

Readers with comments are invited to write to:

GCN letters to the editor
4012 Bridge Ave.
Cleveland, OH 44113.
Letters can also be
faxed to 216-961-0364
or e-mailed to
jwalsh@gie.net.
Letters might be edited
for space or clarity.

Personal Web sites

Jim McLoughlin's writing presents unique perspectives and unconventional thinking. Based on these observations, I decided to attend his seminar at the Golf Industry Show in Atlanta this winter. I wasn't disappointed. His seminar was powerful and the impetus for changing the way I approach job searches. It was the best four hours I've invested in a GC-SAA educational opportunity. I walked out of the room that day wishing I had taken his seminar years ago.

I completely buy into the concept of a personal Web site. I've conversed with a friend who has an IT background and designs and maintains Web sites on the side. We've talked conceptually of a home page with six subpages that feature a detailed resume; photos and descriptions of projects completed; tournaments hosted; my philosophy about golf course management; historical budget performance; and bios of key staff, former interns and assistants (where they're working now). I've been quoted a figure of \$760 to set up this type of site, including the writing of code to prevent my site from being indexed by club members or others using a search engine. Is this a reasonable fee, and are you aware of superintendent Web sites that I could obtain some content ideas from?

Mark Gagne
Golf course superintendent
Walpole (Mass.) Country Club

McLoughlin's response:

Thank you for your kind words. The proposed fee of \$760 is a gift – fair for what you will be getting. I like the suggested layout of your Web site and might add one more: Ken Benoit has added a unique link to his Web site as a marketing tool to attract better crew members.

Adjusting tees

Jeff Brauer's article ["Is your course too long," May, page 18] is music to our ears. My wife, Jann Leeming, and I bought a golf course on the Maine/New Hampshire border out of bankruptcy in 1996. It was in such terrible shape we almost completely rebuilt it during the time we owned it. It was a labor of love. We sold the course last year.

During the rebuilding process, we came to many of the conclusions Brauer did in his article. As a result, we rebuilt

just about all our tees, which were placed at 4,169; 4,935; 5,904 and 6,277 yards from the green. They were placed for players who drive the ball less than 150 yards, 150 to 175 yards, 175 to 200 yards and farther than 200 yards. We also paid a lot of attention to the angles at which the tees were placed. If we had enough land, we would have had a set of tees between 6,500 and 6,600 yards from the green. Last year, we placed temporary tees 2,000 yards from the green for juniors and beginners. We based our thoughts on:

1. Bill Amick's study, which Alice Dye recommended;
2. Our own observations and measurements;
3. Placing temporary tees first and seeing if they worked; and
4. The length of the tees related to one another, not just their yardages individually.

Our philosophy is:

1. Tees should be placed so players with different abilities playing the correct set of tees would have about the same shots toward the greens and be able to get there in regulation.
 2. Players would be able to use all their clubs in a round.
- The results, among other things, were:
- Rounds were 15 to 20 minutes shorter, even on our busiest days;
 - Senior men moved forward one set of tees and loved to be able to have fun and make some pars again;
 - Family play increased;
 - Junior play increased from 1.5 percent to 7.5 percent in four years;
 - Mixed events became more popular because shorter hitters could participate instead of being dragged along; and
 - Golf For Women magazine named us No. 37 in the country and No. 1 in New England for women based on design fairness primarily.

Course set up has become a passion for us. We'd love to reach a wider audience primarily consisting of golf course owners, designers, superintendents and others who have an effect on how people think about making the game more enjoyable for more players. Brauer's article is a tremendous step in that direction. We hope it has a profound effect.

Arthur Little
Former co-owner
Province Lake Golf
Parsonsfield, Maine

GOLF COURSE NEWS

Serving the Business of Golf Course Management

SALES OFFICES

GIE Media, Inc.
6138 Riverview Road
Peninsula, OH 44264
Phone: (800) 456-0707
Fax: (330) 657-2828

Kevin Gilbride

Publisher
Phone: (330) 657-2889
kgilbride@giemedia.com

Scott McCafferty

Account manager, West Coast
Phone: (310) 546-9611
smccafferty@giemedia.com

Russell Warner

Account manager
Phone: (330) 657-2854
rwarner@giemedia.com

Bonnie Vellikonya

Classified sales
Phone: (330) 657-2472
bvelikonya@giemedia.com

Marie Spencer

Marketing manager
Phone: (330) 657-2859
mspencer@giemedia.com

Debbie Kean

Manager, books
Phone: (216) 961-4130
dkean@giemedia.com

Maria Miller

Conferences manager
Phone: (216) 961-4130
mmiller@giemedia.com

GRAPHICS / PRODUCTION

Andrea Vagas, Art director
Mark Rook, Creative director
Helen Duerr, Production director
Lori Skala, Production coordinator

CORPORATE STAFF

Richard Foster, Chairman and c.e.o.
Chris Foster, President and c.o.o.
Dan Moreland, Executive vice president
Doug Adams, Director, marketing and research
Jeff Fenner, Director, conferences and seminars
Jami Childs, Director, business resources and IT
Heidi Spangler, Circulation director
Kelly Antal, Manager, accounting department

Golf Course News is a member of:
Golf Course Superintendents Association of America
Charter Member National Golf Foundation
Golf Course Builders Association of America
The Irrigation Association
Responsible Industry for a Sound Environment

