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BY DESIGN



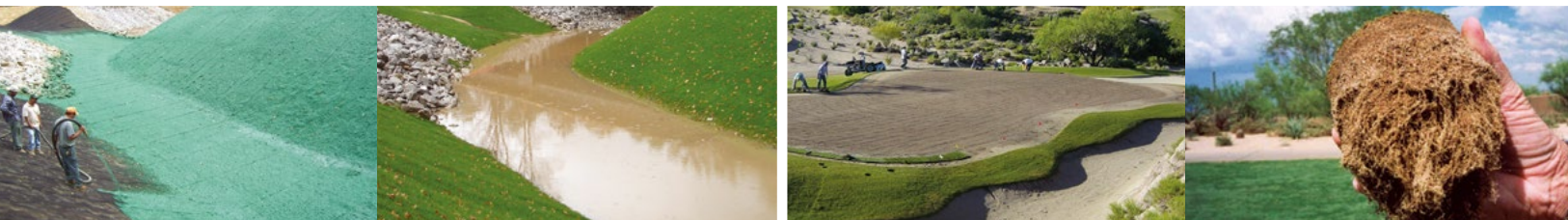
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Planning to succeed

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Failing to plan...

Discussions about golf course architecture usually relate to what we see on the course; the landforms we create, and golfing strategies that result. But our job as golf course architects begins a long time before a shovel has been wielded. In this issue of *By Design*, we're focusing on what happens before construction begins.

Some golf course architects famously do a large amount of their design work in the field. But that approach does not mean extensive planning is not still taking place. Indeed, for most projects, the golf course architect would heed the words of author Alan Lakein: "Failing to plan is planning to fail."

For our cover story, which begins of page 12, ASGCA members share their insights into the planning process for golf course projects. We find out about some of the most frequently encountered challenges, and the techniques employed to ensure that work has every chance of being completed on time, within budget and to the client's satisfaction.

As I embark upon my year as the President of the American Society of Golf Course Architects, I look forward to introducing each issue of *By Design*, continuing the tradition of bringing you interesting and valuable insights into excellence in golf design.

I hope you enjoy the issue.



Jeff Blume, ASGCA
President
American Society of Golf Course Architects

BY DESIGN

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COVER



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Texas welcomes ASGCA members for 72nd Annual Meeting



ASGCA members gathered in The Woodlands, Texas, to hear from industry experts including (bottom right image, from left) John Maeder of Profile Products, John Lawrence of Toro and Ian Williams of Rain Bird

A number of spirited and enthusiastic discussions highlighted the 72nd ASGCA Annual Meeting in The Woodlands, Texas, in April. Presentations led by ASGCA members, and including industry partners and ASGCA supporters, focused on a number of topics at the forefront of golf course architecture and the business of golf, including: *Variable Depth Greens, Use of Technology to Introduce People to Golf, Fairway Width and Tree Removal, and The Challenges and Opportunities of Public Ownership Golf.*

Two education highlights were panel discussions that provided unique perspectives from industry experts. One panel included: Tim Schantz, Troon; Kurt Huseman, Landscapes Unlimited; John Maeder, Profile

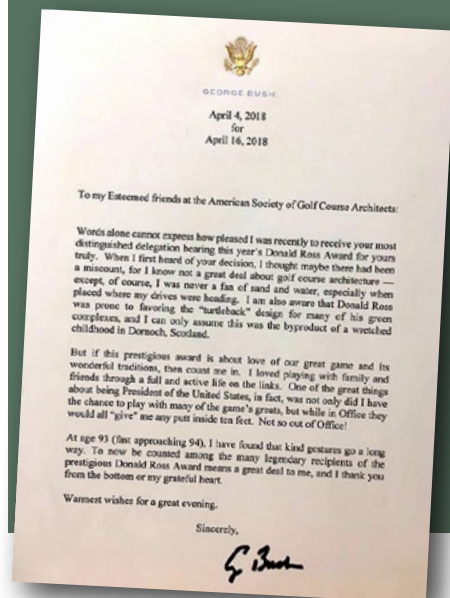
Products; John Lawrence, Toro; and Ian Williams, Rain Bird. The second focused on the challenges Mother Nature brings forth with major storms, such as Hurricane Harvey that impacted Texas in 2017, and how ASGCA members are working to serve communities and manage storm water through their golf course design. Participants included: ASGCA President Jeff Blume; ASGCA Past President Greg Martin; Stephen Costello, Houston's Chief Resilience Office (a.k.a. "Flood Czar"); and Chris Steubing, Assistant City Manager, Sugar Land, Texas.

Wadsworth Golf and Construction Company and Wadsworth Charities also presented \$2,500 scholarships to two golfers/students as part of their "Wadsworth Scholars" program.

President George H.W. Bush receives the Donald Ross Award



ASGCA leaders John Sanford, Jeff Blume and Rees Jones met with President George H.W. Bush in advance of him receiving the ASGCA Donald Ross Award at the 72nd ASGCA Annual Meeting. In a letter to the ASGCA, President Bush said "If this prestigious award is about love of our great game, then count me in... To now be counted among the many legendary recipients of the prestigious Donald Ross Award means a great deal to me, and I thank you from the bottom of my grateful heart."



ASGCA supports *Distance Insights* project

The ASGCA Board of Governors supports the United States Golf Association (USGA) and the R&A launch of the global Distance Insights project, including the governing bodies' intent to provide a "closer inspection and monitoring to understand the causes and effects of increased distance."

The topic was discussed with members at the 2018 ASGCA Annual Meeting and ASGCA has been asked by the USGA and R&A to provide additional comment.

"ASGCA is pleased to see the USGA and R&A study this important issue in an open-minded, objective way," said ASGCA Immediate Past President John Sanford, who is heading ASGCA engagement. "It is a complex issue, with long-term implications and various points of view. It is sensible for the game's

governing bodies to promote dialogue, and ASGCA has been asked to provide thoughtful, fact-based commentary. As people who love the game and help define it through our work, we look forward to playing a constructive role in the discussion."

Sanford said ASGCA's Board of Governors noted the USGA and R&A recognize that increases in distance can potentially contribute to demands for more resource-intensive golf facilities. "Golf courses are small businesses that should be operated in a sustainable way, both for owners and the surrounding communities. We are encouraged to see that sustainability is being considered as part of the distance issue," he said.

ASGCA also appreciates how the USGA and R&A plan to engage with stakeholders throughout the golf



industry to develop a comprehensive understanding. "Just as ASGCA members design courses for all players—not only championship-caliber layouts—we are glad to see the USGA and R&A looking at the entire golfing public," Sanford said. "Golf course architects continue to blend preservation with innovations in their designs. ASGCA members work across a diverse array of course types and conditions in more than 90 countries around the world, and we are excited to bring our voice and expertise to this project."

For more information on the project, visit usga.org/distanceinsights.



"We've really got to think about, embrace and promote daily fee and resort golf if we're going to grow the game"

JEFF LAWRENCE, ASGCA

In the latest podcast from *Golf Course Industry's* Tartan Talks series, Gary Player Design senior designer Jeff Lawrence, ASGCA, discusses golf in emerging markets, legends of the game and venomous snakes!

"I've had the great privilege of travelling to parts of the world that most people haven't seen," explains Lawrence. "Projects in India, Honduras, Congo, Gabon, South Africa. Projects in China and the

Middle East. Anywhere that golf is possible. Really, emerging markets is our niche. I would say 90% of our work at Gary Player Design is international, outside North America."

When asked what it is like to go into a country that doesn't have any golf, Lawrence said: "It's really reinventing the wheel—try to make something special, but don't make it too complicated, or they can't maintain it. We try to set them up

for success during the design and implementation process."

And those venomous snakes? "On a site visit in South Africa, in tall grass, I was walking with Mr Player. In front of us, a cobra rises up and looks me in the eyes. Everyone wanted to take pictures, but Mr Player grabbed me by the shirt and said 'Jeff, we're done!'"

Listen to the full Tartan Talk at golfcourseindustry.com.

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

- Lester George, ASGCA, [on his experiences in the military to designing numerous facilities for The First Tee](#).
- Tripp Davis, ASGCA, [discusses working on Texas sites and relationships with superintendents](#).

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Stephen Rabideau, CGCS | Director of Golf Courses, Winged Foot Golf Club

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See more renovation stories at rainbird.com/RenovationPartner.



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Golf and the economy

Golf's economic impact rises 22% in five years

Activity directly driven by golf generated \$84.1 billion in the United States in 2016, according to the recent U.S. Golf Economy Report produced by We Are Golf, a coalition of the game's leading associations and industry partners.

That represents a 22% rise on the 2011 figure of \$68.8 billion, says the report, which is based on a study conducted by TEconomy partners.

The industry supported \$191.9 billion in total annual activity, including 1.89 million jobs and \$58.7 billion in wages and benefits.

Golf's annual contributions to the U.S. economy also include \$34.4 billion in revenue from golf courses, clubs, resorts, driving ranges and other facilities; \$25.7 billion in tourism spending; \$7.2 billion in new home construction in golf communities; and \$6 billion in sales of golf equipment, apparel and supplies.

"The many positive trends show how golf is vital to the prosperity of America's economic and social



Golf leaders met with members of congress at Capitol Hill for National Golf Day in April

Photo: iStock.com/fotoVoyager

well-being," said Steve Mona, CEO of the World Golf Foundation and administrator of We Are Golf.

"Increases in so many categories signify the health of golf has far-reaching influence across many sectors of the U.S. economy."

The fourth report since 2000 to measure the game's effect, research encompassed golf course operations, tourism, real estate, supplies, tournaments, associations, charitable

events, capital investment and other commercial segments.

The report was announced in conjunction with April's 11th annual National Golf Day, the industry's pinnacle event of the year that brings leaders to Capitol Hill to meet with members of congress, the executive branch and federal agencies to discuss golf's social, economic and environmental benefits to society.

New golf course

Sage Run ready to open

A new golf course at Island Resort & Casino in Harris, Michigan, will open in early June.

Sage Run is the second course at the resort, which is owned and operated by the Hannahville Indian Community, to be designed by Michigan native Paul Albanese, ASGCA, of Albanese & Lutzke. The first course, at Sweetgrass Golf Club, opened in 2008.

"Over the years we have had more and more golfers coming to the resort and have evolved into a top golf destination," said general manager Tony Mancilla. "Adding a second golf course was a natural move for us and something that our golfing guests were demanding."

Albanese's Sage Run design is a marked contrast in style to the 'prairie links' of Sweetgrass.

"The only thing that will be similar is that it fits well with the land it is on like Sweetgrass, but it just so happens this property is very different," said Albanese.

The site's main feature is a 'drumlin,' a long ridge that runs through the centre of the property. "The holes go around, over and through the drumlin. Golfers will experience great holes through the trees, some in open areas and just a lot of variety in terms of landscape and feel," said Albanese.



Images: Island Resort & Casino



Albanese's routing for Sage Run navigates a large drumlin running through the centre of the property



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Restoration

Eckenrode restores Behr's Lakeside

Todd Eckenrode, ASGCA, has completed restoration work at Lakeside Golf Club in Los Angeles.

One of just a handful of courses originally designed by writer and editor Max Behr, Lakeside opened in 1924. Located close to the Los Angeles River, the course is characterised by man-made dunes, wide fairways, bold contours and large greens.

"Lakeside Golf Club is a significant golf course, with a storied lineage of members and an iconic original designer," said Eckenrode. "This project represents a huge step forward for the club by restoring its character and elevating its best features."

The work focused on enhancing interest, variety and playability. Eckenrode and the project team has restored elements of the course in keeping with its original design using historic aerial and ground photographs.



Photos: Todd Eckenrode-Origins Golf Design



The course at Lakeside Golf Club in Los Angeles is one of few originally designed by Max Behr

Remodel

Royal Golf Club opens for play

The course at Royal Golf Club, in Lake Elmo, Minnesota, has opened for play following a complete remodel of the former 3M-owned Tartan Park facility.

The project, for developer Hollis Cagner, was coordinated by Thad Layton, ASGCA, of Arnold Palmer Design Company, implementing the design philosophy of Annika Sorenstam

on the front 'Queen's' nine and Arnold Palmer on the back 'King's' nine.

"The two nines are very different by virtue of the existing topography," said Layton. "The front nine is situated low and between a number of massive ridges that bisect the property, while the back nine sits higher on a plateau overlooking Horseshoe Lake."



Royal Golf Club's second hole, after (and inset before) renovation

Four ASGCA members reach Fellow status

Four Regular ASGCA members moved to Fellow status at the recent ASGCA Annual Meeting: Tom Fazio, ASGCA, Les Furber, ASGCA, Dan Maples ASGCA and Lee Schmidt, ASGCA. Maples and Schmidt are also ASGCA Past Presidents. Fellows must have reached the age of 70 and have been ASGCA members in good standing for at least 10 years.

Coore and Crenshaw to lead project at Kapalua

The Plantation course at Kapalua Golf in Hawaii will undergo an enhancement project led by original architects Bill Coore, ASGCA, and Ben Crenshaw. "We look forward to the opportunity to restore many elements of the Plantation Course and implement a few refinements," said Coore. "It's like when you have a special piece of art, and you get a chance to dust it off and make it new again."

Martin appointed for Northbrook renovation



Photo: Martin Design

ASGCA Past President Greg Martin, ASGCA, has been appointed to renovate the golf course at Sportsman's Country Club in Northbrook, Illinois. "The uniqueness of this project lies in its potential for comprehensive benefit to so many," said Martin.

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 U.S. & CANADA IN

6

COUNTRIES

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



Social update



rtj2golfdesign ASGCA Foundation leaders meeting at ASGCA headquarters in Wisconsin: Greg Muirhead, Clyde Johnston, Lee Schmidt & Bruce Charlton. Repost: @asgca1946
#golfdesign #asgca #asgcafoundation #asgcaheadquarters #wisconsin



rtj2golfdesign
Asgca



danjeffer It is indeed a thrill and honor to announce that I have been elected in as an Associate Member of the American Society of Golf Course Architects! I look forward to continuing my efforts to make a positive impact on the profession and game for which I hold so near and dear to my heart. #ASGCA #GrowTheGame #Golf #GolfCourseDesign #GolfCourseArchitect #GolfCourseArchitecture #BeautifulGolfCourses #20gr18



danjeffer



#Tbt ASGCA President Jack Kidwell tees off on No. 1 at St. Andrews during the 1980 ASGCA Annual Meeting in Scotland.



ASGCA - American Society of Golf Course Architects



mamungeam ASGCA annual meeting in Houston. Golf today at Jeff Blume designed Grand Pines at Bentwater after panel discussion with #troon #toro #rainbird #profileproducts #landscapesunlimited #asgca #golfcoursearchitecture



mamungeam
The Woodlands Waterway Marriott Hotel & Convention Center



Get to know Todd Quitno, golf course architect @ASGCA <http://americangolfer.blogspot.com/2018/05/getting-to-know-todd-quitno-golf-course.html?m=1> ...



Rob Thomas
@AmGolferBlog



Hole 10 with Lake Erie in the background at the historic and beautiful Wanakah CC outside Buffalo, New York. Today, the 9 year renovation project is complete!



Chris Wilczynski
@chriswilczynski



This week, the PGA Tour hosts the AT&T Byron Nelson at Trinity Forest Golf Club in Dallas, Texas. The golf course was recently designed by Bill Coore, ASGCA.



ASGCA - American Society of Golf Course Architects



Did you know... Approximately 143,000 charity events are held at U.S. golf courses each year, raising \$3.94 billion, with 12 million participants at 12,700 golf facilities. (source: @NGF_GolfBizInfo) @ASGCA



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Planning to succeed

Meticulous planning is one of the hallmarks of golf design projects that are completed on time and within budget. Toby Ingleton finds out more.



Much like the graceful swan, when you play a great golf hole, it's not apparent how much hard work has gone into making it so. For ASGCA members, that work begins long before a shovel has been wielded. The planning phases of golf course architecture can be the difference between project success—great golf delivered on time and within budget—and expensive failure.

So where does the planning process begin?

"I passionately believe that you have to spend a tremendous amount of time getting to know the site," says Raymond Hearn, ASGCA. "I feel that the inventory analysis and site reconnaissance stage is by far the most powerful of the design process."

ASGCA Past President Rick Robbins, ASGCA, agrees. "The first critical step in the planning process is to have a complete understanding of the site and all of the physical features that may affect the design. While the use of maps and printed information about the property is very helpful, there is no substitute for thorough on-the-ground examination of the actual site conditions. Only being on site personally will such things as views to distant landmarks, heritage type trees, quality water features and many other features be able to become incorporated into the design."

"There are always parts of the land which are better than others when you route a golf course," says John Fought, ASGCA. "The mix of the holes, the stops and

starts and the overall theme of the property helps me understand how to develop the best plan.”

“I try to listen more than talk on that initial visit, so I can find out what they want to achieve. I’ll take dozens of pictures and make copious amounts of notes,” says Nathan Crace, ASGCA.

For renovation projects, site visits are an opportunity to see how the course plays.

discover the issues to be addressed, and work with the client to set a particular scope-of-work,” says James Cervone, ASGCA.

“I don’t think this should be done in a vacuum,” says Wilczynski. “If there’s a single owner, it can work that way. But most of my clients have been private clubs, so we put together a committee that’s a well-rounded representation of the entire golf club—eight-to-ten people, maybe

have a few leaders who are go-getters and will help sell the thing it really drives the project forward. Once the plan is developed, I’m relying on them to push it forward and keep it top of mind.”

“As is the case with many sports, a team is only as strong as its weakest member. It’s really important to have total buy-in by all who are closely involved. Projects are only successful when this is the case. A single weakness causes the house to fall. So assembling a strong team is always vital,” says Rogers.

“The first critical step in the planning process is to have a complete understanding of the site

“I’ll play the course, then monitor different groups, to get a feel for how very low handicap, mid-range and high handicap golfers approach the course. I’ll spend a lot of time walking the site, measuring distances, examining holes from back to front,” says Hearn.

“I need to really get to know your property,” says Chris Wilczynski, ASGCA. I walk the golf course several times, play it and really get to fully understand it.”

Defining project goals

Site reconnaissance provides an opportunity for the architect and client to define and develop goals for the project. “The architect must

half women, half men, including seniors, younger members, middle-aged people, and different handicap demographics. I use them throughout the process to help develop the vision. If we all work together then the final vision represents the entire facility.”

“In renovations, there is also great reliance on one, key voice, someone with tough skin who is not swayed by isolated negativity and will represent the future of the facility. It also helps to have a very strong, experienced superintendent in place who will advocate, educate and implement, as well as a seasoned, trusting general manager,” says Drew Rogers, ASGCA.

Wilczynski agrees: “Leadership on their part is really important. If you

Developing a plan

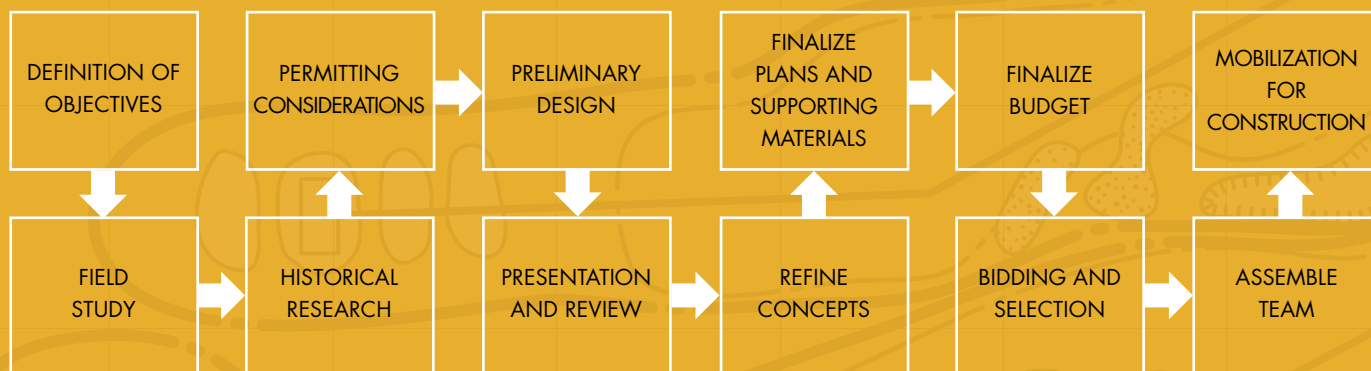
“With an existing golf course, it’s really important to get everyone to understand the ‘why?’ Why we need a master plan, why we need to improve the golf course. It’s key to educate people, and continue that throughout the whole process,” says Wilczynski.

“A part of the communication process is providing visual materials that everyone can understand and help clarify ideas. There is a multitude of plans, drawings, and other materials we use to depict our proposed concepts. These materials must be persuasive and descriptive to help allow the client to ask questions and make decisions on how best to proceed,” says Cervone.

“I draw my thoughts over an image of the existing hole on tracing paper. I visit the site, work with the committee and staff to understand the problems before I finalize a

THE PLANNING PROCESS

There is not a single formula applied by all golf course architects to all projects, and there will be significant differences between planning for new builds versus renovations, but the process typically includes:



plan,” says Fought. “I often develop Photoshop images, existing and proposed, so the committee can understand my concept for the hole.”

“There’s so much modern technology and software available now to help us in the paper stage. I feel if you complement that with going to the site a lot, it’s a home run, and helps you avoid expensive changes in the construction phase,” says Hearn.

“In the preliminary phases of a new golf course design, I tell my clients to focus on the foundations of the design, the routing and flow of holes. Once we get that done, we can go into strategy, angles and options, golf course feature development,” he adds.

New golf course projects are often underpinned by real estate, and it’s crucial for the golf course architect to understand those economics.

“A complete understanding of the market for both the housing and golf components of the project must be gained before beginning the design work. Items such as the price ranges, types of lots, total number of units needed and other facts about the real estate demand must be considered in the planning in concert with the golf market factors. Making sure that the style, cost to build and operate, type of memberships to be offered and relationship to layouts for maximum housing value of the golf amenity are all incorporated into the design,” says Robbins.

“The golf course design and master planning both need to be done with the same attention to sustainability and environmental preservation. Criteria for environmental planning should be set for all design elements of the project so the required permits and approvals can be more easily acquired,” he adds. “Good planning must account for both the creation of value for real estate and the necessity to operate the golf amenity as an independent business.”

Scheduling and costing

Once a golf course architect has a thorough understanding of the site and has worked with the client to define goals, their project management skills are put to the test.

TUPELO CC

At Tupelo CC in Tupelo, Mississippi, golf course architect Nathan Crace, ASGCA, master planned the entire property to be phased-in over a period of several years. Phase one was a new practice facility including driving range, short game area, putting green, and a six-acre short course with two double greens and a triple green so members can ‘wander and play,’ play golf with their children, practice, or just have fun. Phase two was the total redesign and renovation of the par-three eighth hole to demonstrate to members what the entire course could look like when they approve the renovation of the other 17 holes. Since the development of the plan, membership numbers have soared from the mid-200s to nearly 650.



CARMEL CC

For the 2016 renovation of the North course at Carmel CC in Charlotte, North Carolina, golf course architect John Fought, ASGCA, prepared initial thoughts for each hole on a sketch pad. After consultation with the club’s committee, he prepared final detailed plans for each hole, often accompanied by visualizations of the proposed changes, to help the committee and club members to fully understand his concepts for each hole.

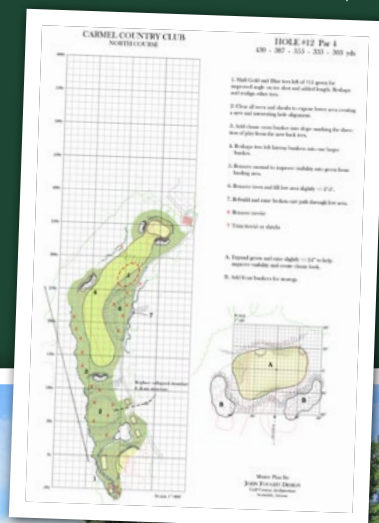




Photo: kasto80/istockphoto

Golf course architects will educate clients and members throughout the planning process

“I put a schedule together from the very beginning, starting with the first kick-off meeting,” says Wilczynski. “I find it useful to lock in dates early for committee meetings when you are trying to coordinate people, often busy professionals.”

worksheets, and I break out labor and materials, so we can have meaningful discussions about additions and deletions,” says Hearn.

“The architect’s involvement helps save money by providing the information necessary to determine

“Some clubs can go through the process of totally ripping up the course and shutting it down for a year, but most can’t do that, especially where there’s a short season, so I think it’s really important to have a plan that’s feasible and realistic,” says Wilczynski.

For Rogers, the key challenges during planning involve educating the client and members. “Getting them to see and understand the value of the proposed solutions—and gaining approval by the majority.”

“It can take time to build trust in you as an expert. I play golf with committee members and that gives you the chance to spend four hours with somebody, talk to them, get to know them more on a personal level,” says Wilczynski.

“Doing it right the first time is always less expensive than doing it twice

“Much of proper planning is also to do with funding or financing a project,” says Cervone. “The golf course architect not only helps determine the proposed work or improvements, but also develops cost estimates and scheduling of the construction. Without this information, the client won’t know what things will cost or how long it will take to implement the work,” says Cervone.

“Often a client will ask for a plan that meets their budget, but also wants to know what else you might recommend. It’s great to dream big but can lead to clients saying: ‘I want all of this... within my original budget!’” says Hearn. “Each feature on every hole is itemized in my

the proper scope-of-work, costs, scheduling, and oversight during the construction process,” says Cervone.

Common challenges

While each project is different, golf course architects encounter common challenges.

“The most common is managing client expectations,” says Crace. “That’s why you have to be brutally honest. A client may want to start quickly, but if they must obtain permits, secure funding, or the time of year is not right to meet the grassing window, you have to explain that it is important to perform due diligence. Doing it right the first time is always less expensive than doing it twice,” says Crace.

Leadership skills

Golf course architects drive forward projects by providing a vision, and strong leadership.

“The golf course architect must always lead the way when the golf course is the centerpiece—as we’re the sole resource who possesses the expertise and experience of having navigated the process repeatedly and successfully,” says Rogers.

“I see myself as the quarterback, the one that is guiding the whole

process,” says Wilczynski. “They’re looking to you to lead the process and the more you do, the more confident you get, and the better you get at it. Helping them to understand the ‘why?’, helping to educate them, continuing to educate them and answer their questions.”

“The golf course architect is the client’s representative on the project. We provide the necessary expertise and help protect the client’s interests. We secure the overall ideas and make sure everyone understands or authorizes what will be done. We develop the necessary materials to do the work, and facilitate bringing in the appropriate professionals to implement the work. We look out for the client to ensure the work is being done properly, on time and on budget,” says Cervone.

“We’re part artists and part engineers. We’re visionaries. We help the client see what they cannot see,” says Hearn.

“From the first time I’m on the property to the whole masterplan process, my job is to come up with this vision—along with their help—to improve this facility. I look at the big picture, from the moment you pull into the parking lot, around the clubhouse, defining this vision for how it can be improved then trying to communicate that to them to get them to see it,” says Wilczynski.

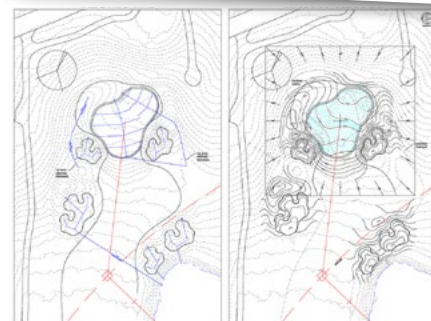
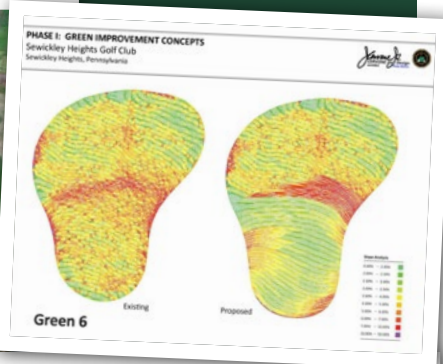
“We often come up with ideas that the owner hasn’t even considered such as re-aligning holes, addressing safety issues, and balancing cut and fill. You would never invest millions or even hundreds of thousands of dollars into a building without an AIA architect. Why would you do the same to a golf course without an ASGCA architect?” says Crace.

“Getting an ASGCA architect involved early helps to avoid common pitfalls. We’ve all seen mistakes made by clients over the years and can help a client avoid those same issues.” ●

Before you proceed with your next golf design project, review our free guide, [Selecting Your Golf Course Architect: Questions & Answers](#).

SEWICKLEY HEIGHTS GC

Sewickley Heights GC in Pennsylvania, wanted to retain as much of the ‘flavor’ of their existing putting surfaces as possible, but realized they needed additional pin locations due to severe slopes. All the original greens were surveyed and golf course architect James Cervone, ASGCA, was able to utilize that information to create before and after ‘heat maps’ (showing color coding of the variation of percentage of slope). He also created 2D renderings and 3D modeling to aid in presenting designs.



COMPASS POINTE

The Compass Pointe development in Leland, North Carolina, began planning and construction in 2006 and the project, master planned by ASGCA Past President Rick Robbins, ASGCA, was just getting underway when the recession of 2008 hit. Construction of the golf course was put on hold but the housing portion continued at a slow pace until the golf course finally resumed work in 2013. The resumption of golf course construction, along with an improved economic outlook, have seen home sales increase from 25-30 annual sales to almost 200 sales in the past 12 months. [Read more about Compass Pointe in the Design Excellence special edition of By Design from February 2018.](#)

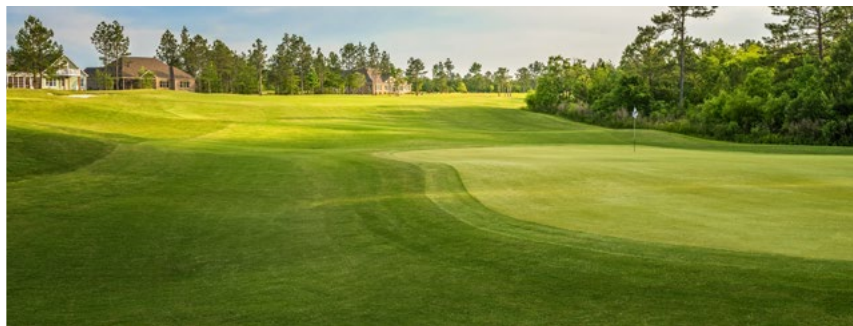


Photo: Dave Sansom

Golf's great collector

ASGCA Past President Dr. Michael Hurdzan, ASGCA Fellow, tells *By Design* about his passion for golf collecting.

My golf collecting began on Christmas Day in 1968, when I was given two antique golf books—Robert Hunter's *Book of the Links* and George Thomas's *Golf Architecture in America*. By then I had been immersed in golf course design for nearly 12 years since apprenticing with Jack Kidwell, my mentor soon-to-become business partner, but I had never given much thought to golf history—especially that of golf course architecture. In

when some golf collectibles were being sold. There were a few catalogs of stuff out there from collectors who started collecting in the 1920s or 1930s and were selling out because of old age, or heirs disposing of an unwanted inheritance, but there was not much else to help a new collector. Typically, one had to search out golf antiques at flea markets, thrift stores, yard sales or antique shops.

Then, in about 1970, two golf book collectors, Joe Murdoch

Society, specialty antique stores, online auctions, and scads of books and ads on the topic of golf collecting, it has become easier and more affordable, and just as much fun and educational as the old days.

The categories and scope of golf collectibles is nearly unimaginable, for anything remotely connected to golf is collected by someone: clubs, bags, balls, art, books, magazines, silver, glass, flags, bag tags, scorecards, pencils, buttons, tees, etc. Everything!

One can collect for breadth of a category or depth, and I choose breadth. Unfortunately, it took me about 35-40 years to figure out that you can't collect it all, but goodness knows that I tried, and if you ever visited my 5,000 square foot office you would agree. We have some of everything and it shows how pervasive golf was and is in daily life. Be it children's toys or old people's walking sticks, there are untold things out there with a golf theme.

If you enjoy golf history, you will enjoy golf collecting, for it is nothing more than an extension of history by surrounding yourself with tangible things that contributed to it. Granted every collector has a different set

“It took me about 35-40 years to figure out that you can't collect it all, but goodness knows that I tried

many ways those two books changed my life and began a 50-year pleasure trip of studying golf history, and collecting all things related to it.

In the late 1960s there were perhaps only a few hundred people worldwide who were obsessed with golf collecting, and they would occasionally meet in small numbers at events like the Open Championships, or auction houses

of Philadelphia, and Bob Kuntz of Dayton, Ohio formed the Golf Collectors Society (www.golfcollectors.com). Today that membership is over 1,500 in at least 15 different countries, and there may be double or triple those numbers of people who are serious golf collectors but are not in the society... like you, perhaps. Today, with the internet, Golf Collectors



of attractions and motivations, but we all share a similar exhilaration of finding your own personal 'treasure.' This sensation of excitement upon making a find is the difference between a collector and a dealer, who simply acquires and sells items without any real personal attachment. Although everything and everybody has a price, the dealer's threshold for selling a collectible is lower than a true collector, who tends to cherish his finds and is reluctant to part with them. Historically, golf collectibles tend to appreciate in value, but the worst reason to collect is as a pure investment. Collect because you enjoy the item and you care about preserving it and you will always be happy; avoid adding something because it is 'a good deal.'

So, my three pieces of advice are to: limit your collecting interest as narrowly as possible; remember the adage 'buyers beware,' and; network with experienced people and try to learn from them and their mistakes. Every serious collector has been burned a time or two buying a fake collectible or overpaying for an item, so seek out those who will help you avoid mistakes.

In 2006, the USGA worked with

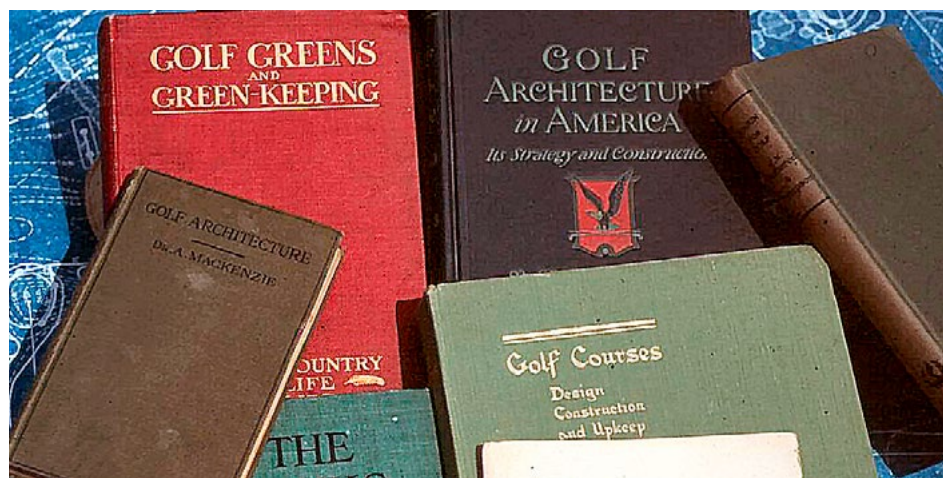
ASGCA to establish a program called the Architectural Archive which is seeking appropriate items to collect, preserve and share with researchers, scholars and other interested people. USGA Museum staff, especially senior librarian Hilary Cronheim (hcronheim@usga.org), can provide a submission form and instructions on how to donate your architecture-related materials for safe keeping and historical indexing.

I am often asked if I were to start golf collecting today, or to go in a new direction, what it would be. I would focus on all aspects of golf course design, and attempt to amass

enough items to open a golf course architecture museum. I may even have enough stuff now for that goal, but first I must deal with whittling down the massive amount of other stuff we have. I have begun to sell many of my duplicate items which would allow displaying more golf course architecture memorabilia.

If you like golf history, you will like golf collecting, especially golf course architectural related items. ●

This article is the introduction to a series of pieces by Dr. Hurdzan on individual categories of collectible, that will be available via www.asgca.org.



International flavor, from the heart of Texas

Jeff Blume brings a world of experience to his clients, and the ASGCA presidency. Marc Whitney finds out more.

In his senior year of high school, new ASGCA President Jeff Blume was a pretty fair golfer. Good enough, in fact, to draw attention from the golf coach at Methodist College in North Carolina. That's when Blume's father sat him down for a father-son talk.

"He asked me if I really thought I could make money one day as a golfer," Blume said. "I told him, 'No, probably not.'" Methodist's loss became golf course architecture's gain. Blume's personal and professional path has

not always been a straight road, but rather one influenced by numerous people and places.

The son of a U.S. Air Force fighter pilot who would ultimately retire as a two-star general, Blume moved nine times before graduating high school, including living five-and-a-half years on German air bases.

Having been introduced to golf by his dad and grandfather, Blume often played at Woodlawn Golf Course in Ramstein, Germany. Whether he always paid the greens fees is another matter. "I'd throw a bag over my shoulder, sneak under the fence and play as many holes as I could before sneaking back out and returning to base," he said.

Blume's grandfather played golf for seven decades. One of Jeff's prized possessions is a photo (see left) featuring four generations of Blume men on the course together; grandfather, father, Jeff, and Jeff's then six-year-old son, Keaton.

Blume followed his father in attending Texas A&M University, where he studied Landscape Architecture and met his wife, fellow-Aggie Judlyn. Committed to golf course architecture, Blume's professional life was influenced by

two successful but quite different men; ASGCA Past President Jeff Brauer and golf course architect Robert von Hagge.

Nearing graduation, Blume continued a friendship he had struck up with von Hagge and was nearly hired. "But Bob needed a guy before I graduated," he said. Blume made enough of an impression that von Hagge wrote on his behalf to a number of architects—including ASGCA members Jack Nicklaus and Tom Fazio—before Blume eventually joined Brauer's firm.

"Jeff is the one who taught me everything I know about how to design a golf course," Blume said. "Technically, he is as good as it gets; a great teacher."

Blume thinks of Brauer each time he approaches a new design. "Jeff is a technical guy. He taught me to grade out those greens at scale and get it right, or else you will do it again...and again...and again. You need to understand the science and engineering to know *how* it will work, and in the field the artistic stuff takes place."

Blume learned the "artistic stuff" from von Hagge, who he joined after four years with Brauer.





While working for Robert von Hagge, Blume served as project manager for assignments in the United States, Japan, Mexico and the Caribbean



“Bob said, ‘Remember, when a foursome is playing, one guy is hitting, three guys are looking around. Put them in an environment that is beautiful.’ He wasn’t interested in the technical side, but he was an incredible salesman.”

With von Hagge, Blume served as Project Manager for assignments in the United States, Japan, Mexico and the Caribbean.

After five years with von Hagge, Blume formed his own design firm, Jeffrey D. Blume, Ltd. Blume and his company have, among numerous projects, designed the Grand Pines Golf Club at Bentwater, in Montgomery, Texas, and led renovation projects at a number of courses including *Golf Digest* Best New courses recipients The Golf Club at Texas A&M in College Station, Texas, and Boiling Springs Golf Club in Woodward, Oklahoma.

“Grand Pines is a special place because of the setting, nestled between Lake Conroe and a 20,000-acre natural forest,” Blume said. “It looks like the course has been there 100 years. It sits on rolling hills in the middle of a pine forest, and you can be playing one golf hole and not even see another.”

Another project dear to Blume’s heart is the work at his alma mater.

“It was fun and special to work where I had gone to school,” he said. “When you drive into College Station, from Houston, the first thing you see is the golf course; it is the entry. It’s a nice piece of land, with unique views that look toward the campus.

“The course is surrounded by roads, so we needed to look at a full 360-degree view. I put bunkers on the backsides of greens, which I don’t like to do, but it looks good when you drive along the roads on campus outside the course. I wanted to create a great golf course and landscape at the front of the university.”

Brauer had long encouraged Blume to apply for ASGCA membership, but Blume chose to wait until he compiled a complete body of work on his own to seek entry. His deep involvement in ASGCA was spurred along by two ASGCA Past Presidents who brought Blume to the Board of Governors and then the Executive Committee: Rick Phelps and Rick Robbins. Robbins also had worked for von Hagge at one time.

“ASGCA is truly unique among professional societies and reflects the traditions and values of the

game we serve,” Blume said. “We are a group of competitors who battle for commissions and attention on a daily basis, but collaborate, assist and mentor those with whom we compete. The camaraderie that we all share as a result of our common love for this great game binds us together.”

As he focuses on his time as ASGCA President, Blume plans to draw attention to the positive economic results being seen by those who invest in golf facilities of all sizes and shapes.

“The state of the game is strong, and we should all be committed to reminding folks of this whenever we have the opportunity,” he said. “Golf is a sound financial investment that carries with it many social, environmental and physical benefits.

“Golf course owners and operators are taking steps each day to reduce costs and improve revenues, often with the assistance of ASGCA members. This investment benefits communities in a number of ways, as seen by golf’s \$84 billion annual impact on the U.S. economy. And through it all, golf remains an affordable means of recreation for 24 million people each year, at just \$38 per round, on average.” ●

Why do clubs renovate their courses?

Jon Last of Sports & Leisure Research Group explains more about the findings of his firm's ASGCA-commissioned research into golf facility trends.

In the Spring 2018 issue of *By Design*, I provided some initial insights into the latest findings of *Golf Facility Market Trend Watch*, the annual proprietary insights program that we have developed with the American Society of Golf Course Architects. We surveyed individuals from a mix of roles within the golf industry, including owners/operators, general managers, superintendents

and golf course architects.

We saw that operators of both public and private golf clubs were interested in a golf course renovation above all other types of enhancement of their facility. For this second article, I will delve a little deeper into what respondents felt were the most important offerings for a golf facility, and the factors for operators to pull the trigger on a golf course renovation.

Figure 1 shows that almost all respondents (97%) ranked 'condition of the greens' as an extremely important factor, from a list of 27 that were presented to them. What's more, 92% considered 'consistency of greens' to be extremely important as well. This would seem to be a strong indication that much of the feedback that superintendents and other facility operators receive from their customers

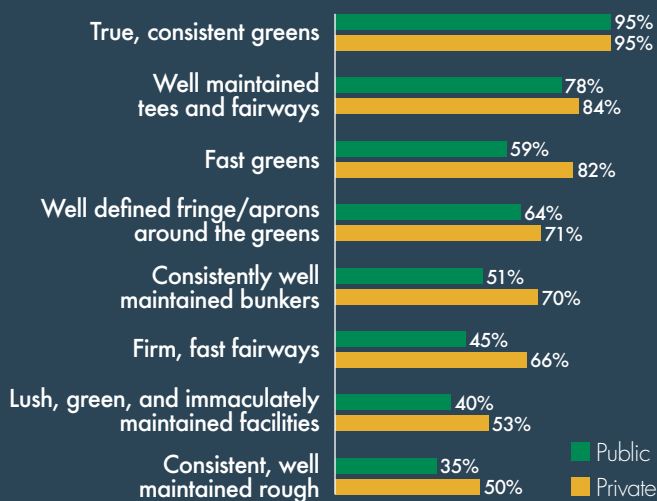
Figure 1. It's all about the green complex!

Percentage of respondents ranking below factors as top three importance among customers

MOST IMPORTANT	PUBLIC	PRIVATE
Condition of the green	96%	97%
Overall golf course conditions	92%	94%
Consistency of the greens	93%	91%
Overall courtesy and friendliness of the golf staff	82%	79%
Condition of the fairways	58%	76%

Figure 2. Conditioning priorities for golfers

Percentage of respondents ranking below conditions as top three importance among golfers



relates to the putting surfaces.

Factors relating to the golf course feature strongly among the most important offerings, whereas many of the factors considered least important were related to off-course offerings such as quality and selection of merchandise and locker room service and attractiveness.

In addition to the putting surfaces, overall golf course conditions and condition of the fairways ranked highly among the list of most important factors. When drilling down into course conditions and asking respondents to rank the conditioning priorities of golfers (see Figure 2), it was interesting to note that true, consistent greens ranked top, whereas fast greens ranked third at private facilities and fourth at public facilities—so fast greens are not the holy grail!

With such emphasis on the golf course itself, it's perhaps not surprising that a golf course renovation is the most coveted enhancement for golf facilities. But what would it take for a club to make the decision to go ahead with a renovation?

The results show some differences between public and private clubs

(Figure 3). At public facilities, the priority for management is to confirm the cost of the project, with 73% of respondents ranking this among the most important factors in pulling the trigger for a renovation or remodel. Other factors relating to cost also ranked highly, such as understanding the potential return on investment of the project (65%) and lowering maintenance costs (65%).

Cost factors are also important for public clubs, but their orientation is more around member retention, which ranked highest at 69%, and the ability to bring new members in, which was joint second highest (68%).

At both public and private facilities, the upgrading of infrastructure to increase its longevity was among the most important factors for facility management to make the decision to renovate or remodel the golf course, at 65% and 68% respectively.

On average, facility operators consider 3.2 years to be a reasonable time frame for which to achieve a positive return on a capital investment of \$20,000 or more. Public facilities (3.6 years) are slightly more patient than private facilities (3 years).

Marc Whitney, ASGCA Director of

Marketing, said: "Cost is clearly a major factor for golf clubs to consider before going ahead with a renovation. There is also increasing recognition of the cost of doing nothing, which may be in the form of increased maintenance requirements to cope with an ageing golf course infrastructure or the loss of revenues when golfers move elsewhere.

"We have a number of resources available via www.asgca.org for clubs that are weighing up these factors, including our *Life Cycle Chart*, which outlines how long various parts of the golf course should last, a flyer titled *The Cost Factor*, which includes tips and techniques for reducing annual maintenance costs and *The Golf Course Remodeling Process: Questions & Answers* for clubs that are considering renovation work."

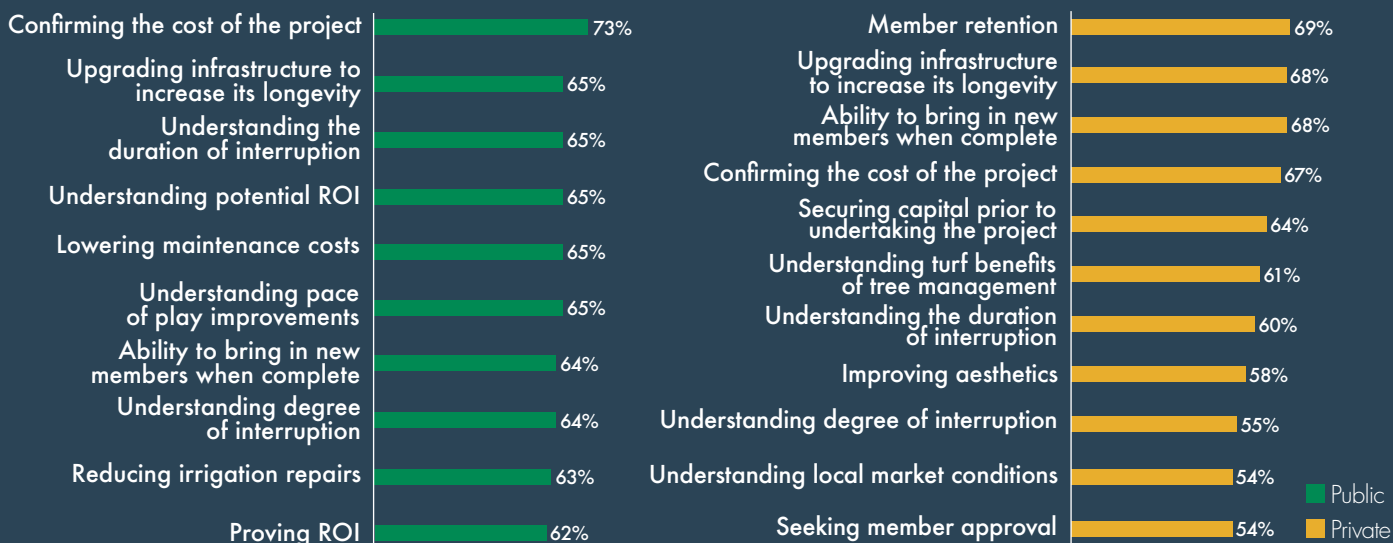
My final article in this series, which will appear in the Fall 2018 issue of *By Design*, will look at the different types of projects that architects have been involved in. ●



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

Figure 3. Most important factors for facility management to pull the trigger for a renovation or remodel

Importance of each of the following factors for facility management, in pulling the trigger for a renovation/remodel of a golf course(s)





“Like Macdonald, Raynor and Banks, I try to include a Redan on all my new course designs

Stephen Kay, ASGCA

With projects at over 300 golf clubs to his name, Stephen Kay, ASGCA, is one of the most prolific golf course architects in the business. The New York native, who now lives on a course he designed—Blue Heron Pines GC—in New Jersey, has been in practice since 1983 and for over 30 years has also been helping to educate the next generation of turf management experts, as an instructor at Rutgers Professional Golf Turf Management School in New Jersey.

Golf course designs completed by Kay include the acclaimed Links of North Dakota, set along the bluffs overlooking Lake Sakakawea, and The Architects Golf Club in Lopatcong, New Jersey, where—in collaboration with *Golf Digest* architecture editor Ron Whitten—Kay laid out 18 holes inspired by the great golf architects of history, from Old Tom Morris to ASGCA founding member Robert Trent Jones, Sr.

But Kay is perhaps best known for his renovation and restoration work, like his recent projects at Forsgate Country Club in Monroe Township, New Jersey and the Donald Ross-designed Union League Golf Club at Torresdale in Philadelphia.

How is your game?

I used to be able to play a bit, but now I'm just OK—my handicap is 9.9. Like so many of my colleagues in the golf industry, I find less time to play than I would like.

Which three people would make up your dream fourball?

I would love a round with three of golf's all-time greatest players. From history, I would choose Bobby Jones and Ben Hogan, and hopefully pick up some decent swing tips. From the present day, it would be Tiger Woods. It's clear that, even after a ten-year spell without a major championship, he remains golf's greatest draw.

What is your favorite hole in golf?

Rather than pick out a single hole, I would choose a hole type—the Redan. From the original Redan at North Berwick in Scotland, to the famous copies at places like National Golf Links of America and Shinnecock Hills, I'm a huge admirer of the 'fortified' concept, which requires golfers to consider alternatives to aiming directly at the pin.

I like my own versions of the hole too! Like Macdonald, Raynor and

Banks, I try to include a Redan on all my new course designs.

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

I might have had a few suggestions if you had asked me a couple of years ago. But I'm impressed with the new rules from the USGA and R&A that will come into play from the start of next year. I agreed with overall goals of the Rules Modernization Initiative—to make rules easier to understand, consistent, simple and fair—and the resulting revisions should also help to speed up the pace of play.

What project are you currently working on?

I'm helping Fiddler's Elbow Country Club in Bedminster, New Jersey, with a series of changes. It's the largest club in New Jersey, with three great courses. The original 27 holes (now forming part of the Meadow and River courses) were designed by Hal Purdy and opened in 1965. ASGCA Past President Geoffrey Cornish and Brian Silva added nine holes in the 1980s, and ASGCA Past President Rees Jones, ASGCA, added a third course in the early 1990s.

I developed a renovation master plan in 2013 and most of my current work has been on the Meadow course. We've also introduced great practice facilities (pictured left). It's been a pleasure to help the owners invest in the future of their club. ●



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