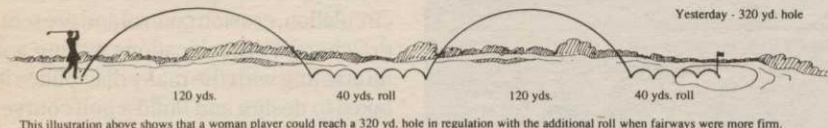


CURRENT RESEARCH

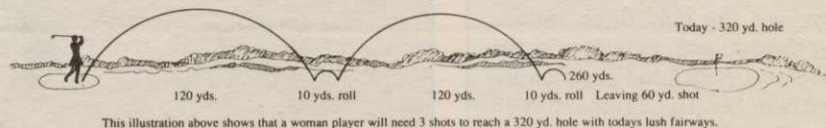
- According to the National Golf Foundation, one in four golfers is a woman and 41% of all new golfers are women. According to the newest research the average woman drives the ball 130 yards.
- USGA information indicates that the average course length for women is 5800 yards and for men 6400 yards. This same research shows that low handicap women hit the ball 85% as far as the men do and the average woman hits the ball 75% as far as men do. Using these statistics, it would indicate that the low handicap



This illustration above shows that a woman player could reach a 320 yd. hole in regulation with the additional roll when fairways were more firm.

woman golfer would be most comfortable playing a course that is approximately 5,440 yards long and the average woman golfer would find golf most pleasurable on a course that is 4,800 yards. Today's average course length of 5,800 yards is much longer than either of these lengths.

- Today's lush, watered courses have reduced the roll of the ball, which was expected when the holes were designed. On firm fairways 33% roll was expected and designed into the hole.



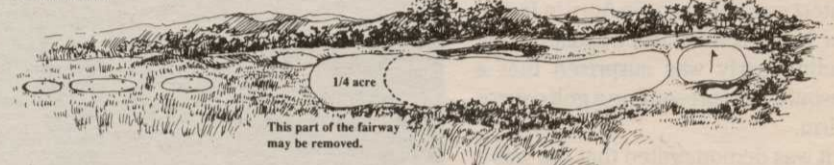
This illustration above shows that a woman player will need 3 shots to reach a 320 yd. hole with today's lush fairways.

WHY THE TWO TEE SYSTEM IS GAINING MOMENTUM

- 1 There is now a greater diversity among women players. The type of player has changed and more women with less previous experience are playing. Because of this disparity, two tees should be created to accommodate the various types of women players. The longer yardage tee should provide for a course yardage from 5400 to 5800 yards, while the shorter yardage forward tee should provide for a course that measures from 4600 to 5400 yards.
- 2 Women are not the only consideration. The use of the golf cart has prolonged the playing activity of elderly players. They too would be able to use the forward tees to have a challenging, yet playable course that would accommodate their difference in strength. Courses have extended holes for stronger players, but have neglected shortening holes for those with lesser strength.
- 3 Junior golf programs are not limited to the teen players, who have burgeoning strength and need to sharpen their accuracy skills. Instead, junior golfers are learning the game at younger and younger ages. By offering them a shorter distance forward tee placement, these young junior golfers will find golf more enjoyable, and will be more likely to continue to find golf both rewarding and interesting throughout their lives.
- 4 The new forward tee system would return playability of the course to the original intent of the design before watered fairways. The new forward tees should be placed so that they not only cut the yardage of

the course, but so that they provide the best placement to maintain interest and playability for the golfers using these new tee locations.

- 5 By making the holes more playable for a variety of players, it is entirely possible that the course will play faster. If even six holes decrease by one shot, and it takes one minute a shot, a foursome will reduce playing time by 24 minutes.
- 6 Forward tees make it possible to reduce the amount of fairway mowing and spraying by reducing the fairway in front of the forward tee. This savings could be utilized to provide for the creation of the new forward tees.



This is one section of a 16- by 29-inch chart depicting and explaining the various reasons for and options in creating a two-tee system on golf courses. It is available from the American Society of Golf Course Architects and the National Golf Foundation for a \$5

handling and mailing fee. The chart explains why the system is gaining momentum, how to create new forward tees on existing courses and to design them into new courses, and other elements such as cost and the USGA rating system.

Crusader: Alice Dye is on a campaign for forward tees

BY MARK LESLIE

Golf courses everywhere must address the fact that more and more women golfers of all calibers are playing golf, and for them it's hard to get a birdie putt from the middle of the fairway, says Alice Dye.

A proponent of "forward tees" for women, juniors and senior citizens, Mrs. Dye has taken her crusade nationwide — and is getting plenty of listeners.

All the new courses are putting in forward-yardage tees, Dye said, adding, "Our problems are coming with the women's groups themselves playing two tees. The women's group within a club is educating women that they are allowed to have two tees, but we have to get them to split up and play these two tees.

"When they play with their husbands they automatically use two tees. When men play they split up and send the hot shots to play the back tees and they go ahead and use the member tees. This is what we want women to learn to do: for the better women to play the back tees for women, and the higher-handicap women to play the forward yardage; there's no reason they can't play together just like the men do."

Dye said the issue of forward tees has come to the forefront today because golf courses have "more and more diversity among our players. Whereas we used to have more or less one type of woman — a sports woman — and we had a lot of roll on our golf courses, women could handle it.

"Now we have all kinds of women playing golf; we have a lot of women with a lot of strength and ability, and we have a lot of women on the other extreme who have never had any previous athletic experience; they want to play golf, they just simply do

not have enough strength and they can't hit the ball a long way.

"We are watering our fairways heavily," she added, "and the combination of lack of strength and no roll means the golf courses has become unmanageable for this type of woman."

That difficulty in play is discouraging for women players, says Dye, who designs courses along with her husband, Pete.

"We would like the people who play our golf courses to have some chance of success," she said. "I tell the ladies that it's hard to get a birdie putt out on the middle of the fairway. First of all, you have to get to the greens; and they are not going to stop watering, so the best thing we can do is to move our tees up so that the golf courses play the way they were originally designed to play before the watering systems became so profuse... The sprinkler systems are getting better and better, and they are being used more and more... Most golf courses are overwatered."

The National Golf Foundation found that women today can only hit the ball 130 yards under these wet conditions. Previously they could hit the ball 170-200 yards because of the roll. The roll has been taken away.

"On each shot women play today they lose approximately 30 yards," Dye said.

Meanwhile, the National Golf Foundation reports that one-fourth of golf players today are women, and 41 percent of the new players are women.

"We simply didn't have this number of women before so we didn't have this problem," Dye said.

There has also been growth in the number of junior golfers — 8- to 10-year-olds who are starting golf — and elderly senior players

who would like to continue to play golf and reach the greens like they used to.

Dye and supporters of her proposal are espousing two teeing grounds for women, juniors and seniors: a rating and a slope from the forward set and a rating and a slope from the next set back.

"Our good women players do not want to go up and use the forward tees. The yardage is too short for them," Dye said. "The yardage should be somewhere between 4,600 and 5,200 yards, which is too short for the long-playing, low-handicap player. For her we need a yardage of between 5,400 and 5,800 yards."

Most of the men play in the afternoon after the course has dried out a little bit," Dye said, adding, "But most of the women play in the mornings where if we don't have a heavily watered fairway (from night watering) we have a lot of dew. Women are playing under much wetter conditions."

"We want them to play the game; we want them to have success," Dye said. "Also, there are other pluses. It will speed play if ladies can have a shorter yardage to play. And it will cut down on maintenance; if we put a forward tee in, we can cut a fourth of an acre of fairway off that doesn't have to be mowed and taken care of."

Women big bucks at courses

Women have become a major economic factor for golf courses, according to the latest figures from the National Golf Foundation.

NGF figures not yet publicly released show that 22.4 percent, or 5.2 million of the country's 23.4 million golfers are women, and those women spend an average of \$518.50 per year on golf, or a total of \$2.7 billion.

At the same time, men golfers spend an average of \$560.80 per year on golf.

Senior golfers (those 60 and older) and juniors (5- to 19-year-olds) — many of whom would use the forward-yardage tees — also spend a lot of money on golf.

The NGF said seniors spend an average of \$639.20 a year, while juniors spend \$287 a year. The expenses include green fees, club membership, golf apparel, bags, clubs, balls and other equipment, lessons, driving-range fees, golf-car rentals, caddy fees, food and

'Slope' system should cut resistance

Alice Dye said the new slope system for handicaps should put an end to the puzzling resistance of some women to play forward tees.

"Women are afraid to get up on the forward tees because they think their handicap is going to go down," she said.

"This isn't going to happen, because if a course is graded and sloped correctly they have what they call a handicap index.

"And although they may not have as many strokes playing the forward tees as they would normally, when they go next door to play in the ladies' day tournament where they have no forward tees, they are going to get their strokes back, as if they had been playing the back tees all along."

Dye added, "So with the new slope system, this is the time to have this (play on forward tees) happen because it's going to work."

Costs for forward tees spelled out

The following breakdown represents the average cost of creating a new 600-square-foot forward tee:

40 yards good sand or topsoil (\$12/yard)	\$480
600 sq. ft. bentgrass sod, surface (\$.30/ft. laid)	\$180
600 sq. ft. bluegrass sod, sides (\$.30/ft. laid)	\$180
New irrigation heads, plus installation	\$500
Subtotal	\$1,340
Labor costs	\$670
TOTAL	\$2,010