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CIRCLE #176

Course photography

Continued from page 47

“We do a lot of sales of photos back through the pro shops,” Klemme said. “They use them for decorations and sell them to members and guests. It’s a great marketing tool because it ends up on a golfer’s wall in his office. Visitors ask where the photo was taken, and it works as word-of-mouth advertising.”

Golf course personnel “needs to understand just how important it is that they work hand in hand with the photographer to make sure everything is done correctly because of the power of these photographs,” he said. “If a picture is published somewhere and it’s not perfect, it reflects on everybody—and it’s not perfect, it reflects on everybody—developer, superintendent, head professional and golf course architect.”

“People need to be very careful about their image. No matter who they choose to photograph their course, they need to make sure they control those images better.”

From a promotional standpoint, the best time to bring in a photographer, the two agree, is three or four months prior to opening. That, Klemme said, is “for a light, one- or two-day shoot. Get some good shots of the signature hole and the environment around the course. Capture the overall feel of the property to give people a sense of place.”

Then, at the opening or within six months afterward, a more detailed picture session should be set up, where all the holes are photographed.