

# Robert Trent Jones Jr. exceeds expectations with *Golf by Design*

By MARK LESLIE

It was a long time coming, but Robert Trent Jones' new book was worth the wait. Jones, whose dad dazzled golf course design aficionados a couple of years ago with *Golf's Magnificent Challenge*, provides a unique twist both on design and play.

Impossible? No way.

In what may be the best-written golf coffee-table book in some time, Jones sheds his designer's sketch pad and doffs his player's thinking cap in this memorable reading and viewing treasure, *"Golf by Design — How To Lower Your Score by Reading the Features of a Course."*

"No two courses or rounds are so alike that you can attack them with exactly the same game plan," writes Jones, who worked on this book for several years. "For me, the constantly changing conditions and the infinite variety of holes define the essence of the game."

Indeed, Jones relates architect-equals-defender and golfer-equals-attacker in terms of chess, pool, and air & land strikes in warfare.

"A well-defended golf hole is a giant chessboard where the designer has created a system of defenses" — sometimes obvious like waste bunkers, sometimes camouflaged, to sabotage the golfer's game, he writes.

Jones floods his book with hints for the golfer — from the view of a designer who is himself a pretty darn good golfer.

A couple of out-takes:

- "Your first lesson in course mastery is to be aware of the significant natural factors that should influence how you approach a course."

- "Visualize a hole as a series of planes without grass, trees and water. That's the designer's view when he lays out a hole."

- "Tailor your shot-making abilities to the course. You mentally take control of the design... Designers try to tempt you into hitting risky shots. Smart players



Jones has created plenty of strategic problems in his own designs, including Deer Creek in Overland Park, Kan., a high-end public daily-fee track that opened in July 1989.

know their limits and avoid trouble."

- And this comment, which may go to the very depth and core of the architect's id: "On certain holes, a designer may attempt to upset a golfer's balance and mindset. He tempts you to push too hard or take unnecessary chances. I often say, 'Lost ball, lost stroke, lost confidence.'"

Jones talks of strategic, penal and heroic design. He compares geographic categories of courses — links or seaside, prairie, parkland, desert, mountain and tropical. He talks of psychology and rhythm. He talks of the evolution of different aspects of golf design, such as the tremendous changes in the physical and strategic importance of tees in the

last 30 to 40 years; and the technical advances in ball and club construction that have produced higher shot trajectories and moved the game from "a land campaign to an aerial assault."

He even gives insights into how to study a scorecard to analyze the course through its yardages, par, hole handicaps, slope rating and the like.

*"Golf by Design"* is spiced with myriad four-color photographs and drawings to illustrate Jones' points.

"Our ambitious attempt," he recounts, "was to take you into the mind of a golf course architect. Just as you are the player, or 'attacker' if you will, the golf course architect is the 'defender.' He

has mustered all his skill and creative energy to present you with a playground which you try to conquer with every stroke of your club. He tries to tantalize you with an inviting landscape, camouflaged and beset with bunkers, swales and grassy slopes."

It was an ambitious attempt realized for Jones, and I hope this tantalizes you into reading it for yourself. Ah-h, sweet success.

*"Golf by Design"* costs \$35 and is published by Little, Brown and Co. of Boston, New York, Toronto and London.

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## RGF offering 'Environmental Guidelines'

WEST PALM BEACH, Fla. — A free booklet entitled "Environmental Guidelines for Golf Course Maintenance Facilities" is being offered by RGF Environmental Systems, Inc.

RGF is making the booklet available "to give superintendents guidelines on reducing the risk of contaminants entering the environment and possible fines resulting from such actions."

It covers Environmental Protection Agency laws, maintenance shop housekeeping, mix-and-load operations, storm-water run-off, managing hazardous waste on site and pollution solutions.

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writing RGF at 3875 Fiscal Court, West Palm Beach, Fla. 33404; telephone 800-842-7771 or 407-848-1826.

RGF is involved in design, engineering, manufacturing and sales of pollution prevention equipment.

## Total quality precepts the backbone of course management book

PORT ORANGE, Fla. — Golf course superintendents and managers can now roll up their sleeves and put on their thinking caps. Andrew and Robert Cornesky have applied total quality management (TQM) and total quality improvement (TQI) to golf operations in their book, "Total Quality Management in Golf and Country Clubs."

The Corneskys, whose firm Cornesky and Associates, Inc., consults service organizations, have focused TQM and TQI principles on helping golf clubs to increase the quality of their service, decrease costs and encourage more people to take up the game for recreation and health.

Example after example of case studies are applied to golf courses, from greenkeeping to food and beverage.

In the end, it presents the Corneskys' version of a self-assessment quality

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