile of its members, ASGCA has a broad platform from which to communicate on issues of importance to the game

Steve Mona
CEO, World Golf Foundation

"Over the decades, I've spoken to many in the profession of golf design who've asked my advice on whether they should apply for ASGCA membership," says Ron Whitten, senior editor of architecture at *Golf Digest*. "My answer has always been to do so. I've long thought it was essential for



1999

Bruce Borland, ASGCA, dies in plane crash with golfer Payne Stewart

2000

Forrest Richardson, ASGCA, becomes 200th ASGCA member

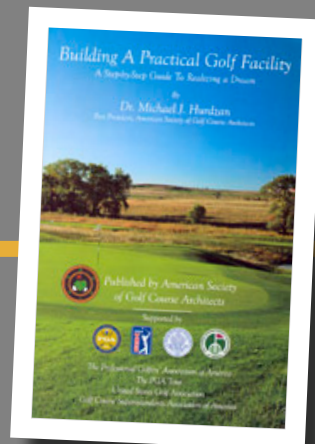


2004

Paul Fullmer retires after 34 years, Chad Ritterbusch named Executive Director

2005

Building a Practical Golf Facility published



"Golf is a shared experience that provides value to our culture and communities"



GREG MARTIN, ASGCA PRESIDENT

As he approaches the end of his year as ASGCA President, Greg Martin, ASGCA, outlines what the Society means to him.

The past year has demonstrated to me a number of things: The ASGCA is valued for our leadership, as well as our fellowship; we are trusted and simultaneously misunderstood; we are more important than the public or golf industry realizes; we have vastly differing talents and perspectives; and collectively and individually, we make the game better.

We have created championship venues, and parks for the masses, restored ruined landscapes and made scars from industry beautiful. We have done marvelous and beautiful things. Yet, our goal is simple: to provide a better game for those who enjoy this magnificent sport and create resounding benefit for the communities in which they reside.

The ASGCA after my name means I have been vetted and approved by my peers; my accomplishments to the game have been meaningful and relevant; my practice is considered professional and ethical; and the fellowship I share is both inspirational and cherished.

Golf is changing. Those who embrace it will adapt and see new opportunities. Those who don't will grip tighter to days gone by. I don't wish for change, but I do face it, expect it and hopefully recognize the opportunities when they present themselves.

As a professional organization, we are in the midst of adapting. You can see it in our annual meetings, our education, our website, our leadership and social media. We must adapt.

As practitioners, we instinctively react to the marketplace; we adapt to new golfer expectations and client needs; we reformulate our design because of golfer ability and golf ball length, environmental demands or water availability; and we adjust our specifications to meet construction needs and provide more lasting products. We change and adapt every day. Golfers are changing too. In the past 30 years, expectations have changed. Golfers demand more, but want to pay less.

The golf industry has reacted, sometimes positively and sometimes not. I applaud the USGA for their research and full analysis of some of the more challenging issues facing the game. It is not coincidence that the most visible tournament, our national championship, has been played on more unique venues featuring firm and fast conditions. Those decisions are difficult to understand for the golfing public. Yet, the USGA has seen the future and are willing to make tough decisions about our industry. The USGA is changing.

What will not change is that golfers want to play golf, whether at Pebble Beach or the local muni, in authentic places with friends and family. Golf is a shared experience that provides value to our culture and communities: that desire will never go away.

What is needed now, more than ever, is thoughtful and proactive adaptation of our work. Making the game better with community golf courses, better environmental stewardship, efficient operations and management, habitat enhancement, water quality—provided to wider markets in more diverse neighborhoods—is what golf needs. Our relevance and value—individually and collectively—will be tied directly to how golf course architecture can provide value to lives and communities beyond the greatness of the game.

Good golf design shouldn't be confined to the privileged. Nor should it be confined to golfers or the properties on which they reside. Good golf design should inspire our clients, golfers and benefit the surrounding community. If we commit to bettering the game by providing and engaging an authentic experience for golfers while improving the environment and our communities, our organization and this profession will be on the right side of history.

So how will the ASGCA adapt in the coming years? The ASGCA membership will become more diverse and more representative of how golf course architecture is practiced; The ASGCA will be more collaborative and active with Allied Associations; and The ASGCA membership will create more unique opportunities for golfer engagement.

What will not change is that the ASGCA will continue as thought leaders, proactive custodians of the game and stewards of the environment.

the profession of golf design to speak with one voice on important issues, whether it's licensing or environmental regulations or technology. I've also witnessed first-hand the networking that occurs at ASGCA annual meetings; these are rivals who can still be friends. Amazing. It's an example that Washington politicians could do well to observe and copy."

Great friendships

Such friendship among competitors has become a distinguishing feature of the Society, notes ASGCA Past President Dr. Michael Hurdzan, ASGCA. "When I think of what ASGCA means to me," says ASGCA Past President Dr. Michael Hurdzan, ASGCA, "I think of the Dr. Seuss book titled *Oh, the Places I've Been!* and to that I would like to add 'the friends that I've made.' Not because of fantasy worlds or weird-looking characters—although ASGCA has taken me to fabulous courses and allowed me to meet some real characters—but rather it is because of history.

"Being a part of ASGCA is being part of history of the profession. Actually, it means 'living' the profession that I care so much about. I was born too late to have spent time with Ross, Tillinghast, MacKenzie and other past masters of our craft, but through ASGCA I made friends

with the Jones's, Dyes, Nicklaus, Palmer, Cornish and a host of others. My life is richer because of these and so many, many more priceless friends that I was able to make because of

"That jacket is a reminder that there is a world of difference between having an opinion about where a bunker should go and knowing how to create a bunker that will endure

Brad S. Klein
Golfweek architecture editor

ASGCA. My professional life would be dull without my ASGCA network of friends, and experiences, that has expanded my world and made me proud of my accomplishments."

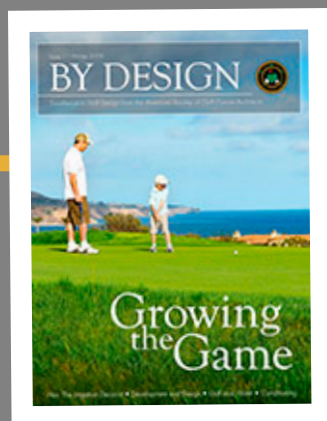
ASGCA members are easily identified by the Ross Tartan. "I have to admit that from a sartorial taste standpoint the coat is not high on my preferred style list," says Bradley S. Klein, *Golfweek* architecture editor. "I'm nonetheless envious of those who wear them because it means they embody the highest form of technical experience in course architecture planning, design and implementation. It completely separates them from your average golf architecture junkie, who might know about A.W. Tillinghast or Robert Trent Jones but has no real understanding of the 90 percent of infrastructure that's underground and invisible to the golfer's eye and that really enables the golf course to function. That jacket is a reminder that there is a world of difference between having an opinion about where a bunker should go and knowing how to create a bunker that will endure."

"ASGCA should not be a *Good Housekeeping* seal of approval," says Hurdzan, "but rather it should be a gathering of the brightest, most forward thinking, actual designers, who deeply care about the traditions of the Society and the history of our profession. If those are our future members, the Society's future is bright." ●



2006
'Life cycle' chart for golf courses first published

2010
First issue of *By Design* magazine published



2012
ASGCA Design Excellence Recognition Program introduced

2016
Golf & Water: Case Studies in Water Stewardship published



"In a host of ways, the ASGCA has been a grand experience to me"



BILL AMICK, ASGCA FELLOW

With over 50 years as a member of the ASGCA, Bill Amick, ASGCA Fellow, highlights what the Society means to him.

In the mid-1950s I was an apprentice to one of the American Society of Golf Course Architects' founders and twice its president, William H. Diddel. From Mr. Diddel I learned a lot about the profession I had chosen. I became an associate member of the ASGCA in 1966 and a regular member in 1968. Being in the Society has let me meet and become friends with many of my fellow practitioners, and allowed me to learn more about golf course architecture. Becoming an officer, including president in 1977, gave me even wider exposure to the golf course field. In a host of ways, the ASGCA has been a grand experience to me.

The Society continues to contribute to the craft of each member, so in total how golf courses are now designed and constructed—the result being many more good golf courses and more in the future. This is accomplished through educational sessions during annual meetings and the year-round distribution of information by our team at ASGCA headquarters. We have an ever-expanding library and production of technical information about this field. Some of this material is regularly distributed to anyone who has an interest in better golf courses.

A huge step in the ASGCA's growth in effectiveness came from establishing our

headquarters. This began in 1971 when we hired Paul Fullmer as our Executive Secretary. For 34 years Paul led many vital ASGCA initiatives and activities beneficial to members and our clients for their new and existing golf courses. Then when Paul became our Secretary Emeritus, Chad Ritterbusch took over this important role as our Executive Director. Both, and their staff, have aided all members to become better golf course architects, which benefited the golf courses we design and renovate.

Yet with all these accomplishments, many of us members believe that improving and expanding the range of types of golf course could better serve the enjoyment of a larger number of golfers in the future. This through courses that require less total land, are less expensive to maintain, need a smaller volume of water for irrigation, can be played in less time, and are not so difficult for mid- to high-handicap golfers, and beginners. For decades, many in the ASGCA and in other aspects of our recreational industry felt not enough attention has been devoted to these goals. Now through the efforts of our Society, we are alerting and exposing others to the benefits of these goals for golf facilities and the game in general.

I and most other members have established special friendships through ASGCA. For me I became one of the 'three amigos,' along with Robert Muir Graves and Eddie 'Ocean' Seay. To them I became 'Hawk' because I hit all my full golf shots with a slight fade—

vaguely like Ben Hogan, who was given that nickname due to his tenacity in big-time competition.

Another special aspect of being a member is the golf we play at annual meetings—getting to observe noted courses and the fun of playing with different members. I got the thrill of winning the overall prize a couple of times, including the year we played at Pebble Beach, Spyglass Hill and Cypress Point. To me that was extra special because it was my only time I finished ahead of the outstanding golfer from Mexico and fellow member, the now late Percy Clifford. In truth at that time Percy was nearing the end of his illustrious career and I was still young enough to think I could play. The large winners' trophy is deservedly named for him.

It is a privilege to wear the ASGCA blazer. The Ross Tartan—a blaze of color—is in respect to our honorary president Donald Ross and also represents the Scottish heritage of golf. In honesty, when some of us first received material for our jackets we were a little hesitant about its 'distinctiveness.' But in time we came around and have since proudly worn it on many occasions. At some of our annual meetings, we do get stares from other hotel guests, especially when they see a gathering of a hundred or so of us together 'in uniform!'

May outstanding golf course design continue to live on, led in many ways by members of the American Society of Golf Course Architects.

AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS MEMBERS' WORLDWIDE REACH

OUR MEMBERS...

HAVE DESIGNED COURSES IN

92
DIFFERENT
COUNTRIES



FOR SOME COMPARISON, THE 2010 WINTER OLYMPICS IN VANCOUVER WELCOMED ATHLETES FROM ONLY 82 NATIONS



ON AVERAGE HAVE WORKED
OUTSIDE THE US & CANADA IN

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UNPARALLELED EXPERIENCE

147



AVERAGE PROJECTS
TOUCHED OR CONSULTED

71



AVERAGE MASTER
PLANS CREATED

42



AVERAGE NEW 18-HOLE
COURSES DESIGNED

29



AVERAGE YEARS AS A
GOLF COURSE ARCHITECT

22



AVERAGE 18-HOLE
COURSES REDESIGNED



If you aren't following ASGCA on social media, here's some of what you're missing:



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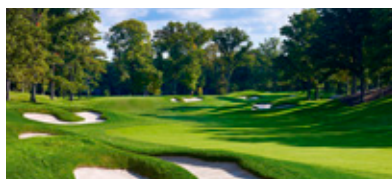
A Throw-Back-Thursday memory of ASGCA founding member Robert Bruce Harris. 3-time ASGCA President designed courses in 17 states; his golf course architecture firm included ASGCA members Packard, Gill, Nugent, Killian, Spear & Phelps.

[@asgca1946](https://www.instagram.com/asgca1946)



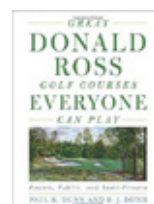
**ASGCA Home Offices
@ASGCA**

Doug Carrick, [@ASGCA](https://twitter.com/ASGCA), on helping courses determine "Remodeling vs. Restoration." Perhaps a sympathetic restoration? <http://tinyurl.com/hincn2>



ASGCA

ASGCA proud to play a small role in "Great Donald Ross Courses Everyone Can Play," a thorough look at the work of one of the ASGCA Founding Members. Introduction by Richard Mandell, ASGCA. Fun read.



**Michael Benkusky
@BenkuskyGolf**

Using Drones in Golf Course Design.
<http://www.mjbgolfdesign.com/blog>



**Arnold Palmer Design
@APDCgolf**

[@ASGCA](https://twitter.com/ASGCA) member [@ThadLayton](https://twitter.com/ThadLayton) shares: [#APDCgolf](https://twitter.com/APDCgolf) design philosophy & upcoming plans for new [@Tribute](https://twitter.com/Tribute) course at [@CastleStuart](https://twitter.com/CastleStuart) [#designmasters17](https://twitter.com/designmasters17)



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A #tbt look at William Langford, ASGCA. A three-time NCAA champion at Yale and two-time ASGCA President, Langford was ahead of his time 80 years ago in developing six-hole concepts with multiple tees to speed up play. [@asgca1946](https://www.instagram.com/asgca1946)



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Construction is in full swing at Druid Hills. 10th and 18th shown here.
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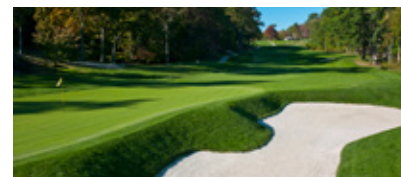
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ASGCA members Rees Jones, Clyde Johnston, Bill Bergin and US Kids Golf Foundation's John Crowder announce Longleaf Tee Initiative to media at [#GIS17](https://twitter.com/GIS17)
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ASGCA

National Golf Foundation calls Club Renovations "Golf's Biggest Investment," featuring examples from ASGCA Past President Pete Dye, Jack Nicklaus, ASGCA Fellow, Gil Hanse, ASGCA and more.
<http://tinyurl.com/h6bg3fj>



To stay up to date with the latest news and updates from ASGCA, visit the following pages:



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A positive impact on the game of golf

ASGCA Foundation President Clyde Johnston explains how the non-profit organization is supporting facilities and enabling a better golfer experience.

Since its establishment in 1973, the ASGCA Foundation has worked to support the game of golf. We spoke to its current president, ASGCA Past President Clyde Johnston, ASGCA, about the Foundation's efforts to make golf more accessible, enjoyable and sustainable.

Could you explain the purpose of the ASGCA Foundation?

As a non-profit organization, the ASGCA Foundation helps fund important research on golf course design as it relates to the game of golf, the enjoyment of golf, new technologies and golf's relationship to the environment. The information and insight collected by the Foundation is shared with

those committed to designating green space for recreational purposes, helping them develop a better understanding of how golf course architecture can increase player enjoyment and benefit the environment.

The Foundation also supports the game of golf, funding and administering programs to help the game flourish and grow. We run initiatives aimed at getting more people involved in the sport and provide college scholarships to deserving high school students.

How did the Foundation's support for the Longleaf Tee Initiative come about?

The Longleaf Tee Initiative was the brainchild of the U.S. Kids Golf Foundation, and was created

to help grow the game through the use of additional tees. The first implementation took place at Longleaf Golf & Family Club in North Carolina based on design work from Bill Bergin, ASGCA.

When I first heard this notion, I admit to having a few doubts as to how possible this would be. But any skepticism was quickly quashed once I spoke with U.S. Kids Golf President Dan Van Horn. They really helped open my eyes to what the system can offer to golfers of all ages and abilities.

Once I realized how beneficial the system could be to the game, it made perfect sense for the ASGCA Foundation to provide support. We need to embrace opportunities like this to make a positive difference to the health of the game.

How does the Longleaf project meet the mission and vision of the Foundation?

The Longleaf Tee System is for golfers of any age, gender and golfing ability, and therefore offers an opportunity to make the game more fun, encourage new golfers to take up the game and retain golfers in the sport. The system will also be good for new and existing golf courses as it expands their ability to appeal to a wider range of golf skills.

The ASGCA Foundation is committed to showing courses how they and their golfers may benefit by adopting the concepts developed through the Longleaf Tee System.



/// We are constantly looking for ways we can positively impact the game of golf and the profession of golf course architecture



ASGCA Foundation initiatives include scholarships (2016 recipients J.T. Moore and Lauren Mead, above), the Longleaf Tee Initiative (top right) and site evaluation program (one beneficiary of which has been Canal Shores Golf Course in Evanston, Illinois, right)



Ultimately, we are looking to provide more clubs with the opportunity to make golf more accessible to people of all ages, gender and ability.

What other projects and initiatives are currently in progress?

We are currently working with the United States Golf Association (USGA) on the Site Evaluation program which launched in 2015. The program involves grants to golf courses for a golf course architect and an agronomist from the USGA Green Section to visit their facility. We're bringing our combined expertise to qualified facilities, outlining opportunities for improvement in areas such as course design, agronomics, environmental stewardship and operations. The aim is to help courses bring their own ideas to life and find new ways of enhancing the overall golfer experience, provide a more welcoming setting for newcomers, while achieving measurable goals such as

lowering costs and making better use of existing resources. We're really proud of what we've achieved through the program so far. It's so rewarding having such a positive impact on the facilities we support.

We also partner with organizations like local chapters of The First Tee to provide college scholarships to high school students. Successful candidates receive grants to help them with their studies and are invited to attend the ASGCA Annual Meeting to meet our members and spend time in our education sessions. It's a great opportunity for them to meet with the leaders of today and learn more about our industry. We are also in the planning stages of an internship

program too, aimed at supporting up-and-coming design students.

What does the future hold for the ASGCA Foundation?

We're very focused on the future of golf and are constantly looking for ways we can positively impact the game of golf and the profession of golf course architecture. We have recently increased our fund raising goals to enable us to perform more and better educational publications to the golf industry. Our supporting partners are a big part of our success in getting people to see the true values golf and golf courses bring to our quality of life. ●



“ I like the relaxed rules of golf that the USGA and the R&A have just proposed

Jeffrey Brauer, ASGCA

Having begun his career as an apprentice in the Chicago area, ASGCA Past President Jeffrey Brauer, ASGCA, has been working in the golf course architecture industry since the late 1970s. One of the first courses he ever worked on was Kemper Lakes, which hosted the PGA Championship in 1989.

Brauer formed GolfScapes in 1984 in Arlington, Texas, which remains his base to this day. He has designed golf courses for private, public and resort clubs, including The Wilderness at Fortune Bay in Tower, Minnesota, Sand Creek Station in Newton, Kansas, and The Bridges at Preston Crossings in Gunter, Texas.

He has been a member of the ASGCA since 1981, and served as the association's president during its 50th anniversary year in 1995-1996.

How is your game?

It's a little hard to tell at the moment, but I do know I have lost distance and touch over the years. It can be hard to break 80, and sometimes even 90, but getting out on the course is the most important thing.

Which three people would make up your dream four ball?

I'm personally more enthralled with the idea of taking to the course with other architects, rather than golfers or celebrities.

I would go with some of the old guys, and maybe not even the bigger 'Golden Age' guys like MacKenzie, Ross or Tillinghast. Having grown up in Chicago, I think I would like to play with some of the architects who were active there, like Harry Colt, Charles Hugh Alison, Tom Bendelow and Ed Dearie, who did the courses I liked best when I lived there. Any three of those four would be fantastic!

What is your favorite hole in golf?

There are a few to pick from, but the sixteenth at Cypress Point comes to mind as a first among equals.

If you could change or add one rule, what would it be?

I have to say I like the relaxed rules of golf the USGA and the R&A have just proposed. It's sort of like setting speed limits by how the first hundred cars drive a road, and it seems they are adjusting the rules

closer to how 'real golfers' play. One they could address for casual play is stroke and distance. No one goes back to the tee if they have lost a ball—they just drop and add one (or more correctly, two) strokes.

What project are you currently working on?

I've just finished an 18-hole renovation at a course in Minnesota called Superior National, and a new 18-hole co-design in St. George, Utah, which is tentatively called Copper Rock.

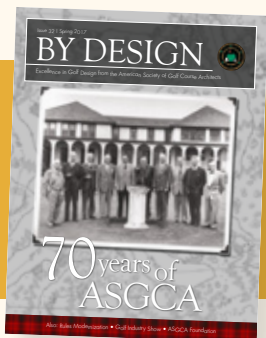
Another design, at Tempest Golf Club in Gladewater, Texas, is currently under construction for a summer 2017 grassing, and I've also been working on a masterplan for Tuckaway Golf Club in Franklin, Wisconsin.

Beyond this, I've been doing the typical array of different routing, renovation and business related studies my work covers. ●



Photo: Bryan Hansel

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