

Issue 49 | Summer 2020

BY DESIGN



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Golf's new dawn

This issue of *By Design* comes at a time when the world is enduring great change brought on by the coronavirus pandemic. The crisis has impacted sport in many ways, including the enforced closure of many facilities to prevent the spread of the virus.

As we emerge from the peak of the crisis, golf courses have provided a respite. A place where people can enjoy fresh air, exercise, competition and social interaction, all while keeping a safe distance. Many people who have yearned for an escape from the limitations placed on our normal lives have returned to golf and rediscovered its appeal, or started playing for the first time and are learning the joys of this wonderful sport.

In the cover story of this issue, some of the leading thinkers in the golf industry, including Henry DeLozier of GGA Partners and Bob Randquist of the GCSAA, provide perspectives on how golf has responded to the crisis, and how facilities can thrive post-COVID. The role a golf course architect can play in the 'new normal' will be important for clubs, from updating facilities to capitalize on potential new opportunities, or developing a master plan that enables clubs to improve their facility while being mindful of the impact that the virus has had on finances. Read more on page 16.

Also in this issue of *By Design*, golf course architects pay tribute to Paul Fullmer, the long-time Executive Secretary of ASGCA, who passed away at the start of the year. Paul was a driving force in raising the profile of the profession of golf course architecture and the people who practice it. Read more on page 12.



There's plenty more in this issue too, including news of the new ASGCA podcast series, an interview with ASGCA Donald Ross Award winner Renee Powell, and a selection of the wonderful golf designs created by young people as part of The Great Junior Golf Design Challenge 2020.

Jan Bel Jan, ASGCA
President
American Society of Golf Course Architects

BY DESIGN

Editor and Publisher: Toby Ingleton

Editorial contributors: Richard Humphreys, Chad Ritterbusch

Design: Bruce Graham, Libby Sidebotham

ASGCA Staff: Chad Ritterbusch; Mike Sheffy; Aileen Smith; Marc Whitney

Photography: Matt Ceplo; El Cortés Golf Club; Getty Images; istock.com/warregoldswain; istock.com/avdyachenko; Craig James Photography; Jekyll Island Golf Club; Jeff Lawrence; Nicklaus Design; Old Memorial Golf Club; Park Ridge Country Club; Renee Powell; Hills Forrest Smith; Somer Robertson; USGA; USGA Museum

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ASGCA debuts 'Insights' podcast



Photo: istock.com/advachenko

ASGCA Insights—a podcast from the American Society of Golf Course Architects—premiered on 27 April, featuring discussions with people who are making a positive difference in the golf industry.

The podcast aims to provide perspective and information detailing what people are experiencing today and gives thought to what the future may hold for the game and industry.

“This is a fun and informative podcast for anyone working in the golf industry, or those who simply enjoy playing the game,” said ASGCA President Jan Bel Jan. “There are so many bright people who have great ideas to share: architects, superintendents, builders, course owners, journalists and more. The experiences they have had and the good work they are doing to strengthen golf should be shared. ‘ASGCA Insights’ wants to talk with all of them!”

Since the first episode with ASGCA Past President Erik Larsen, who discussed the significant contributions golf courses make to communities, the podcast has featured interviews with a number of leaders, including:

- Award-winning journalist Brad Klein
- Golf course architect Forrest Richardson, ASGCA
- Bob Randquist, chief operating officer of the Golf Course Superintendents Association of America
- Golf course architect and ASGCA Past President Tom Marzolf
- Henry DeLozier of GGA Partners
- National Club Association President Henry Wallmeyer

PGA of America president Suzy Whaley has also spoken on the podcast about how her organization is communicating with its 29,000 members during the coronavirus pandemic and how she sees the golf industry interacting with players as more facilities reopen and playing opportunities return.

“Recently, we helped to launch ‘Back2Golf’, which is a three-phase plan—they’re recommendations coming out to the industry as golf courses are reopening,” said Whaley. She calls the plan “an allied collaboration” between the USGA, PGA Tour, LPGA, GCSAA, NGCOA, CMAA and the World Golf Federation.

“The guidelines emphasize social distancing and other preventative measures in alignment with the plan established by the White House and CDC. Golf is a terrific recreational outlet that offers a number of physical and mental health benefits.”

Listen to the ASGCA podcasts at asgca.org/resources/podcasts or via Apple, Spotify, iHeartRadio and Stitcher.



New data signals post-COVID boost for golf

Research from the National Golf Foundation showed that towards the end of May, 97 percent of golf courses in the US were open for play, compared to just 44 percent in early April.

The reopening of golf courses has brought new and returning players to the game: “There seems to be a surge in participation among beginning golfers and those who haven’t played in a while,” writes Joseph F Beditz, president and chief executive officer of the NGF. “Course operators are telling us they are seeing lots of new faces, and retailers are saying they are moving an unusually large number of beginner [boxed] sets of clubs.”

The Foundation’s latest report, released on 26 May, also estimates that two-thirds of pro shops are



back open, and over 80 percent of off-course golf retail stores had now opened, a huge increase on the four percent that were open in early April. Approximately 70 percent of all courses now have food and beverage service, too.

NGF has created a special COVID-19 online resource with regularly-updated data and insights on the impact of COVID-19 on the golf industry.

Find out more at:
thengfq.com/covid-19.

Renovation

Jekyll Island appoints ASGCA duo

Jekyll Island Golf Club in Jekyll Island, Georgia, has selected ASGCA members Troy Vincent and Bill Boswell to develop a master plan that will serve as a blueprint for the future.

The resort has 63 holes of golf, designed by Walter Travis, Dick Wilson, and Joe Lee. It comprises three 18-hole courses (Pine Lakes, Oleander and Indian Mound) and one nine-holer (Great Dunes).

“The purpose of the Jekyll Island master plan consists of evaluating the overall condition of each course and the age of each element—including greens, tees, bunkers and irrigation—as well as the playability and strategy of each course,” said Vincent.

“Bill and I have varying design concepts and styles but that has proven to be advantageous when dealing with a large project, allowing us to explore a number of opportunities that will ultimately benefit Jekyll Island.”



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New golf course

New golf course opens at Florida community

A new golf course designed by Chris Wilczynski, ASGCA, has opened for play at the Esplanade at Azario Lakewood Ranch community in Florida.

The course is to be a resident-only private venue with 18 holes laid out on rolling ground. It can be played from 3,500 to over 7,000 yards and features wide fairways, strategic bunkering, and five holes that can be played along and through mature oaks and pines.

“Our goal was to create a course that’s visually dynamic and fun for players of all abilities. I’m excited for people to experience it,” said Wilczynski.

The twelfth hole plays to a raised green surrounded by several deep bunkers and native vegetation. The seventeenth requires a tee shot across a lake to a multi-tiered 9,000-square-foot green, adjacent to the largest native oak on the property.

To add a dimension to the previously flat land, Wilczynski and his team dug several large lakes and used the soil from the excavation to construct the golf course, residential lots and roads.



Photo: Somer Robertson



“Golf is a tremendous, wonderfully unique form of recreation.”

FORREST RICHARDSON, ASGCA

In the latest podcast from *Golf Course Industry's* “Tartan Talks” series, Forrest Richardson, ASGCA, makes the case for why golf matters during these uncertain times brought on by the coronavirus pandemic.

“I’m optimistic that our rebound, not just in golf but in all sectors, will be very sharp,” said Richardson. “I think attitudes will prevail. My encouragement for the golf industry,

whether it be a superintendent, owner, architect, or all the suppliers and hospitality, is that they are equipped for everything. We have the opportunity in this crisis to point out the value of golf during times such as these.”

Richardson goes on to talk about the role of golf as respite for people during the Spanish Flu and various conflicts in the twentieth century.

“Golf has been a constant for 500

years and a little sanctuary where people can have fun and recreate,” he said. “Golf is a tremendous, wonderfully unique form of recreation and sport, where you play with your own equipment and each player uses their own ball. I think those positive values are things we need to carry forward.”

Listen to the full “Tartan Talk” at golfcourseindustry.com.

HERE ARE LINKS TO OTHER RECENT “TARTAN TALKS”:

- [ASGCA President Jan Bel Jan talks about how golf course architects can handle projects during the current pandemic.](#)
- [ASGCA Past President Steve Forrest and Shawn Smith, ASGCA, reflect on their decades working together.](#)

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Renovation

Highlands Meadows renovation nears completion

Hills Forrest Smith is continuing with a renovation of the course at Highland Meadows Golf Club in Sylvania, Ohio.

The design firm developed a master plan in the 2000s that focuses on making the bunkers more impactful by improving their strategy and aesthetics.

“The final phase of the bunker project includes 52 new or rebuilt bunkers,” said Shawn Smith, ASGCA.

The project has been continuing amid the global pandemic with both the maintenance and the construction crews operating with reduced staff and practicing social distancing.



Photo: Hills Forrest Smith

Industry news

USGA joins climate initiative

The United States Golf Association (USGA) has joined more than 100 organizations—including the International Golf Federation—in becoming a signatory of the United Nations Sports for Climate Action Initiative.

Signatories of the initiative commit to five principles: undertaking systematic efforts to promote greater environmental responsibility; reducing overall climate impact; educating for climate action; promoting sustainable and responsible consumption; and advocating for climate action through communication.

“Golf is an outdoor game that connects millions of players to their environment and their community,” said Mike Davis, CEO of the USGA. “Its uniqueness in sports, with an arena in which the



Photo: USGA

architectural design and landscape plays an active role in its universal appeal and enjoyment, provides us with countless opportunities to engage and positively impact the future of these green spaces. We look forward to learning from our colleagues and sharing golf perspectives in this very important and unifying effort.”

Pizá integrates short course into range at El Cortés



Photo: El Cortés Golf Club

Agustín Pizá, ASGCA, has designed a new multi-purpose practice facility for El Cortés Golf Club at the Puerta Cortés Resort near La Paz, Mexico.

“We proposed to our client to design a space that could work as a golf academy, pitch-and-putt and a driving range, whilst creating a desert-style area with less turf to irrigate and maintain,” said Pizá.

The new multi-purpose facility includes a 10-hole pitch-and-putt course (with holes varying between 30 and 130 yards).

Rockland reopens following bunker work



Photo: Matt Ceplo

Rockland Country Club in Sparkill, New York, has reopened its course following a renovation overseen by A. John Harvey, ASGCA.

Harvey’s master plan called for the renovation or creation of 76 bunkers, a new green at the first and regrading on the eighteenth.

“It has been enjoyable recapturing the spirit of the course with a delicate and sincere purpose, setting the stage as a nice refreshing test of golf for the membership for years to come,” said Harvey.

Social update



Today is the 50th anniversary of #EarthDay. We at RTJ II believe that golf courses worldwide are being created in harmony with the environment, and with the intention that they will be maintained as sustainable resources. Read our Green Proclamation here: <https://bit.ly/3eEP4TX>



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Excited to get this renovation project underway at one of my old stomping grounds. The renovation and re-design of the green complex at the world-renown teaching facility at [Old Waverly Golf Club](#) will more than double the size of the green and better replicate on-course situations. [#golf#architecture](#)



Nathan Crace
Principal & Golf Course Architect



What better course to showcase our animated golfers than Sahalee Country Club. You really appreciate the scale of the course and the towering pine trees. [#animation](#)



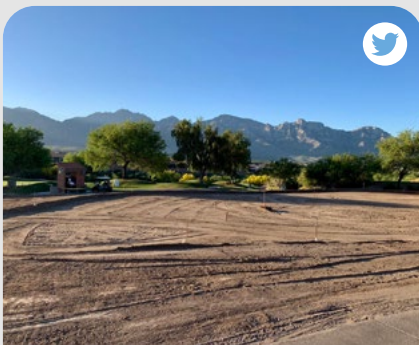
Harris Kalinka



Golf course architects Paul Albanese and Jerry Matthews are adding a new nine to the 36-hole Saskatoon Golf Club in Caledonia, Michigan.



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Mike Gogel
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New golf course

Sanford completes new course in Egypt

Sanford Golf Design has completed work on the new Hacienda Bay golf course in El Alamein, Egypt.

The course first entered construction in January 2008, but the development was put on hold due to the Arab Spring in 2010. When construction began again, ASGCA Past President John Sanford was asked to reduce the size of the course and practice area to make space for additional housing.

Seven holes (one to five, seventeen and eighteen) were redesigned to make way for more villas.

"The owner wanted to make the golf course accessible to Egyptians who purchased villas within the resort," said Sanford.

"Sixteen, seventeen and eighteen



Photo: Sanford Golf Design

stand out as potential big 'swing' holes. The sixteenth is a medium-length par three with a peninsula green surrounded by water. Seventeen has a double fairway split by desert, it's typically downwind and

potentially a drivable par four; and the eighteenth is a long, demanding par four dogleg left with water on the right side of the second shot."

The golf course is planned to open in summer 2021.

Renovation

ASGCA members add new nine

Paul Albanese, ASGCA, and Jerry Matthews, ASGCA Fellow, are adding a new nine to the 36-hole Saskatoon Golf Club in Caledonia, Michigan.

"The Silver nine will be very different than the other 36 holes, and this is due in a large part to the unique piece of property they gave us to work on," said Albanese. "It is essentially glaciated sandy terrain interspersed with wonderful mature and large pines, oaks and maples."

Construction is under way with the Silver nine expected to open in the fall, although the impact of coronavirus may see this pushed back.



Photo: Carter Sherline

Restoration

Davis restores greens at Oklahoma City

Tripp Davis, ASGCA, has completed restoration work on the golf course at Oklahoma City Golf & Country Club in Nichols Hills, Oklahoma.

The focus of the project has been to restore greens to a style closer to the original design, a Perry Maxwell and Alister MacKenzie collaboration that opened in 1929.

"The combination of preserving and restoring greens, restoring the width to fairways, recapturing a bunker style that fits the architectural lineage, and bringing back a lot that makes you think on every shot, has been really fun to see," said Davis.

The project has also seen significant tree management and repositioning tees to a more natural look.



Photo: Tripp Davis, ASGCA

The guiding hand of ASGCA

Long-time ASGCA Executive Secretary Paul Fullmer passed away in January 2020. *By Design* hears how he shaped the society and the profession.

Paul Fullmer—who served as Executive Secretary of the American Society of Golf Course Architects from 1970 to 2004—passed away in January 2020, aged 85.

He spent his entire career with Chicago public relations firm Selz/Seabolt Communications, becoming president in 1980—a position he held until communications giant Publicis bought the firm in 2000.

“I think the word that best described Paul was ‘genuine,’” says his wife, Sandra. “He lived his faith and ethics to the letter. He listened—something a great many CEOs do not know how to do—and therefore had a wonderful relationship with the people who worked in his public relations office.

“Clients remained loyal for years because of this. He had a keen, quick sense of humor and knew how to tell a story... especially about the time leading up to our first date.”

That first date, set up by Fullmer’s then-boss Larry Selz, was also the first step to a relationship with ASGCA. Paul and Sandra would go on to

marry and it was Sandra’s father, golf course architect Percy Clifford, ASGCA Fellow, who, with a little arm-twisting, persuaded Fullmer to take on the role of Executive Secretary.

“When Paul was hired, he immediately took charge in getting the Society in order with our financial books, communications and distribution of information important to the golf course field about design,” says ASGCA Past President Bill Amick, a firm friend of Fullmer who exchanged emails with him on an almost daily basis for the past 30 years.

“What had been done previously was handled, or more accurately, mishandled, by an annual revolving order of officers. Officers did what they could alongside their more essential individual practices, but when Paul began to handle these things, we realized how amateurish earlier efforts had been.

“Paul, with his training and skills, knew how to inform the golf industry about the proper roles of golf course architects and their

value in the creation of new, and improving existing, courses. And he did it effectively, favoring no individual member.”

“Paul made an incredible contribution to golf course architecture through his professional organizational efforts and saintly demeanor,” said ASGCA Past President Mike Hurdzan. “Paul became affiliated with ASGCA when it was a collection of mavericks with strong personalities and biases, who really only had their profession in common.

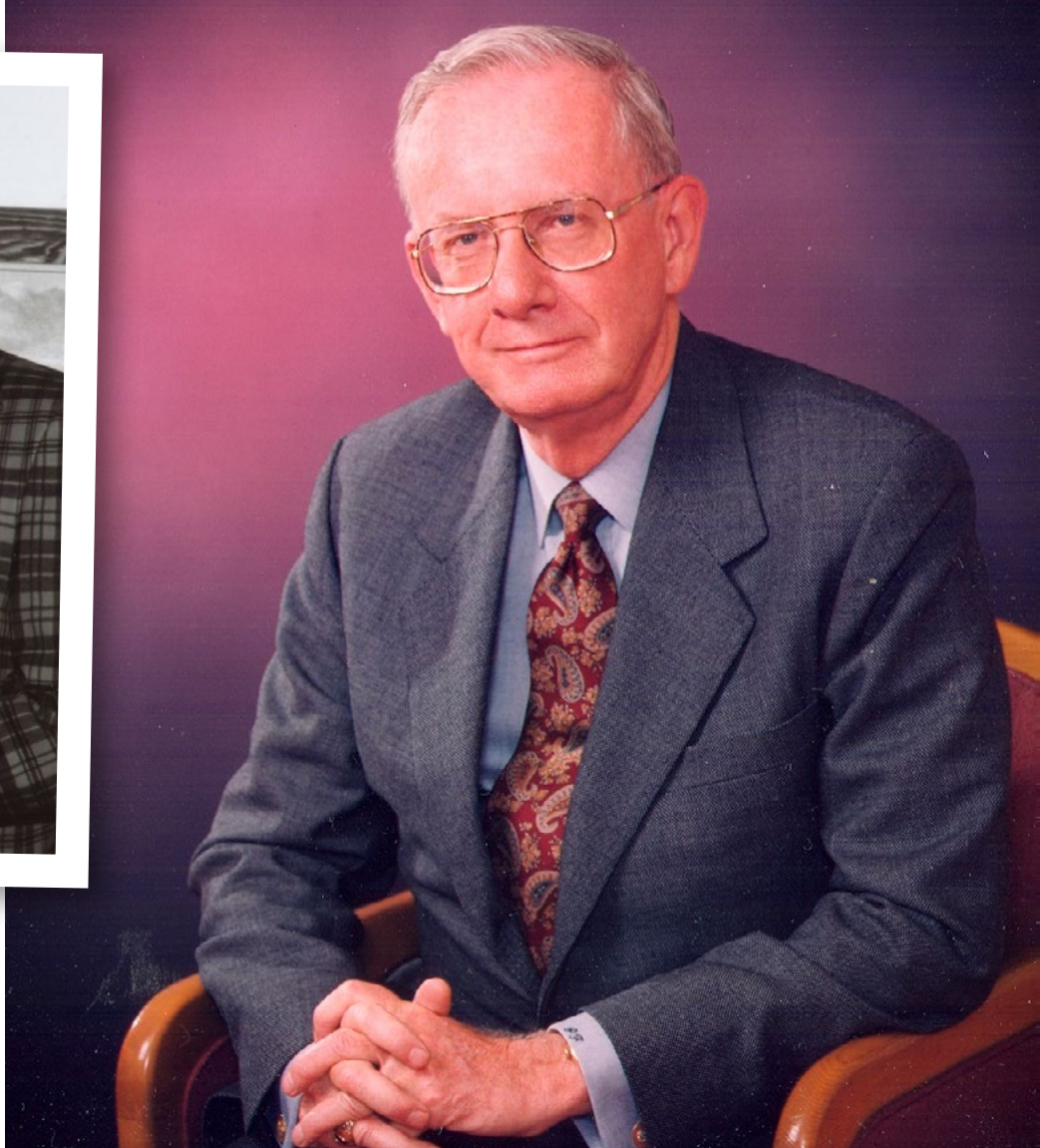
“There were a few professional guys who helped build some crude organizational structure, but they ran it with a fairly heavy hand. I don’t mean to disparage those early members because they did create an organization that, despite a few fragilities, had the potential to become well respected. And then in 1970, they hired Paul.

“Soon it was clear that he could do things for the organization that they did not have time for themselves, or the capabilities to do, or the experience and resources that Paul





Paul Fullmer served as Executive Secretary of ASGCA from 1970 to 2004. He was supported by his wife Sandra throughout his tenure



brought to the game. He was made Executive Secretary and became the group's guiding hand, and he did it with a velvet glove. Paul did not dictate but rather he led, and he did it with an undeniable logic. His patience was incredible, and he was a great listener to all sides of a discussion, and then at the right moment, he would resolve the issue at hand with the perfect compromise."

That guiding hand was appreciated by many ASGCA Presidents. "I know that without him I would have seriously struggled," says Dick Phelps, ASGCA Fellow, who served as president in 1980-81. "He knew what subjects needed to be written about, what to emphasize and who it should be directed to."

"My picture of him will always be the professorial pose with pipe in hand. He kept us in line and had a major role in the maturation of the ASGCA from a drinking, good-old-boys club to a society dedicated to comradery, professionalism, exchanges of technical and design issues, our place in the overall golf

industry, and many other areas in which we had major input in the game of golf."

Fullmer was a great support to new members too. "Paul was the Executive Secretary when I became a member," says ASGCA President Jan Bel Jan. "It was easy to speak with Paul because he was always interested in each person as an individual. He welcomed

architect once called Paul asking if he knew of a firm looking for someone. Paul in fact did, and gave him the number for the Arnold Palmer Design Company. This young man was hired and did extremely well. From then on, every time he would see Paul, he would go down on one knee and say, 'Nice to see you, Your Eminence!' and kiss Paul's Notre Dame ring."

/// Paul knew how to inform the golf industry about the proper roles of golf course architects

new members and did his best to help them feel comfortable at their first meeting and every meeting."

"Paul had a gift of carrying a huge network in his head," says Sandra. "It really was extraordinary how many liaisons he created. One budding

Bel Jan says: "Paul relished learning what was important to you. You learned he cared when he later recalled the smallest details. That was the 'reporter' in him."

"Paul was a sportswriter in his early days, and it showed," says Chad

Helping to shape the ASGCA

During his tenure as Executive Secretary of ASGCA, Paul Fullmer introduced many significant initiatives that have shaped today's Society. These include:

Environmental leadership

From the very start of his tenure, Paul encouraged ASGCA members to consider the environmental impact of projects through the establishment of the ASGCA Environmental committee and publishing *An Environmental Approach to Golf Course Development*.



Growing the game

Among many initiatives designed to help grow the game of golf, in 1973 Paul helped establish the ASGCA Foundation, which supports the practice of golf course architecture and the health of the game.

Advancing communications

Paul helped to propel the golf course architecture profession into the minds of clients and the world through thousands of articles in the media and the production of various ASGCA publications.

Recognizing achievement

The Donald Ross Award was created in 1976, annually awarded to an individual who has made a significant contribution to the game of golf and the profession of golf course architecture.

Breaking barriers

Paul's tenure saw the first female President of the ASGCA, with Alice Dye taking on the role in 1997.

Creating a brand

Paul helped to give a stronger brand identity to the ASGCA, including the 'Ross Tartan' jackets, first adopted in 1973.



Membership growth

Under Paul's direction, ASGCA's membership flourished and in 2000, the Society welcomed Forrest Richardson as its 200th member.

Ritterbusch, who assumed the role of executive director after Fullmer retired. "I'm not sure I've seen anyone write so clearly, so quickly. Whether reflecting on the activities of ASGCA or paying respects to the departed, he always knew what to say. He guided us and helped us understand. He wasn't just smart; he was wise, too.

"His skill and savvy helped establish golf course architecture as a recognized profession, and ASGCA as a voice in the game of golf. His personal standing helped unite the varied voices of the Society. Along with visionary members, he gave the organization purpose. He was, as Alice Dye once told me, "The glue that held ASGCA together."

"From knowing Paul for 50 years, I can say with authority the following: he was well organized, wrote effectively and was a great husband and family man," said Amick. "Paul treated everyone with respect."

"Paul's natural penchant for collaboration was always on display," says Bel Jan. "While he helped lay the foundations for cooperation with other golf associations, he always reminded us that ASGCA was the voice of its members and how important it was to be active in the Society."

"Paul mentored us to be sure that we did not take on too many initiatives and made sure that we would always be seen in the best light, but invisible himself," says Hurdzan.

"He really was more of a father figure than an Executive Secretary for we could always turn to him to be a sounding board and offer sage advice. The result was that

At the service remembering Paul, Sandra was joined by ASGCA members (from left) Cary Bickler, Don Knott, Damian Pascuzzo, Dick Phelps and David Rainville



Paul takes centre stage at the 2004 ASGCA Annual Meeting in Hilton Head Island, South Carolina, his last as Executive Secretary

ASGCA became a respected organization, that continually raised its professional standards and image, grew in numbers and stature, and had far greater impact on the world of golf than any such small organization could hope to have... and all because of Paul.

"Of course, Sandra was equally capable, and everyone loved and respected them as people, as well as their ability to get things done, for they knew that the Fullmers cared as much or more about ASGCA as the members. Sandra did more to preserve the history and activities of ASGCA than any other one person, and she did it selflessly."

"Paul left a legacy blueprint of leadership that Chad has assumed and works to perfection," says Hurdzan. "As a member since 1974, I honestly believe that it is impossible to overstate the importance of Paul to the ASGCA—and now Chad—to making this organization as recognizable and respected as it is today. We are blessed." ●



"Paul brought a new level of awareness to a wider range of individuals"

CHAD RITTERBUSCH
EXECUTIVE DIRECTOR, ASGCA

When Paul Fullmer became ASGCA Executive Secretary in 1970, most golfers and golf course developers were only aware of a small number of golf course architects. Paul, though, ensured that people saw the profession through a broader lens by showing how the profession was practiced by a diverse group of practitioners with impressive qualifications. As ASGCA Past President Mike Hurdzan puts it, Paul "brought a new level of awareness to a wider range of individuals."

But how exactly did Paul contribute to this new level of awareness? First, he helped the members of ASGCA be better at their craft, which he did by making ASGCA meetings educational so ASGCA members went to clients better armed with perspective, techniques and the

'latest.' Second, he cultivated a sense of collaboration and mutual respect among golf course architects that helped clients see the profession in a more impressive way.

The other thing that Paul did was place countless stories about the profession in publications read by everyone from golfers and landowners to government regulators and municipal officials. These always offered an informative brochure of some sort that could be requested from ASGCA headquarters. The distribution of thousands of articles and brochures over 34 years had a major effect. People who hired golf course architects or simply played golf 'suddenly' viewed the golf course architect as essential—the 'point people,' as Paul used to say.



Golf's new dawn

How should golf facilities adapt to thrive post-COVID? Richard Humphreys canvasses the opinion of golf industry leaders



Photo: iStock.com/warriengoldswain

With much of the world now beginning to emerge from the coronavirus pandemic and take steps towards what we previously considered 'normal' life, golf course owners and operators are considering how consumer attitudes might change and how they might best respond.

Many golf courses in the U.S. were required to close for a prolonged period during the pandemic, to limit the spread of the virus. In the week ending 6 April, the National Golf Foundation (NGF) reported that only 44 percent of golf courses were open.

But fast-forward two months to the end of May, and golf is returning with a flourish. Ninety-seven percent of U.S. golf courses were back open for play, according to NGF, and

many were reporting "new faces," with people trying out the sport for the first time or returning after a lapse in play.

In a recent story in the *New York Times*, Bill Pennington reported that when Hazeltine National Golf Club, near Minneapolis, Minnesota activated its automated online tee booking system, it took just two seconds to fill the entire tee sheet for the following day.

And Hazeltine isn't an isolated case. Golf clubs have been inundated with bookings and membership requests. Speaking in an Asian Golf Industry Federation podcast, DJ Flanders, senior vice president of Troon International, said: "Almost without exception, we sold memberships during this period because there were people

who wanted to play golf and were willing to buy a membership so that they could get out and play."

Many other sporting facilities have remained closed for longer, giving golf the chance to fill the void for people who want to exercise and compete in an open space. This has been possible thanks to the practical steps that clubs have taken to make sure the sport is safe.

Henry DeLozier of GGA Partners says: "As golf courses and private clubs across the globe reopen to accommodate golfers with pent-up demand and new-found eagerness, golf course operators are taking the prescribed steps for reducing and sanitizing touch-points such as flagsticks and ball washers, reduced practice tee services and on-course comfort stations."



Like many clubs, Park Ridge Country Club near Chicago has taken such steps: “We have adopted new practices and policies within our golf operation and the Park Ridge community,” says head professional Luke Hemelstand. “For the first time in club history, we implemented a tee sheet with the ability for advanced reservations. The tee sheet has allowed us to manage the flow of members on the property, while maintaining and managing social distancing guidelines set in place.”

Thinking ahead

But Park Ridge had gone a step further, too, turning the disruption of a forced period of course closure into opportunity, by bringing forward renovation work that was originally scheduled for fall.

Working with ASGCA Past President Greg Martin, the club pushed the button on a project on its back nine. “The update is based upon aging infrastructure,” says Martin. “The demographics are changing and the changes to the golf course must accommodate those shifts in play, strategy and golfer expectation.”

“Addressing the infrastructure is the basis of all other aspects of design. The better the infrastructure, the more able the club will be able to respond and recover.”

Martin goes on to say that now could be a good time for clubs to consider its long-term vision. “A good master improvement plan will have considerations for phasing options,” he says. “There are good ways to do this and there are bad ways. Every club is different.”

Old Memorial Golf Club in Tampa, Florida, also advanced a course renovation project—from May to March. ASGCA Past President Steve Smyers says: “The coronavirus has had a significant impact on the world. It has affected every person either directly or indirectly. Old Memorial is no different. Due to its sizable national membership and the risks of traveling, there was an unprecedented number of cancellations in golf rounds, lodging, and dining.”



Smyers says that moving the project to an earlier date not only enabled it to “get ahead of the rainy season” but to “allow the course superintendent Sam Muller more time to grow and prepare the finished product for the season in the fall.”

DeLozier says that now is a good time for clubs to work with a golf course architect. “Most people are becoming more receptive to—or tolerant of—change that makes sense,” he says. “Golf course architects watch the play of the game continually. They monitor and understand technological advancement. They observe new shotmaking techniques on the Tour and elsewhere to see what applications are needed for practice and for on-course flow management.”

“Architects help a club thrive by keeping it relevant to golfers. Relevance is the key to engagement and the emotional commitment many golfers make to the game. Defining spaces and uses, introducing new tactical solutions, and making care and upkeep ever more manageable are keys.”

DeLozier’s advice for golf clubs post-COVID is: “Control the things that

you can control. Adaptability for all parties is the key for the future. Now is the time for clubs and architects to come together. Architects can propose cost-effective designs and ideas to make clubs more successful.”

The power of practice

“Practice will grow after the pandemic spreads as people seek outdoor recreation in somewhat isolated locations,” continues DeLozier. “Practice facilities will need to expand to enable more tee space—when possible—and social distancing will require ease-of-access considerations.”

“New practice techniques and technological capabilities require more small-cove-type spaces where one can work on his or her game in a quieter area with shot-specific training capabilities—like different types of shots and with real-course similarities.”

Bob Randquist, chief operating officer of the Golf Course Superintendents Association of America, agrees that golf facilities will be concerned about maintaining social distancing on practice areas. “Architects can offer valuable insight for practice facility renovations



Some golf construction work was able to proceed during the coronavirus outbreak. Projects at Old Memorial GC in Florida (above) and Park Ridge CC near Chicago (left) were brought forward to take place while the courses were closed to golfers

that assure social distancing while allowing a large number of players to practice,” he says.

Practice has been central to the new design by Jeff Lawrence, ASGCA, at 3’s Greenville in South Carolina. Formerly an 18-hole par-three course, Lawrence worked with the owner, Davis Sezna, to transform the facility into a 12-hole main course and six-and-a-half acres practice area, along with a 16,500-square-foot putting course inspired by the Himalayas course in St Andrews, Scotland.

Sezna is trying to deliver a concept that appeals to all, and breaks some of the traditional perceptions of golf. “We at 3’s Greenville are excited to introduce a fun and less intimidating golf experience at an extraordinary level of quality and service,” said Sezna. “Our theme will be golf, beer, barbecue and beyond.”

The course will be floodlit at night, music will play and video cameras will capture some of the action. The emphasis is on delivering an enjoyable experience that promotes fun for all.

Lawrence says: “The game is changing. Providing more variety for people to learn and participate in golf,

regardless of the format, is good for the game. A venue like 3’s Greenville provides a platform for anyone to enjoy the experience, regardless of age or skill level. You don’t even need to play golf to enjoy the ambiance and atmosphere of this unique setting. It is an exciting time for golf as the industry has an opportunity to think beyond the norm and

Now is the time for clubs and architects to come together. Architects can bring forward cost-effective designs and ideas to make clubs more successful

create new and exciting venues that promote golf, both domestically and internationally. People are realizing how important time is with friends and family, so let’s take this challenging time and turn it into an opportunity to explore new ways to reach all demographics in promoting golf as a social and family event.”

This model could be of particular appeal to young people, who DeLozier

highlights as a potential new audience: “With extra time on their hands, many students—historically under-represented in golf’s participation profile—are discovering golf.”

“Being flexible and accommodating to the ever-changing landscape will be key to any facility’s success,” says Lawrence. “They need to keep their focus on being understanding of the conditions while always having creative solutions to any challenges that arise. Even though the economy has taken a major hit, golf facilities have the ability to position themselves as a cost-effective and safe way to recreate and socialize. What a great window of opportunity for the industry to promote golf as a safe and viable way to interact with others, as social distancing is not going away anytime soon.”

A good walk

With the COVID-19 pandemic seeing limitations imposed on the use of carts, some golfers have learned that the sport doesn’t necessarily spoil a good walk.

“What we see as a trend right now is more people are accepting of walking and carrying their own bag today than we would have previously seen,” says Michael Wheeler, the CEO at Cherokee Town & Country Club in Atlanta. “Caddies are not available and so when we opened

with golf carts only on one course, the only option to play the other was to walk and carry.”

“I am convinced that more walkable courses are an important future design consideration,” said Randquist. “That is based more on my observation that in the past ten years more players are choosing to walk as they play golf to enjoy the physical fitness aspect of the game. Walking the course also

“It’s always
been part art,
part science —
and pure joy.
I’m a voice of
the ASGCA.”

— DR. MIKE HURDZAN



asgca.org

provides the opportunity to fully experience the 'nature aspect' of the course and more frequent conversation with their playing companions."

"I hope one good thing to come from this virus is golfers walking more," says Tripp Davis, ASGCA, who has seen an increase in walking at Oklahoma City G&CC, where he has recently completed renovation work (read more on page 11). "The course reopened right when restrictions were going into place for the coronavirus, so players had to walk, and tee times were spaced out more. Word spread fast though, and even without carts available and no caddies, the tee sheet has filled up every day within a few minutes of being available."

Joel Purpur, golf course superintendent at Park Ridge Country Club, says: "With the restriction of golf cart availability only for medical reasons, I hope that more people continue to walk during their round of golf after restrictions are lifted. It is great for your health and the way golf was meant to be played."

From an architect's perspective, Martin says that he considers the walking element of the golf course when designing or renovating as it helps the flow of traffic on the course. "I am always looking at making the green-to-tee experience better," he says. "It is the most underrated aspect of design and anything that helps simplify the transition will help golfers, the pace of play and the overall experience."

Rediscovering golf

While improved safety measures will be a central part of the 'new normal' for golf, DeLozier says

/// I think the game of golf can actually benefit through this epidemic period and have a lot of new golfers once we get on the other side

"alert operators are re-focusing golfers' attention on the powerful existential attributes of the game of golf—personal accountability,



Photo: Jeff Lawrence



Photo: Tripp Davis, ASGCA

Oklahoma City G&CC has been recently renovated by Tripp Davis, ASGCA, who hopes to see golfers working more. Top, the new Greenville 3's facility in South Carolina will offer golfers a new type of experience

independence, and dealing with adversity for example. Re-starting golf enables operators to remind golfers of the values within the game itself."

Kris Hart, founder of NextGen Golf—a subsidiary of PGA of America—adds: "Other sports cannot be played, and local golf leagues—like PGA Junior Leagues—

reopened has been busy," says Flanders. "There's a lot of people who usually play contact sports who now don't have that outlet and are choosing to either take up the game of golf or come back to the game."

"As an industry, if we manage this well, and are all responsible and take care of each other, I think the game of golf can actually benefit through this epidemic period and have a lot of new golfers once we get on the other side. That's because people see it as a safe option to get outside and have some exercise."

"Golf will grow in participation," says DeLozier.

are an attractive option for junior golfers and newcomers."

"Without exception, every one of our golf properties that has

For guidance on how to reshape your facility to thrive post-COVID, you can find a local ASGCA member at [asgca.org/architects](https://www.asgca.org/architects).

Giving hope through golf

Richard Humphreys speaks with 2020 ASGCA Donald Ross Award recipient Renee Powell.

Renee Powell was just a small child when her father, World War II veteran Bill Powell, became the first African American to design and build his own golf course. Having raised funds to purchase a former dairy farm on the outskirts of East Canton, Ohio, he moved his family to the site and began laying out nine holes. Clearview Golf Club opened in 1948 welcoming everyone. In a time of racial segregation, it introduced black people to golf.

By the time Bill Powell started to design a second nine, thirty years later, his daughter had become a highly accomplished golfer, having dominated youth events in the area, captained the Ohio State University golf team, then joined the LPGA—

following former tennis star Althea Gibson to become the tour's second black player—in 1967.

Powell also played throughout Europe in the 1970s and by the end of the decade turned to teaching golf. She eventually returned to her family club, in 1995 becoming Clearview's head professional, a role she holds to this day.

Powell now devotes much of her time to charitable endeavors, including the Clearview Legacy Foundation for Education, Preservation and Turfgrass Research. Her achievements in golf have been recognized by many, not least by the Royal & Ancient Golf Club in St Andrews, who invited her to become one of the first female honorary members in 2015.

Congratulations on being named the ASGCA Donald Ross Award winner for 2020. How does that feel?

Receiving the award is extremely special to me, knowing it is given to an individual who has made contributions to the game of golf and the profession of golf course architecture.

Being around golf courses my entire life is what makes this award very dear to my heart. Although I was mostly on the LPGA Tour when my dad was building the second nine at Clearview in 1978, I was able to walk the land, ask him questions and see his vision.

Golf course designers and architects are artists and preservers of the land. Donald Ross was an apprentice to Old Tom Morris at St Andrews and,

Photo: courtesy of Renee Powell





“When I looked at the previous recipients, I literally got goosebumps”



Photo courtesy of USGA Museum

in 2019, the Powell family was the recipient of the Old Tom Morris Award [from the Golf Course Superintendents Association of America]. By looking at this connection, it makes me very humble to be the recipient of this very prestigious award.

When I looked at the previous recipients, I literally got goosebumps. To be in added to that same list (see box, page 25) makes me proud that my dad introduced me to the game that continues to humble each of us every time we tee it up.

What does it mean to you to work at a club, alongside your brother Larry, that your father designed and built?
It is the dream job. To know the history of why my father built

Clearview golf course shows a determination of an individual to turn a negative into a positive—to be determined to make a difference even if it is against all odds. To understand how he built the course also showed his perseverance. To build the course, he actually walked back and forth on every fairway with a hand seeder around his neck just to seed each hole.

For me, to know I have the genes of a person who has made a significant contribution to the world of golf gives me a huge sense of pride. He taught our entire family the game. I learned how to mow greens and fairways, and how to water a golf course, but as the only daughter in the family, I was able to devote my time to practicing and playing the game of golf.

My brother Larry, on the other hand, learned about agronomy and how to maintain a golf course. To work alongside him is a real privilege. We both learned from our father and we both do special jobs—he as the superintendent and a member of the Golf Course Superintendents Association of America and me as the golf professional, and a member of the LPGA and PGA.

We are both carrying on the legacy of what our parents built at Clearview and to me there is no other place I would rather be. My dad could never have done this without his team and my mother who was his support system and who also ran the inside business part while my dad did the outside maintenance portion.

ASGCA Donald Ross Award Winners

The Donald Ross Award is ASGCA's highest honor, presented annually to an individual who has made significant and lasting contributions to the profession of golf course architecture. Previous winners are:

1976 Robert Trent Jones
 1977 Herbert Warren Wind
 1978 Herb and Joe Graffis
 1979 Joe Dey
 1980 Gerald Micklem
 1981 James Rhodes
 1982 Geoffrey Cornish
 1983 Al Radko
 1984 Dinah Shore
 1985 Peter Dobereiner
 1986 Deane Beman
 1987 Charles Price
 1988 Frank Hannigan
 1989 Dick Taylor
 1990 John Zoller
 1991 Michael Bonallack
 1992 Paul Fullmer
 1993 Brent Wadsworth
 1994 James R. Watson
 1995 Pete Dye
 1996 Ron Whitten
 1997 Gene Sarazen
 1998 Judy Bell
 1999 Arnold Palmer
 2000 Jamie Ortiz-Patiño
 2001 Jack Nicklaus
 2002 Byron Nelson
 2003 Bill Campbell
 2004 Thomas Cousins
 2005 John Singleton
 2006 Jim Awtrey
 2007 Dr. Michael Hurdzan
 2008 George Peper
 2009 Ron Dodson
 2010 Tim Finchem
 2011 James Dodson
 2012 Bill Kubly
 2013 Rees Jones
 2014 Major Dan Rooney
 2015 Bradley S. Klein
 2016 Michael Bamberger
 2017 Alice Dye
 2018 George H. W. Bush
 2019 Joe Passov
 2020 Renee Powell



I learned so many lessons from my dad, such as having a dream and setting goals, never allowing anyone to define you as a person, everyone in life has obstacles, and never ever give up!

What do you think your father would make of your achievements?

My father would expect us to achieve. We come from a family of workaholics.

He was able to accompany me to Scotland when the University of St Andrews bestowed an honorary doctorate degree to me—the first time that had happened in Scotland in 63 years. That was in 2008 and he passed the following year. He probably would be ecstatic that I have become the only American and golfer to ever have a building named after me at the University of St Andrews, but he would not find it surprising. He would be beaming with pride.

He would also expect us to work hard to continue to build on the foundation and the legacy that both he and my mother created.

Tell us more about the Clearview Legacy Foundation

In 2001, Clearview became one of only a handful of golf courses in the United

States listed in the National Register of Historic Places by the US Department of the Interior. Also, in that same year, the Clearview Legacy Foundation for Education, Preservation and Turfgrass Research was formed.

It has allowed us to educate youngsters in the game of golf and the game of life. We do programs for youth and seniors, for those who never thought they would have the opportunity to participate in the game of golf, and for youth in foster care.

The most rewarding program for me, however, has been Clearview HOPE (Helping Our Patriots Everywhere), a program for female military veterans. Most of our women are dealing with PTSD and a couple have Purple Hearts. There are over 50 women in the program, from northeastern Ohio.

Last year, six of them had an extraordinary opportunity to take a trip to the 'home of golf.' It was sponsored by a friend of mine who created the St Andrews Legacy to offer a once-in-a-lifetime experience to veterans. The university hosted them for a week in the Renee Powell Hall. Several of the women who went on the trip had suffered with suicidal tendencies in the past and have said



Photo: Craig James Photography

Above, with brother Larry at Clearview Golf Club. Left, the Powell family—Billy, Marcella, Larry, Bill and Renee. Far left, with her father Bill, the first African American to design and build his own US golf course.

the Clearview HOPE program has saved their lives.

What I like most about having created this program is the fact that I am able to give back to those women who have signed on the dotted line and deployed to wherever our government sent them. I can use my golf talents to give them something to enjoy and provide a safe space.

What does the future hold?

My dad was never able to put in an automatic irrigation system, so that is

beyond. Also, for it to be a beacon for justice for all, a place where people will come to play golf for the enjoyment of it and to educate themselves and others about Bill Powell, a man who did not let any obstacles stand in his way of achieving something for the betterment of all people.

I am aiming to have a building constructed that will serve as an educational center and house the William and Marcella Powell Archival Area, the Lawrence Powell Agronomy Room and the Powell Golf Academy.

// Larry and I are both carrying on the legacy of what our parents built at Clearview

high on my list. We must rely upon Mother Nature to water the fairways and if that does not happen in the summer, then our fairways are brown. However, we do have some of the very best greens in the state of Ohio, a credit to my brother Larry.

My goals for the Foundation are that it will have raised enough money to sustain itself long into the future, for at least the next seventy years and

I am also working hard to complete my autobiography and hope that there will also be a movie made about my dad and Clearview. ●

Renee Powell will receive the ASGCA Donald Ross Award at the 2020 ASGCA Annual Meeting, which is scheduled to take place in Cleveland in October. She is head professional at Clearview Golf Club www.clearviewgolfclub.com

Powell reflects on current social conditions

"The inhumane treatment of George Floyd was not an isolated incident—it was however an incident that we witnessed globally because of a camera with a cell phone. Sports are the one area that brings people together—the Olympic Games are the prime example of unity among individuals from different cultures and different backgrounds getting to know each other and working towards a common goal—each trying to be the best.

We, in golf, have a wonderful opportunity to grow our sport by embracing diversity and being inclusive. One thing my father always said is that everyone should have the opportunity to play the game of golf, and that is one thing we practice at Clearview."

Young design stars!

By Design showcases a few of the many wonderful designs created for 'The Great Junior Golf Design Challenge of 2020'.

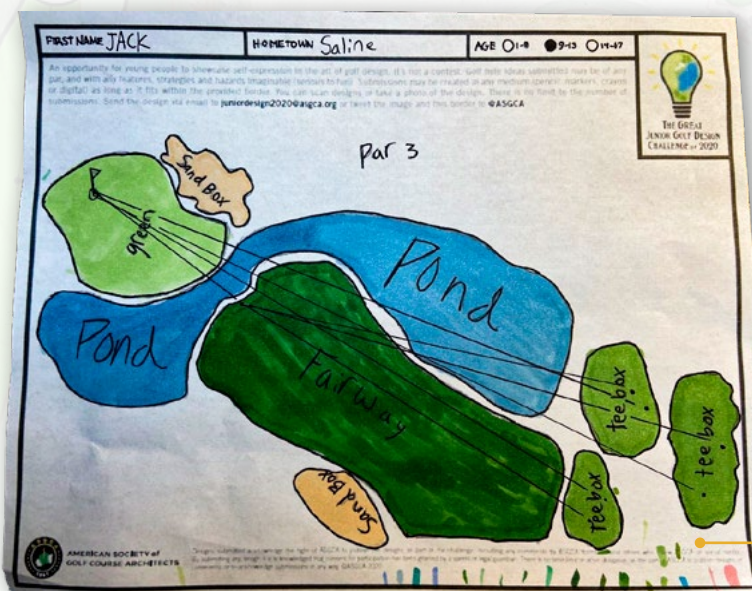
The ASGCA launched The Great Junior Golf Design Challenge of 2020 to encourage creativity among young people spending time at home during the COVID-19 pandemic.

The initial idea came from aspiring golf course architect Jay Smith of McAlpin, Florida, with the help of his wife Rebecca. "It started as a simple idea of getting kids involved in the shadows of an unprecedented pandemic," said Smith. "We thought it would boost morale and could evoke art, engineering, and geometry—in a fun way. Our youngest son, Johnny, enjoys watching me sketch and draw, submits his own ideas for my review. From there it just snowballed."

The ASGCA developed Smith's idea, and asked those aged 17 and under to submit their design ideas for a golf hole with no limitations: any par, style or strategy, from fun to serious.

Young people responded with enthusiasm, with hundreds of designs submitted from around the world. Here are a just a few of the exciting and innovative hole designs submitted, along with comments from ASGCA members. ●

Check out even more of the designs submitted to 'The Great Junior Design Challenge of 2020' at: asgca.org/great-junior-golf-design-challenge-2020



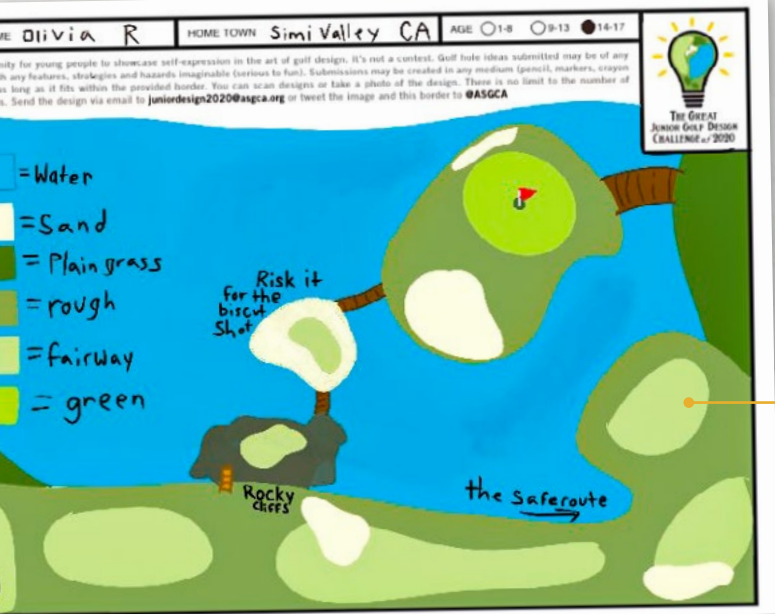
Designer: Jack
From: Michigan
Age group: 9-13

"Very neat options. Having the water come all the way back to the tee is a psychological 'trick' that will certainly put fear in the mind of the golfer!" said Forrest Richardson, ASGCA

Designer: Nik
From: Austria
Age group: 14-17

"Very impressive detail, featuring a hole with lots of risk versus reward options and alternate lines of play. A thinking-players' golf hole." said David Johnson, ASGCA





Designer: Olivia
From: California
Age group: 14-17

"Creative design, and explained well. I do not think I'm ready for the 'Risk it for the biscuit' shot, but having that option is a neat idea," said Forrest Richardson, ASGCA



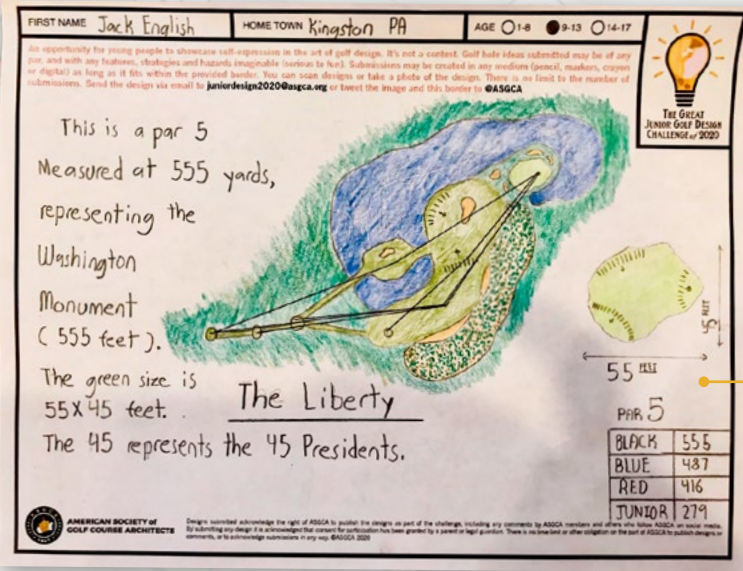
Designer: Baruc (Mexico, 1-8)



Designer: Tyler (California, 9-13)

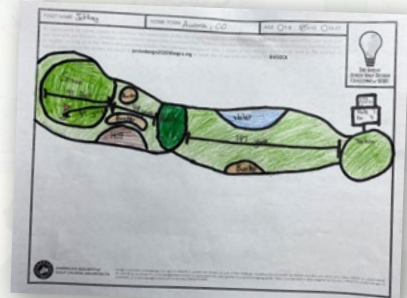
Designer: Maya
From: California
Age group: 1-8

"I love this design, and the way it was drawn. I detect a very cool area of the green on which one could cut the hole... way in the back!" said Forrest Richardson, ASGCA

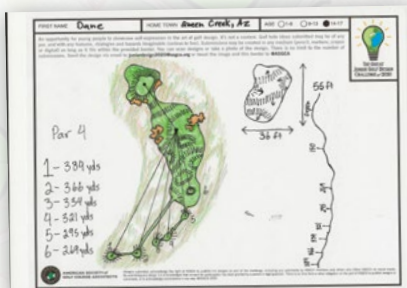


Designer: Jack
From: Pennsylvania
Age group: 9-13

"Incredibly well thought out and executed. A strategic golf hole that will especially please history buffs, who will love the thinking behind the yardage and green sizes," said David Johnson, ASGCA



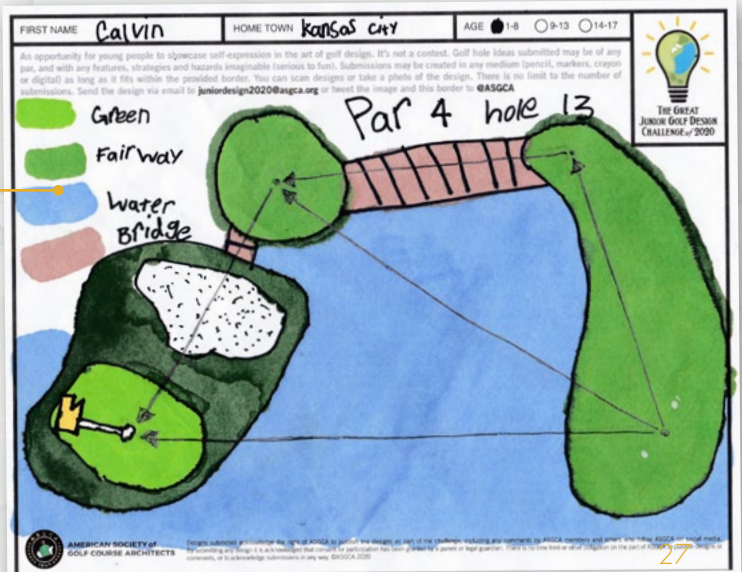
Designer: Jeffrey (Colorado, 9-13)



Designer: Dane (Arizona, 14-17)

Designer: Calvin
From: Kansas
Age group: 1-8

"Nicely done! You are wise beyond your years, embracing the tendencies of famous architects like C.B. Macdonald and Seth Raynor, with their square greens and tees," said David Johnson, ASGCA



“I would allow the pros and all level of competitions to use rangefinders. We need to speed up the game



Chad Goetz, ASGCA

Chad Goetz, ASGCA, graduated from Kansas State University with a degree in landscape architecture before joining Nicklaus Design in 1999, where he has spent his entire career. Goetz has worked on various US projects and has spent 10 years working in Europe. He is currently based at the firm's headquarters in Florida and focuses primarily on work throughout North America.

How is your game?

Like a lot of us, I don't get to play as much as I'd like. It's funny, but it seems the less I play, the better I play. My official handicap is a nine, so I could shoot 78 one day then easily follow that up with a sporty little 90 the next. My short game can be seriously cringeworthy.

Which three people would make up your dream fourball?

I grew up in the Kansas City area, so I would start with our hometown's favorite son, Tom Watson. I would then add my boss and legend in his own right, Jack Nicklaus. Even though it might be a meaningless fourball, it would be fun to watch Tom and Jack's competitive spirits come out because they just can't help it. I think I would complete the group with another fierce competitor, Lee Trevino. He would add some great shotmaking and serious entertainment value. It would be fun to hear the stories and watch Lee talk

up Jack and Tom yet another time. I have no doubt that I have plenty of personal quirks that would be easy targets for Lee's ribbing.

What is your favorite hole in golf?

Other architects have cited some of my favorites in previous interviews, so I will go a different route away from the Golden Age and say the third hole at Pronghorn Resort in Oregon. I was fortunate to work on this project in 2002 with Jack and Chris Cochran, ASGCA. It is a very long par three usually requiring a wood from the tee. The correct play is over an ominous bunker that sits well short and right of the green. The ball will briefly disappear over the bunker and then come back into view across the green a few seconds later. Due to the shallow angle, shots played at the green will not likely hold. Once a player knows where to play, it turns a long, intimidating hole into a fun, playable one.

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

I would allow the pros and all levels of competitions to use rangefinders. We need to speed up the game, especially on the professional level, and it seems counterproductive to watch a Tour pro spend two or three minutes adding up, pacing off and double checking the yardage before considering their play. Those detailed green diagrams probably need to go too—leave the green details to the architects.

What project are you currently working on?

Despite the COVID-19 limitations, we continue to be very busy. We are under construction now at Grand Cypress in Orlando and I continue to work on plans and documents for what is anticipated to be a very busy 2021 of extensive renovations and redesign work. ●



Chad Goetz, ASGCA, is overseeing a renovation project at Grand Cypress Golf Resort in Orlando

Photo: Nicklaus Design

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