A Hidden River Runs Through It

26 Buddy, Can You Spare a Million?
E-commerce companies face financial challenges if they want to enter the golf market.
By Frank H. Andorka Jr.

40 Tool Time
To complete a successful golf course remodeling, architects need to make sure they have the essential equipment.
By Frank H. Andorka Jr.
**cover story**
**BY LARRY AYLWARD**
In designing Hidden River Golf & Casting Club, architect Bruce Matthews created an upscale course and preserved a pristine waterway.

---

**Cast a Long Shadow**
Newfangled balls and clubs will help golfers on the tee, but industry veterans say such equipment is hurting the integrity of the game.

By Geoff Shackelford

**Building the (Im)perfect Golf Course**
We need more tracks with slow greens and bunkers that yield fried-egg lies.

By Jim Connolly

---

**About the cover**
This is not Field & Stream, but our cover could pass for it. Photographer Roger Boettcher, of Leavenworth Photographics in Lansing, Mich., captures Bruce Matthews fly fishing the cold waters of the Maple River on the grounds of the Hidden River Golf & Casting Club in Brutus, Mich.

---

**To Tell the Truth**
**All Aglow**

---

**News with a hook**

---

**columns**

12 Flagstick
Still Bullish On the Golf Business

14 Pin High
Time for Owners to Don Thinking Caps

25 Shades of Green
Stop Soiling Our Reputation

52 Designs On Golf
Why the USGA Must Prevail

68 Dave's World
I Have a Dream: Irrigation Reform

82 Out of Bounds
The Brackets

---

**real-life solutions**

62 Save Me Some Salmon
It's no fish tale: The San Geronimo GC crew, with the help of local environmentalists, built a ladder in the middle of the course to help an endangered species spawn.

---

**departments**

8 Going Postal
11 Events
16 Off the Fringe
22 Hole of the Month
58 Money Shot
70 Tips: Building a Golf Course
77 Leaders
78 Company Line
80 Classifieds

---

www.golfdom.com