

Issue 38 | Spring 2018

BY DESIGN



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Making golf fun

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The joy of golf

When reading news about golf course designs or renovation projects, I have been struck by how often facilities now emphasize that their new golf offering will be fun.

The golf industry has definitely reached something of a tipping point; gone are the days when we heralded new designs for their excruciating difficulty. We have well and truly ushered in an age of design that focuses on playability and enjoyment of the game.

Most golfers can tell you exactly which courses they find the most fun to play, and specific holes too. But sometimes it's difficult to actually pin down what it is that makes these venues so enjoyable.

As golf course architects, it's something we constantly think about—so I was fascinated to read the perspectives of my fellow ASGCA members in our cover story, which begins on page 12.

If you're responsible for a golf course facility, maybe this will give you some ideas for how you can make your course more fun, and keep golfers coming back for more!

I hope you enjoy the issue.



John Sanford, ASGCA
President
American Society of Golf Course Architects

BY DESIGN

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COVER



Cover photograph by
Getty Images/Jordan Siemens

President George H.W. Bush to receive ASGCA Donald Ross Award

George H.W. Bush, the 41st President of the United States of America, has been chosen by the American Society of Golf Course Architects (ASGCA) as the recipient of the 2018 Donald Ross Award.

This annual award is presented to an individual who has made a significant contribution to the game of golf and the profession of golf course architecture.

Bush served as U.S. President between 1989 and 1993. He is a member of the World Golf Hall of Fame and has actively supported many national and international golf events, including the Presidents Cup, Ryder Cup and Houston Open.

The Bush family has a strong association with the game of golf. Bush's grandfather, George Herbert Walker, served as president of the United States Golf Association (USGA) and created the Walker Cup—now one of the biggest events in amateur golf. Prescott Bush,



Bush stepped up his involvement with the game following his presidency. In 1996, he served as honorary chairman of the Presidents Cup, and has served as honorary chair of the USGA Museum and Archives President's

ASGCA President John Sanford, "from displaying the values of good sportsmanship to respecting pace of play, and everything in between. ASGCA is proud to add President Bush to the list of distinguished Donald Ross Award recipients."

“I am a great believer in moving pretty fast around a golf course. Well, President Bush made sure that happened

Arnold Palmer

George's father, was an avid golfer who also served as USGA president, and taught his son the game at Cape Arundel Golf Club in Kennebunkport, Maine.

The former President is famous for his speed of play, with Arnold Palmer, ASGCA Fellow, once commenting: "I am a great believer in moving pretty fast around a golf course. Well, President Bush made sure that happened."

council. He also served as The First Tee's honorary chairman from its inception in 1997 until 2011, when he was succeeded by his son, President George W. Bush.

The 2018 Donald Ross Award will be presented in April as part of this year's ASGCA Annual Meeting in Houston, Texas.

"President Bush exemplifies the highest traditions of golf," said

2018 Golf Industry Show

Bush was announced as the Donald Ross Award recipient at the Golf Industry Show in San Antonio, Texas, which took place in February 2018.

Also during the event, Sanford participated in a panel discussion about environmental issues in golf, while Jan Bel Jan, ASGCA, and Bill Bergin, ASGCA, were featured presenters.

"I'm convinced the years of sowing seeds to bring more attention to the key role we play in the health of the game has come to fruition," said Sanford. "I feel real momentum in the industry. It's more lean and focused, but I want to keep the gas pedal down and continue to get the word out about all the good work our members are doing."

New golf course

Weed hired to design Michael Jordan's new Florida course

Photo: Isaac Brekken/Stringer/Getty Images



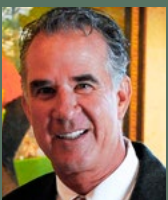
Bobby Weed, ASGCA, has been selected to design a golf course for the new Grove XXIII private club in Hobe Sound, Florida. Basketball legend Michael Jordan is the majority partner in the project.

The course is set on the site of a former citrus grove and is routed with the south Florida trade winds in mind. The course's two nines wrap around each other while traversing the site in opposing directions.

The site features gentle contours and there will be continuous sward of turf flowing from tee to green, allowing golfers to progress through the property naturally from one hole to the next. The low-profile greens will be surrounded by tight-cut grass to provide players with multiple short game options. A combination of native rough grasses, scrub and shrub



The golf course is scheduled to be ready for play in 2019



Bobby Weed, ASGCA, on GROVE XXIII project

"Knowing the caliber of the membership and Michael's passion for golf, we are designing a forward-thinking, progressive layout. Golf course architects are in the best position to address how technology has changed strategic design.

"This project is an opportunity to update how architects provide all players with a fun and interesting challenge. It will be a course for tomorrow, a course with a refined edge.

"We are using proprietary player performance data to help establish the dimensions of features and rethinking the tenets of risk and reward that have long guided strategic golf design, but are stagnant today, especially in the face of equipment technology."

plantings and the occasional specimen oak will provide a distinctive texture to the landscape.

The routing also features a crossover at the 5th and 14th tees, where players can move from one nine to the other and still finish out a nine-hole loop. This will present members with four nine-hole permutations, enhancing both daily set-up and member tournament format possibilities.

Weed and the project team are using proprietary player performance data to help establish the dimensions of features of the course. The data is being provided by Darren May, co-founder of Every Ball Counts, who will become the golf coach and ambassador for Grove XXIII.


A contemporary clubhouse will be elevated above the open and expansive 225-acre property, offering long vistas of every golf hole.




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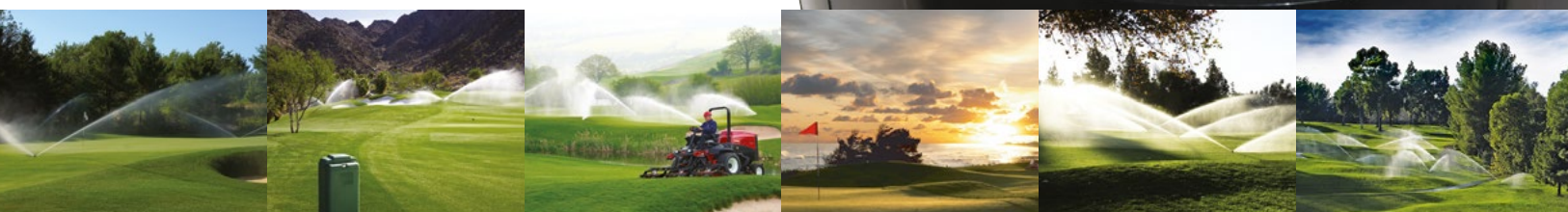
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Sustainability

Environmental recognition for Oak Meadows

The recent renovation of The Preserve at Oak Meadows in Addison, Illinois, has been selected as the recipient of the 2017 Environmental Award Green Star award by *Golf Digest* magazine.

The course reopened in summer 2017 following a major redesign effort from ASGCA Past President Greg Martin, working alongside DuPage County. A key aim was to make the course more flood

resistant and bring additional benefits to local communities.

The Green Star award recognizes, acknowledges and promotes environmental solutions by golf development.

Commenting on the award, Martin said: "Our mission was to thoughtfully integrate environmental benefit with a great golf course that could better withstand flood events. It validates

our effort to integrate an exceptional golf experience with valuable environmental benefit."



"We always think about things strategically. There needs to be a balance, and it makes the work of golf course architects interesting."

SCOT SHERMAN, ASGCA

Golf course architect Scot Sherman, ASGCA, discussed his work at the Plantation course at Sea Island Resort in Georgia, during a "Tartan Talks" podcast with *Golf Course Industry*.

The course is undergoing a redesign and renovation project by Love Golf Design. Sherman is leading the work, which includes the creation of new strategic elements on the course, while also restoring its character and routing.

"The project will be both a renovation and redesign at the same time," said Sherman. "The most noticeable things will be the course's aesthetic, strategy and even some routing changes. We will also regrass everything completely, renovate cart paths and make other minor upgrades."

The work on the Plantation course forms part of a series of projects at the resort, including the development of a new 17,000 square-foot golf performance center. The reworked course is expected to open in October 2019, ahead of the RSM Classic tournament on the PGA Tour.

Sherman also discussed his major influences, favorite projects and working with pro golfer Davis Love III.

"Davis is always most concerned about folks that play the course 51 weeks a year, besides the PGA Tour week; it needs to be playable," said Sherman. "We always think about things strategically. There needs to be a balance, and it makes the work of golf course architects interesting."

During the podcast, Sherman also explained what he learnt about golf



course architecture while spending time with ASGCA Past Presidents Pete Dye, ASGCA Fellow, and Alice Dye, ASGCA Fellow, as well as Bobby Weed, ASGCA.

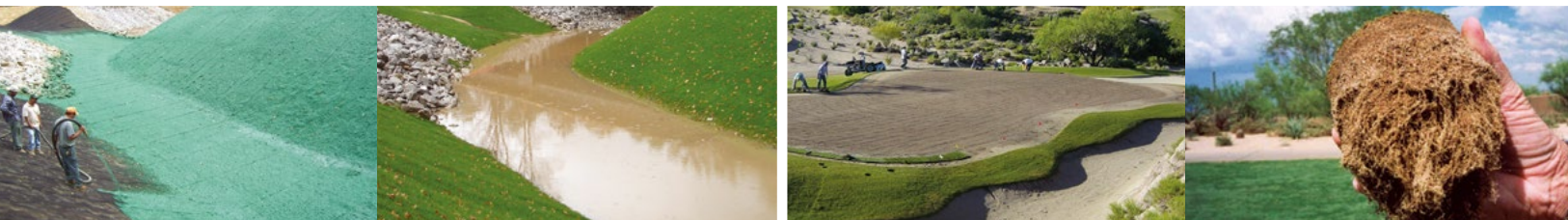
Listen to [Scot Sherman on "Tartan Talks"](#).

HERE ARE LINKS TO OTHER RECENT "TARTAN TALKS", NOW FEATURING 20 EPISODES:

- Kevin Norby, ASGCA, [explains how to work around wetlands and creeks, and develop a plan for handling floods.](#)
- Ray Hearn, ASGCA, [provides insight into recent projects involving four contrasting courses.](#)

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Renovation

Stanwich Club course to reopen

The golf course at the Stanwich Club in Greenwich, Connecticut, will reopen this spring following a recent project led by a team from Fazio Design.

The firm has worked with the club for a number of years, developing a masterplan and completing various projects focusing on the course's tees, bunkers, mowing lines and greens.

The latest project has seen the creation of a completely new first hole, and the rebuilding of five green complexes. "The first hole saw a complete re-imagining," explained ASGCA Past President Tom Marzolf, of Fazio Design. "The old hole was a quick dogleg left that had many trees blocking the path around the corner. We looked to improve the options off the tee and allow alternate ways to play the hole. Earthwork to cut the inside corner and open up views to the green have completely changed the feel of the tee shot."

The hole now also features a new green shape, with two separate fairway approaches around one small central bunker. "The three-lobe green creates a definite left, right and back centre target,"



Photo: Fazio Design

said Marzolf. "Longer hitters may attempt to draw the ball around the corner now. This play will prove to be more difficult than it appears. The smart play is to place the tee shot for a full wedge approach to hold the ball near the flag."

Another Fazio Design project is featured on the cover of the latest edition of *Golf Course Architecture* magazine. The golf course at **Adare Manor Resort in Ireland** has been completely renovated.



Renovation

Rogers returns to Mirasol to renovate Sunset course

Golf course architect Drew Rogers, ASGCA, is returning to Mirasol Golf and Country Club in Palm Beach Gardens, Florida, this year to lead a renovation project on the club's Sunset course.

The course was built in 2001 to a design created by the firm of ASGCA Past President Arthur Hills. Rogers was working with Hills at that time and was appointed to lead the project.

The upcoming project will be focused on enhancing playability and Rogers will look to make the course more enjoyable for the club's maturing membership.

More forward tee options will be added, and mid-range tee positions will be enlarged.



Photo: Drew Rogers

All bunkers will be rebuilt, and some will be strategically moved or removed with the aim of enhancing playability. Fairways will be converted from TifSport to Celebration bermudagrass. Work is set to take place during summer 2018.

Jim Tanner appointed as CEO of Profile Products



ASGCA Leadership Partner Profile Products has appointed Jim Tanner as its President and CEO. Tanner, who will be taking over from John A. Schoch Jr., has more than 20 years of industry experience and has been an integral part in growing the value of the Profile brand and business.

Druzisky, ASGCA, leads renovations at Meadow Springs

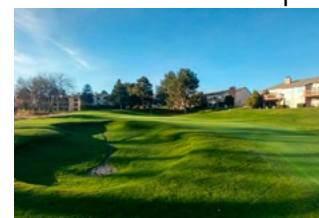


Photo: David Druzisky

Renovations to the golf course at Meadow Springs Country Club in Richland, Washington, are underway. The project is being led by David Druzisky, ASGCA, who completed a masterplan for the course in 2016.

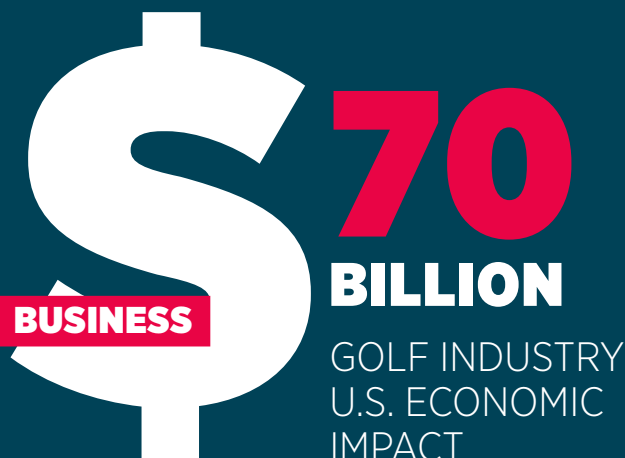
Updated *Golf & Water* publication released

The ASGCA Foundation has published the second volume of *Golf & Water, Case Studies in Water Stewardship*. With support from The Toro Foundation and Rain Bird, more than 20 facilities are highlighted in the report for their smart use of one of nature's most precious resources.



GOLF BY THE NUMBERS

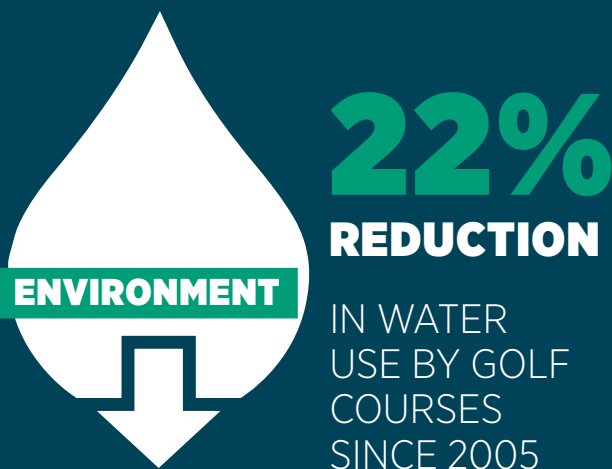
THE GAME OF GOLF REMAINS STRONG. AS THESE STATISTICS FROM ASGCA, GOLF 20/20 AND WE ARE GOLF ILLUSTRATE, MORE GOLFERS ARE PLAYING MORE OFTEN, AND LIKELY ON A COURSE TOUCHED BY AN ASGCA MEMBER.



- 2 million – U.S. jobs with direct ties to golf
- \$3.9 billion – Annual amount raised by golf industry for charity (more than all other sports combined)
- 76% – Golf played on public courses



- 2 million – Those trying golf for the first time in 2015 (more than any year since 2002)
- 29% – Increase in number of youth golfers ages 6 to 17 in the past three years



- 65% – Golf course facilities who have upgraded irrigation systems in the past 10 years
- 77% – 18-hole U.S. golf facilities that have taken steps to conserve energy



- 96% – Advise clients on water quality/availability
- 93% – Help clients improve/expand practice areas
- 93% – Add tees to accommodate juniors, women & new players

DATA COURTESY OF

WORLD GOLF
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Social update



Looking to upgrade their deteriorating infrastructure and compete with Omaha's top private clubs, the owners of Indian Creek Golf Club, a 27-hole public facility recently underwent a three-phase green and bunker renovation. [#Lohmann](http://goo.gl/mBpD33) <http://goo.gl/mBpD33>



Lohmann Golf Designs
@LohmannGolfDzgn



This week's Architect of the week is Jan Bel Jan, ASGCA. Pictured is her renovation work at Green Valley Country Club in Greenville, South Carolina.



ASGCA



This week's Golf Course Architect of the Week is Mike Gogel (@maggolfdesign), @ASGCA Associate. Pictured is his renovation work at Grand Canyon University Golf Course in Phoenix, Arizona. [#asgca](#) [@asgca1946](#)



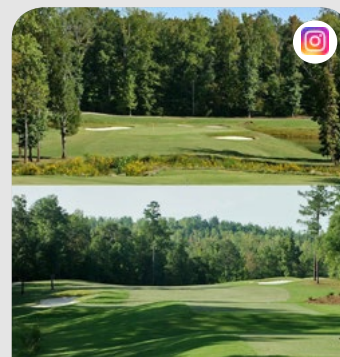
asgca 1946



[#tbt](#) to @ASGCA Past President Geoffrey Cornish and his wife Carol taking in the scenic views of New England. [#asgca](#)



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Par Five of the Week—12
Returning to my alma mater, this week we feature the 16th at the Auburn University Club. At 584 yards it is the longest three shotter on the course, but all are great birdie opportunities. Take your drive right of the tall pine and give it a go! [#bergingolfdesigns](#) [#parfiveoftheweek](#) [#auburnuniversityclub](#)



bergingolf
@Auburn University Club



Making great progress in Cabo at Twin Dolphin Golf Club. It's going to be something special



Todd Eckenrode—Origins Golf Design
@OriginsGolf



Hanse Golf Course Design



Excited to announce that [@watermarkgolf](#) has been selected to lead the upcoming bunker renovation at Brookhaven CC. I'll be working with a great group of professionals on this project, slated to begin later this month.



Nathan Crace, ASGCA
@lipouts

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Making golf fun



What exactly is it that makes golf fun? Should clubs simply make their courses easier, or is there more to it than that? Toby Ingleton gets the insights of ASGCA members.

Any golfer can recount fun times on the course. It's why we took to the sport in the first place, and what keeps us coming back.

Most of us can name golf courses where we had fun, and probably a few where we didn't.

It's hard to ignore the relationship between fun and difficulty. For the very best players, that might be a direct relationship. But for most of us, it's inverse; the harder the course, the less fun it is to play. How did some courses come to cross the line?

Many golf course architects see the 1980s and 1990s, when the development of new golf courses was moving at pace, as a time when mistakes were made.

"Everyone was trying to outdo the guy up the street, says Kevin Norby, ASGCA. "They wanted their courses longer, greens larger and clubhouses bigger. That translated into making golf more time consuming and expensive. I think we have come to realize that wasn't a good thing for the golf industry."

"To have a golf course win an award it had to be hard," says David Whelchel, ASGCA. "People only want to play those courses once a year, maybe once a lifetime."

In today's market though, providing a once-in-a-lifetime experience isn't necessarily good for business. Clubs want golfers to come back for more. And they are more likely to do that if they've had fun.

So what makes golf fun? Any golfer knows that if they walk off the course with a good score, they are likely to have a smile on their face. Should, therefore, clubs simply aim to make their courses easier?

The fun of challenge

"We need to keep in mind that what's fun for the average player still involves some challenge," says Tripp Davis, ASGCA. "I often hear this from players, they're really concerned about us doing things that are going to remove challenge from the golf course."



Forrest Richardson, ASGCA, recalls a round at Myopia Hunt Club in Massachusetts, where he watched one of the club pros teaching kids how to play chip shots to a green. “They were playing over this deep coffin bunker and I said to the pro, that took some guts! He said that when he first started he set them up so they didn’t have to hit over the bunker, and they would complain because it wasn’t fun! That’s the excitement of the game, overcoming and learning to outwit the golf course.”

“It needs to be done in balance so that you’re not beating them up,” says Davis, “but challenging shots for regular players are part of the fun.”

ASGCA Past President Bruce Charlton, echoes the point about balance, and talks about the rhythm of the golf course.

“I try not to route a course with three holes in a row of the same par. Bobby [ASGCA Past President Robert Trent Jones, Jr.] taught me very early in my career to think of a golf course a little like a music piece—with highs and lows. When routing a golf course, you don’t want to just beat people over the head with the cymbals all the time. Give people a break.

“We think it’s fun in golf design to give people ‘tweener’ holes—a hole that one day you can play as a drivable par four, and the next you can move the tees up and everything is designed so it can play as a ball-buster three.

“You don’t want to just beat people over the head with the cymbals all the time

The same thing with par fours and par fives. The notion of any given hole being a given par is something that we really like to play with. That can make a golf course a lot more fun.”

“Our role isn’t to make the game easier necessarily,” adds Richardson, “but when we create an opportunity for a beginner, or someone who’s maybe come back after not playing for 15 or 20 years, to truly have that successful feeling about the golf game, I think we’re doing them a favor.”



One of golf’s classic hole designs, the Redan, was used by Charles B. Macdonald on the fourth at National Golf Links of America in Southampton, New York, where players can reach the hole by using the bold ground contours

Accommodating all

One of the primary tasks for a golf course architect is to provide an appealing experience for all levels of golfer within the facility’s particular target market.

“I think the avid, low-handicap golfer plays the game for the strategy and the challenge and they’re out there for the competition with their buddies,” says Norby. “Sure, they want it to be fun, but I think they play for a different reason than the entry level golfer. For them, it’s a social experience, they are there with friends and trying to have fun. If they are not going to have fun, they are

doesn’t necessarily mean designing for every player to shoot par, rather to give golfers a chance of coming away with a score they can be proud of.

“Who in the golf world wouldn’t want scoring success?” asks Richardson. “It translates into coming back, into word of mouth. I’m probably not going to make a big deal at a cocktail party about my 104, but I might mention my 88.”

The R&A and USGA have recognized that high scoring can remove enjoyment from the game, and in their proposed new rules they also recognize a ‘maximum score’ form of stroke play where hole scoring is capped at a maximum, such as double par or triple bogey. This also promotes faster pace of play.

Keeping the ball in play

Another sure-fire way to slow play and rack up high scores is to make it easy for golfers to lose balls. Back in 1920, Dr Alister MacKenzie—designer of Augusta National and Cypress Point—wrote that “there should be a complete absence of the annoyance and irritation caused by the necessity of searching for lost balls.”

Today’s equipment, engineered to enable us to hit the ball as far as possible, means it’s also easier than ever to lose a ball.

“I hate playing golf courses where if I hit it a little bit off line, there’s a

not going to play the game.”

Many clubs are now rethinking their teeing systems, providing more options, and more pronounced differentiation between forward and back tees, informed by real shot distance data. “Today we’re telling them we should be building forward tees at 4,500 yards,” says Norby, “and then in front of that you still need to have a junior tee.”

This gives golfers a chance to achieve ‘scoring success.’ That

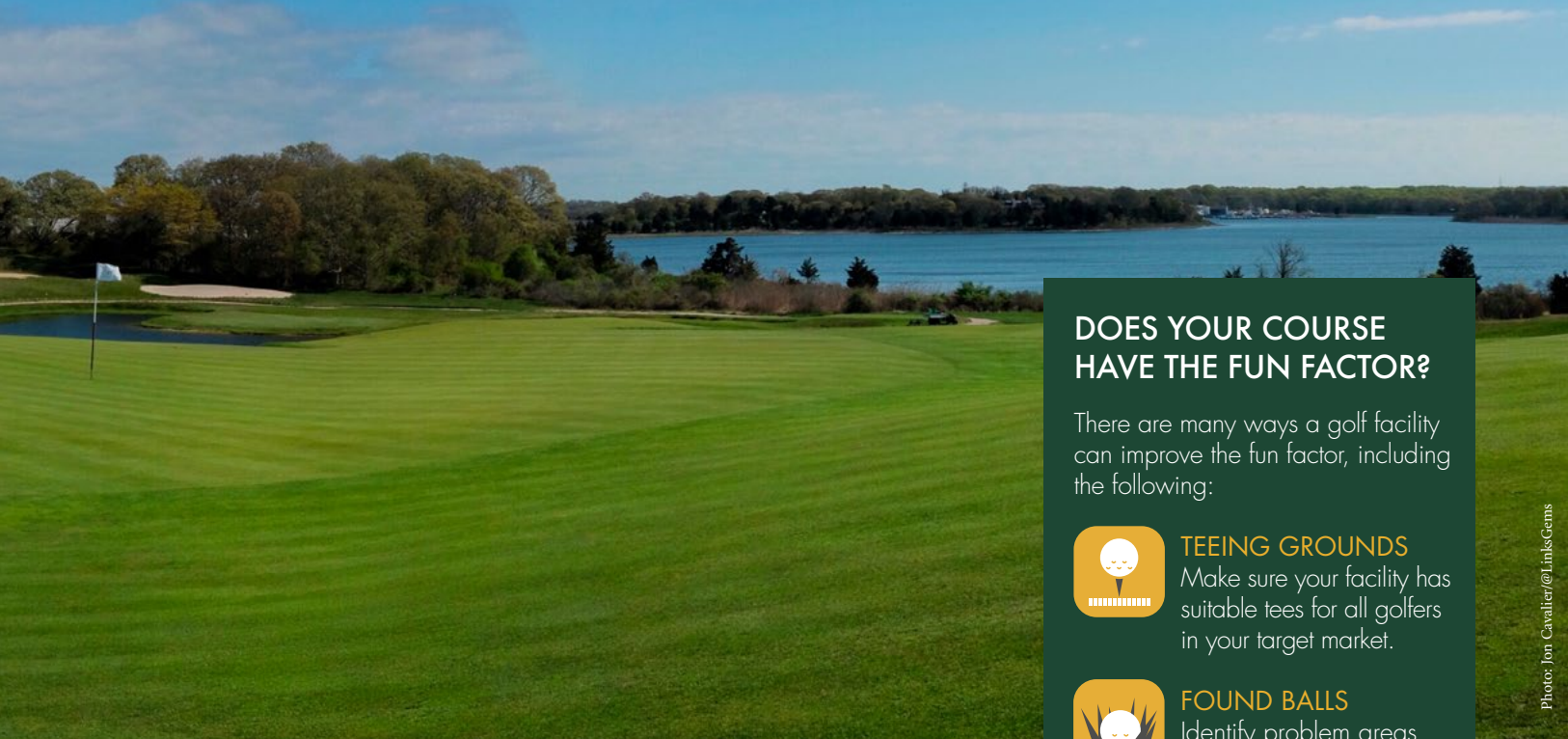


Photo: Jon Cavalier/@LinksGems

good chance I'm going to lose it," says Davis. "I just don't enjoy that, and most golfers don't. What's fun in golf is the ability to find the ball and hit it again—simple as that."

"The trend over the past few years is to build a golf course that is challenging, but where we don't lose as many golf balls," says Whelchel. "Maybe water hazards don't come into play for the average golfer, and we keep the deep rough down."

Whelchel gives the example of Golf Club of Dublin, in Ohio, designed by ASGCA Past President Dr. Michael Hurdzan, "Everyone says the golf course is fun," says Whelchel, who was working with Hurdzan when the course opened in the early 2000s. "In some places, the fairways are 80 yards wide. The greens average 8,400 square feet, which is huge. It doesn't mean that people make a lot of putts, but they hit a lot of greens in regulation. When you hit fairways and you hit greens in regulation, people like that. When you get that flat blade on it your chances of making a par are better than when you're having to chip from around the green."

Wide fairways don't necessarily mean the golf course is a walkover for better players. "The wider the fairway, the more perplexed the better player becomes," says Charlton, who worked on the expansive Chambers Bay layout

in Washington Place, Seattle, which hosted the 2015 U.S. Open. "Their shots are typically very well defined. When you give a really good player width, they scratch their heads and say, 'where do you want me to hit it?'"

"It's a huge misnomer that if you build a golf course for fun, for the average player, that it will never be challenging for the best players. Or vice versa," adds Charlton.

Providing options

Some of the most memorable and fun holes in golf are those with multiple options of play.

"I think people enjoy a golf course where they have choices," says Charlton. "They have the ability to choose their line of play, choose their attack angles. Play within their game and maybe outfox the guy who thinks he can knock it 320 yards."

"When I came away from my first round at National Golf Links of America, I said that was the most fun I've had on a golf course," says ASGCA Past President Tom Clark. "You were confronted with so many different options and different shots, it all became about creativity."

Many of the holes at NGLA, which was designed by Charles B. Macdonald and constructed in 1911 by Seth Raynor, are based upon originals from British links courses. These classics of golf course design, including the

DOES YOUR COURSE HAVE THE FUN FACTOR?

There are many ways a golf facility can improve the fun factor, including the following:



TEEING GROUNDS

Make sure your facility has suitable tees for all golfers in your target market.



FOUND BALLS

Identify problem areas where golfers are most likely to lose balls.



PACE CHALLENGE

Think about the spread of more difficult holes on your course.



PROVIDE OPTIONS

Holes that provide golfers with multiple playing options can also be the most enjoyable.



USE CONTOUR

Encouraging a ground game lets golfers use more imagination in shot-making.



SHOWCASE NATURE

For golf to be 'a good walk spoiled,' it first has to be a good walk!



SHORTER ROUNDS

Provide golfers with the option of a quick round, either on a dedicated short course or loops within your main course.

A golf course architect can help make your club's golf experience more enjoyable. Visit [asgca.org/architects](https://www.asgca.org/architects) to find an ASGCA member near you.

‘Redan’ at North Berwick and ‘Alps’ at Prestwick in Scotland, are regularly copied—in some form or other—because they are fun to play.

Clark drew on his experience of these holes when creating a golf course design for the Cutalong development on Lake Anna in Virginia, which he is hopeful will resume soon having stalled following a change in ownership after the first few holes were laid out. “It’s going to be the most fun golf course—I was the only person that ever played the three holes we laid out, and they were a blast!”

Watch it roll

On the classic holes of British links golf, the contours of the ground have a significant impact on the playing strategy, with players often rewarded for using the ground rather than taking a direct aerial route to the target.

“When golfers can see the ball move after it lands—you can hit to a slope and it kicks on to the putting surface—there’s a lot of fun in that,” says Clark.

“Most players generally find the golf course more fun when the ball bounces a bit,” says Davis. “If well designed, you can create things that

are really fun to play—I really enjoy playing the firmer golf courses both here and in the UK where you can use ground slopes to work balls to favorable positions.

“Even with pretty flat ground you can do a lot with the way the ball is going to roll out that makes it more interesting and fun. With the design of greens, I really like to get the ball to feed towards hole locations. Every once in a while, you might have it feed away from a hole location. As long as the player knows what you’ve given them the option to do, it can be fun.”

“I am a huge fan of fairway instead of rough or bunkers around greens,” says Charlton, “so that the ball’s bouncing and doing all kinds of crazy things. But you know what, most players don’t mind being on fairway.

“Fairway slopes that feed shots into premier landing areas, or fairway slopes that allow you to collect shots, as opposed to have it run out into trouble—those are some features that you can build in.”

Designing in fun

Norby employed these principles to give golfers a fun experience at Coal Creek Golf Course in Louisville,

Colorado. “We put some interesting bold contours in there,” he says. One example is a ‘mini-Biarritz’ green. “It’s got a big saddle running through it. The idea was that we made it big enough and wide enough that we could actually put the pin down in that saddle, so we could give people a chance to make a hole in one. It’s been really well received.”

Norby is also currently working on Fox Hills Golf Course in Watford City, North Dakota. “That has some big bold contours, a lot of places where we created almost a punchbowl setting, where if you hit the ball right or left it feeds back onto the green.”

Other techniques can be employed to promote better scoring, without dumbing-down a course for everyone who plays it.

“Don’t discount the fact a sand bunker can be a friendly and saving element to protect the golfer from a very worse fate,” says Charlton. “When you’ve got an 80-foot canyon to the left of the green, maybe that bunker’s saving a few shots. There are tools that we use, and it really depends on the site.

“One of the tricks of the trade is to bisect landing areas into where 15-plus handicappers are going to hit the ball, and where 5-to-15 handicappers are going to hit the ball. You narrow things down and demand more accuracy and golf course management skill in that part of the fairway, or that target into greens, for the better player. Where you give width is where the majority of less-skilled players are going to be.”

With a thorough understanding of where different types of golfer hit the ball, width can be added without increasing the maintenance burden.

“You can make the fairways wider and eat away at rough, so the total acreage of grass you have doesn’t need to be larger to make that happen,” says Whelchel, who is working with several clubs on different mowing patterns to increase the width of landing areas in places and decrease it in others. “We can convert some of the grasses to roughs that don’t need as much water and fertilizer,” says Whelchel. “Where it’s not as critical, why have it 30 yards wide?”

The Short Course at Mountain Shadows Resort in Paradise Valley, Arizona, offers a fun experience even for players who haven’t participated in golf for some time

Photo: Dave Sansom

At one with nature

For many, much of the fun of golf comes from the surroundings.

"I think a key factor in enjoyment is trying to make golf as scenic as possible," says Charlton. "You may be having a bad day on the course but still be enjoying great views, in tune with the area."

Charlton recalls the design of the Stadium course at Bro Hoff Slot in Sweden. "There was a little spit of land that went out into the fjord. Where in the world had I seen something like that in my travels? I said we've got to put a green here, because it's so memorable. Taking close notice of special characteristics of the land that will make the golf course memorable, visually stunning and diverse is huge in making the golf course fun."

"People want to play a pretty golf course," says Whelchel. "They want something that is eye catching. Put in feature, whether a pond, stream, lake or bunker, that grabs the golfer's attention and shows them how you want the hole to be played. Sometimes when holes are pretty the golfer will overlook their score. Maybe they made a seven, but boy it was pretty."

Short is fun

Clubs are increasingly considering course layouts that don't conform to the traditional 18-hole par 72 standard as a way of giving golfers a fun experience in whatever time they have available for golf.

Trilogy Golf Club at Ocala Preserve, designed by Davis with PGA Tour player Tom Lehman, is a 50-acre facility that can be played in many different ways, from a six-hole course with full length holes to an eighteen-hole par three course.

For Davis, it evokes memories of playing golf as a kid. "I ended up on the golf course with an hour left to dark, pretty much out there by myself a lot of times. I would drop balls down and play from the eight tee over to sixth green—I was just finding any way possible to not get back to the ninth green!"

The Short Course at Mountain Shadows Resort in Paradise Valley,

Photos: The First Tee of Northwest Arkansas



Young people learning the game at The First Tee of Northwest Arkansas

Arizona, designed by Richardson, comprises 18 par three holes, and is unique in that it provides a particularly high-end playing experience. "I think the lesson from Mountain Shadows," says Richardson, "is that the golfer still feels that they have been fulfilled with eighteen greens to putt on, and eighteen tee shots, yet it's a fun experience that can be enjoyed even if you haven't played golf for some time."

Facilities like these, particularly those with a casual and welcoming approach, are great for bringing new players to the game. Richardson recalls watching a beginner at Mountain Shadows. "She hit the ball right across the pond on number seven and was jumping up and down, thrilled!"

Richardson also encourages the use of equipment that makes the game more fun. "Why shouldn't the average golfer be using the equivalent of the aluminum bat in baseball?" he asks. "I'm all for manufacturers creating clubs, not to hit it further, but to make it easier to play."

Shorter courses are particularly suited to providing a fun experience for younger players. At its facility in Lowell, Arkansas, The First Tee of Northwest Arkansas has a range, short game area and three regulation-length holes on just over 30 acres, designed by Whelchel to introduce young people to the game.

Whelchel's design includes all the traditional elements of golf: contour,

bunkers, even a pond, but nothing too severe. "We have grandparents coming out with their grandkids to play," he says.

The First Tee also works alongside schools, bringing its curriculum into school gyms for physical education classes, and arranging field days to their own facility. "It's probably the first time many of these kids gave been out on to a golf course," says Whelchel, who volunteers his time to help kids learn the game. "We show them what to do and then turn them loose, and they have a blast!" ●

READ MORE

The **April 2017** special edition of *By Design* focused on teeing systems to enhance the golf experience for all types of players.

Mountain Shadows Resort was profiled in the **February 2017** special edition of *By Design* on the ASGCA Design Excellence Recognition Program.

Learn more about Trilogy Golf Club at Ocala Preserve from the **April 2016** issue of *Golf Course Architecture* magazine.

Plans for the Cutalong course in Lake Anna, Virginia, appeared in the **Fall 2014** issue of *By Design*.

In the footsteps of founders

By Design reflects on the lives and careers of ASGCA Fellows Jeff Hardin and Dick Nugent, who both passed away on January 1, 2018.

The year 2018 began with sadness for the American Society of Golf Course Architects, as two ASGCA Fellows passed away, both in Arizona, on New Year's Day. Jeff Hardin and Dick Nugent's careers began alongside founding members of the Society, and they have had a significant impact on the careers of many current ASGCA members. Here we reflect on their lives in golf design.



**Jeff Hardin,
ASGCA Fellow
1933-2018**

A civil engineering graduate from the

University of Arizona, Jeff Hardin's career in golf course architecture included spells with founding member and ASGCA Past President Robert F. 'Red' Lawrence and the former PGA Tour player and Pine Valley professional George Fazio, ASGCA. Hardin became an ASGCA member in 1976, soon after he had established a partnership with Greg Nash, ASGCA. Alongside Nash and subsequently on his own, Hardin made a significant contribution to the growth of golf in Arizona and nearby states.

"The cowboy boots Jeff always wore weren't for show," said Shane Witcombe, ASGCA, whose own career in golf course architecture began alongside Nash and Hardin.

"They were for marching through the rough deserts of Arizona to the canyons of Nevada to the scrubby Texas Hill Country. Jeff was one of the first people on a new project, walking the routing and determining the best way to handle the site. He was extremely loyal and had great respect for the peers on his team. A true leader, his stare alone would make you quickly see Jeff's way was the way to go. Some young whipper-snapper was not about tell him how to do his job. I found this out the hard way but was a quick learner! In the later years of his retirement in Wickenburg, his children wanted him to move closer to Phoenix,

but Jeff wouldn't budge. He was an old-school cowboy in an old-school cowboy town."

"Jeff always maintained he was 'just a dirt man,' focusing on the grading aspects of courses," said Forrest Richardson, ASGCA, a fellow Arizona-based architect and close friend of Hardin. "Then he would give a little smile, adding that he was also making significant design decisions so the finished course would be better. He was among only a handful of ASGCA members who have been licensed as civil engineers. His knowledge of how golf courses got built was very deep, and it spanned across several decades working with



The seventh hole at Los Caballeros, one of many golf courses Jeff Hardin designed in Arizona

Photo: Los Caballeros Golf Club



Dick Nugent's design at Kemper Lakes hosted the 1989 PGA Championship, and will host the Women's PGA Championship this year

icons such as George Fazio and developers including Del Webb/Pulte. We have lost a true pioneer in golf design."

Hardin's work includes the course at Los Caballeros Golf Club in Wickenburg, Arizona, the Conquistador course at El Conquistador Golf & Tennis in Tucson, Arizona and, his last design, Sky Mountain Golf Course in Hurricane, Utah.

Hardin achieved ASGCA Fellow status in 2003. He is survived by his son, Jeff, and daughters, Susie and Christie. Hardin was preceded in death by a daughter, Cathy.



Dick Nugent, ASGCA Fellow 1931-2018

After graduating with a degree in landscape architecture from the University of Illinois in 1958, Dick Nugent worked for six years with one of ASGCA's founding members, Robert Bruce Harris. Nugent and future ASGCA President Ken Killian left Harris in 1964 to set up their own golf course architecture partnership, going on to develop strong relationships with many superintendents in the Chicago area. Along with original designs, they stressed the importance of master planning, leading to many multi-year remodeling projects.

Nugent and Killian nurtured the careers of many talented associates, including ASGCA Past Presidents Jeff Brauer and Bob Lohmann.

"Dick was a super guy," said Lohmann. "He was very proud of his family and very thoughtful of his employees and their families. He was very professional in the office and a lot of fun in the field. He truly enjoyed training his employees."

"In 1976, my first year out of college, Dick sent me on my first out-of-town construction project where all the dirt work was going to be completed by a local contractor and the rest of the work was to be finished by the golf course crew. We had completed the design to increase nine holes to 18 in two phases. We brought two shapers from Illinois and lived in a trailer on site. Initially, Dick would visit the site weekly and give me the basics on golf course construction including layout, feature construction, drainage, irrigation, and grassing. As I watched and listened, thinking there was no chance I could get the job done, Dick looked me in my 'deer in the headlight' eyes and said: 'Remember everyone on site thinks you know more than them, so act like it, work hard, and get the job done.' He was right!"

Writing in *Golf Course Industry*, Brauer said: "He inspired our

creativity by exhorting that 'no architect ever got famous by being timid.' He encouraged numerous wild design ideas, figuring one in a hundred would be good."

"What I particularly liked about Dick Nugent was his willingness to take chances, to experiment with different styles and philosophies," said Ron Whitten in a *Golf Digest* tribute piece. "Nugent had as much range as any architect I've known."

Whitten, as well as Lohmann and Brauer, attribute this in part to the ASGCA's annual meetings in Scotland and Ireland in the 1980s.

"Dick, like so many architects, seemed to change his design philosophy and created interesting and somewhat controversial designs," said Lohmann.

Examples of this approach include the two courses at Harborside in Chicago and Green Bay Country Club in Wisconsin. Other designs include Tuckaway Country Club in Franklin, Wisconsin, which hosted PGA Tour events for 20 years and, perhaps his best known, Kemper Lakes in Kildeer, Illinois, which has a rich tournament history including the 1989 PGA Championship, won by Payne Stewart. The course will host this year's Women's PGA Championship.

Nugent served as ASGCA President from 1981-82 and achieved Fellow status in 2003. ●

What do clubs (and golfers) want?

In the first of a series of articles drawing upon a recent ASGCA-commissioned research study, Jon Last of Sports & Leisure Research Group provides some insights into the factors that are driving decision making at golf facilities.

Over the past year, we have been working closely with the American Society of Golf Course Architects to try to understand more about what people within the golf industry consider to be the significant challenges, opportunities and issues in golf facility design and operations.

Together we have developed an annual proprietary insights program, called the *Golf Facility Market Trend Watch*, that we hope will provide valuable perspectives on key business issues, and help those involved with golf facilities to make good, informed decisions. In Fall 2017, survey respondents, including readers of *By Design* and *Golf Course Industry* magazines, spent an average of 22 minutes each completing the questionnaire. This represents a mix of roles from owners/operators and general managers to superintendents and golf course architects.

The findings have been fascinating, and over the next few issues of *By Design* magazine I look forward to sharing some of the key insights with you. For this first article, I'll focus in on the appeal of golf course renovation work, and how ASGCA members are seeing the market for renovation work evolving.

When asked which, if any, of a list of possible course enhancements

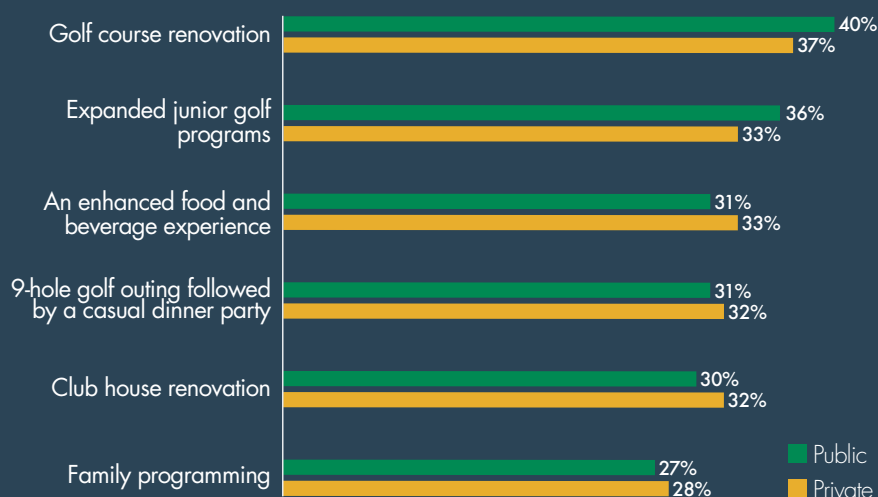
Golf course architects are overwhelmingly bullish about the outlook for renovation work

would be of significant interest to guests and members, and increase usage of the facility, operators at both public and private clubs were most interested in a golf course renovation (see Figure 1). Good news for golf course architects!

Forty percent of respondents at public clubs, and 37% at private clubs, considered a golf course renovation to be of significant

Figure 1. Renovations are the most coveted enhancement

Percentage of respondents considering the below enhancements of significant interest



interest. This was the highest score of any of the enhancements we listed, which included expanded junior golf programs (the second most popular enhancement), enhanced food and beverage experience and clubhouse renovation.

Our survey also revealed that facility managers have been more satisfied with the investments made in golf course renovation than those in clubhouse renovation or addition. Eighty percent of respondents at public facilities and 76% at private facilities reported high satisfaction for recent golf course renovation work, compared to 48% and 51% respectively for clubhouse renovations.

Turning our attention to the volume of renovation work that golf course architects are seeing (see Figure 2), over half (54%) reported an increase in renovation revenue over the past 24 months, compared to just 17% who reported a decline. Thirty-seven percent of the golf course architects that responded say that their renovation revenue over the past 24 months is up by more than 10%.

We also asked golf course architects about their expectations for the future (see Figure 3). Ninety percent

Operators at both public and private clubs were most interested in a golf course renovation

of them felt that revenues from renovation work would be consistent or higher in the next 24 months. More than a quarter expected their renovation revenues to rise by more than 10% in the same period.

Golf course architects are overwhelmingly bullish about the outlook for renovation work.

Marc Whitney, ASGCA Director of Marketing, said: “I would agree with the findings. A golf course renovation is probably the single most important thing a club can do to reinvent itself, particularly because it is so visible.

“At most clubs, golf is the driver. Everyone wants fitness, pools, tennis, but you can get that in a lot of places. The golf member is often the one who pays the bills so the golf course is the most important asset. And when you invest in your most important asset, it gets attention.”

Whitney believes that because the golf course renovation cycle is longer

than most clubhouse renovation work, it has a much bigger impact. “If it’s a significant renovation, they don’t happen very often. It needs to last 20 to 25 years before you break into the golf course again.

“It’s been 10 years since the economic downturn, so you’re now seeing a pent-up demand for renovation. People have waited, and the timing is now right for many to do it.”

In the next article in this series, we’ll take a closer look at the most important factors for facility management to pull the trigger for a renovation of the golf course, and what type of projects golf course architects are working on. ●



Jon Last is founder and President of Sports & Leisure Research Group, a full-service marketing research consultancy.

Figure 2. It’s been a good year for golf course architects

Renovation revenue over the past 24 months, as described by golf course architects

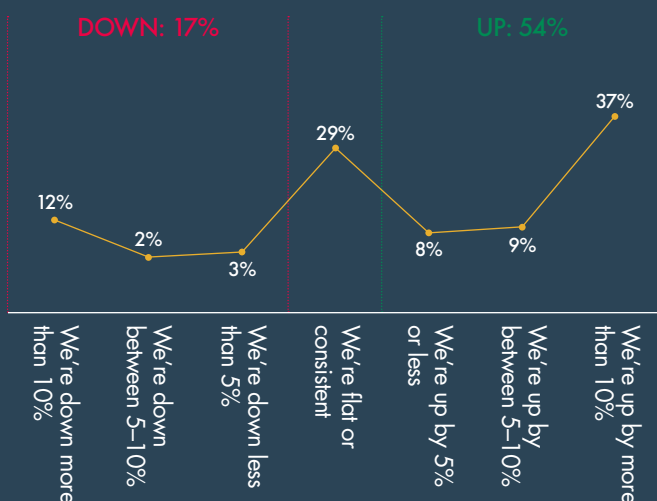
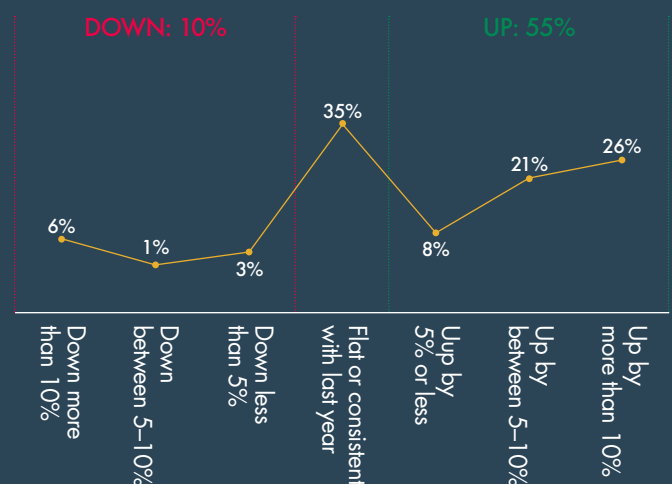


Figure 3. Expectations for the next two years are bullish

Renovation revenue expectations for the next 24 months, as described by golf course architects



/// The fourteenth at St Andrews... defines what a great golfing experience should be: strategic, adventurous and playable with many options of play to consider



Art Schaupeter, ASGCA

Art Schaupeter, ASGCA, has been involved in golf course architecture for more than 20 years. Based in St. Louis, Missouri, his portfolio of designs includes The Club at Old Hawthorne in Columbia, Missouri, and The Republic Golf Club in San Antonio, Texas.

How is your game?

After the winter layoff here in St. Louis, it's in a somewhat ragged, pre-season form—although it seems that in most years I don't quite make the transition from pre-season form to in-season form! After investing time in 2017 working to really try to improve my swing mechanics, and by extension my confidence, I am looking forward to being more committed to making the time to play in 2018.

Which three people would make up your dream fourball?

Keeping the potential players to those that I can only 'dream' of playing with, I think it would be an enjoyable and amazing round playing with Robert 'Bobby' T. Jones, Arnold Palmer and Dr Alister MacKenzie. Jones and Palmer, besides being two of the greatest golfers of all time, are also two of the greatest gentlemen of all time, and I imagine it would be a real treat to be in their presence for a few hours of golf. Dr MacKenzie is one of the greatest ever architects,

and one of my favorites. It'd be tough to stay focused on playing golf while walking around the course with him, but it would be a challenge worth dealing with.

What is your favorite hole in golf?

My first is the fourteenth, 'Long', on the Old course at St Andrews. With its history, I think this is a foundational hole that defines what a great golfing experience should be: strategic, adventurous and playable, with many options of play to consider. Dr MacKenzie's book *Golf Architecture* was the first I read on the subject, and his description of this hole was influential in my earliest understanding and appreciation of great golf course architecture.

I'd also pick the thirteenth at Augusta National. As far as spectating goes it doesn't get much better than that hole for risk/reward strategy, an incredible setting and great drama and variety of play in terms of the stakes and the timing within the tournament round. Architecturally, it combines a wonderful use of the existing site features, the lateral creek and the cross-slope of the ground, with a very strong concept for the green surface that creates real variety in how the hole is played by the best players in the world. I never tire of watching the play on this hole, or just studying the hole in general.

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

I think the changes proposed last year have been a very nice start to simplifying the game, especially for recreational players. Any further changes that simplify the process of playing for recreational players would also help, including converting white out-of-bounds stakes to red lateral hazards, and allowing for a drop in the approximate location of a lost ball with a one stroke penalty. The majority of recreational golfers play this way, so it might as well be codified.

What project are you currently working on?

I am wrapping up a few final details at TPC Colorado this spring. It will be opening for play later this summer. After 10 years of on-and-off design work, I am looking forward to seeing golfers experiencing the course.

Another currently active project for this year is the construction of a new nine-hole course in San Antonio—The Valor Club. The course is going to be the centerpiece of a new master-planned community that is dedicated to military veterans and their families. The golf course is being designed to be completely accessible for all of these veterans. It will also be the home to a The First Tee facility, so it's an exciting and unique project to be involved with. ●



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