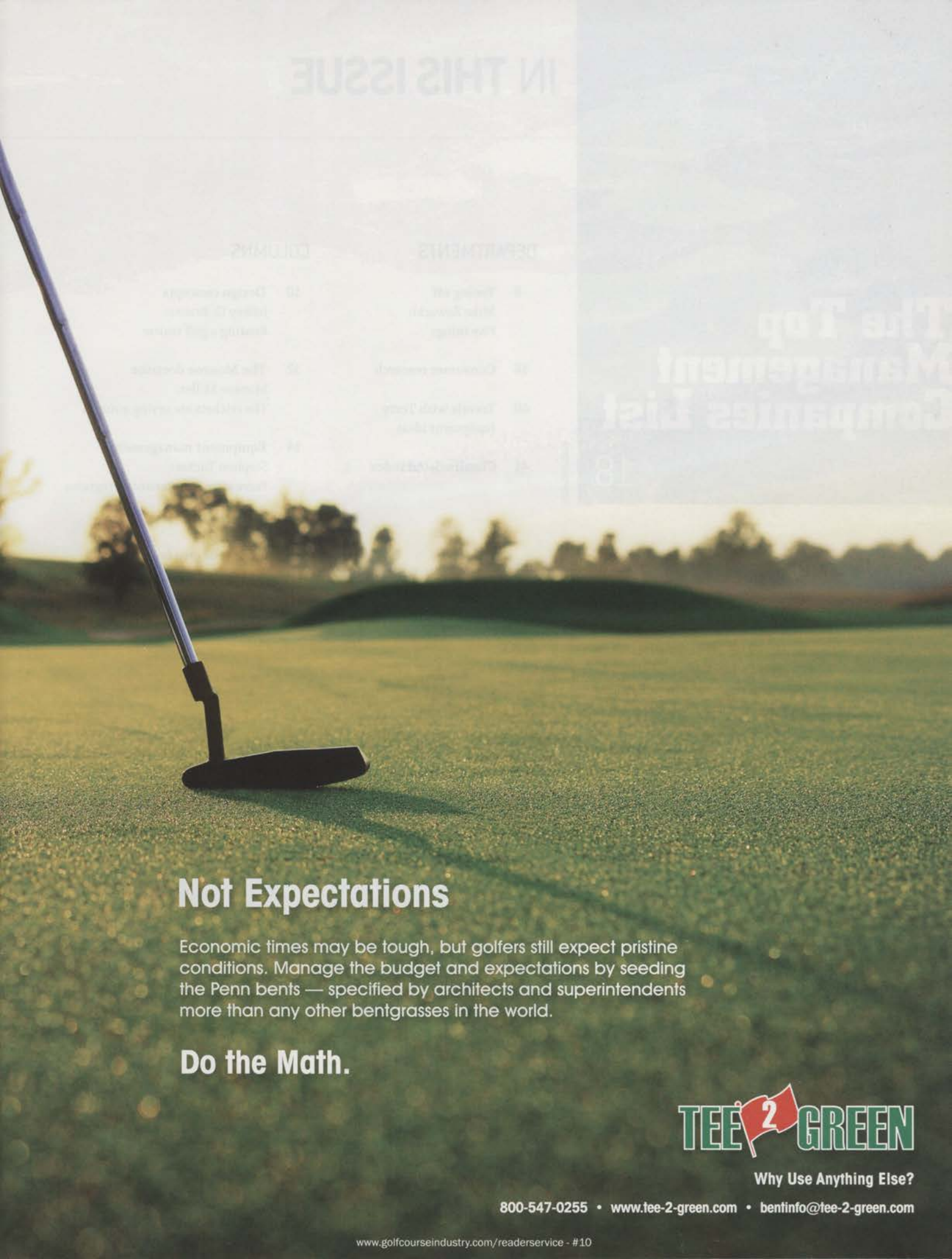




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Outside the ropes

Tim Moraghan: Identifying the best turf intern

Assistant's view

John Ekstrom: Looking back

GCBAA summer meeting interviews

Visit golfcourseindustry.tv to view videos about the state of the golf course construction market featuring Landscapes Unlimited's Bill Kubly, GCBAA's Paul Foley, Global Golf Advisors' Henry DeLozier and Professional Turf Products' Craig Porovne.



FEEDBACK

We'd like to hear from you.

E-mail us at gci@gie.net with your thoughts and opinions.

Perfect timing

Great article on the price of irrigation installation ("The Price Is Right," July, page 40). Perfect timing since I'm trying to get one through. I even gave the article to our board of directors so hopefully it helps me out.

Chad Miller
Superintendent
Hillcrest Golf & Country Club
Batesville, Ind.

What golfers want

I'd like to compliment Jeff Brauer on the article "What Do Golfers Want Most?" (July issue, page 28). I found the article interesting and on point. Also, as a panelist for Golf Magazine, it's always a pleasure to play his golf courses. Giant's Ridge (Quarry) and Wilderness at Fortune Bay are two of my favorites.

J. J. Keegan
Managing principal
Golf Convergence
Castle Rock, Colo.

SEEN ON **twitter**

@JustinRuizCGCS:

Water conservation issue is awesome. Just shows how innovative superintendents are and how important they are to the operation.

(In reference to the Smart Irrigation supplement in the July issue.)

Follow us on Twitter: @gcimagazine

CORRECTION

Two figures were mistakenly omitted from the July 2009 research article "Down and dirty with white grubs," by Eric J. Rebek and Tom A. Royer of Oklahoma State University. The figures are located at golfcourseindustry.com/files/pdf/julyresearchfigures.pdf.

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FIVE THINGS...

It's the start of fall and I've got a lot of things about our industry on my mind.

So with all due respect to Sports Illustrated columnist Peter King, here are "Five Things I Think I Think" about the state of our industry.

1. WE WILL BUILD AGAIN.

I recently attended the GCBAA's summer meeting in Minneapolis and I had the opportunity to talk with a number of the industry's top builders and architects. Nearly everyone believes, when addressing the state of the economy, that the worst is over and that we hit rock bottom about mid-summer. The real challenge now is the long long road to recovery. How long that will take is anyone's guess. However, while new work has not been booked, phones have begun ringing with inquiries. That's a good sign.

Will it ever be like it once was?

No, those days are long over. Outside of the U.S., builders and architects are looking at emerging economies like India, Brazil, China, Indonesia and Korea as locations for future course growth. These promising markets will need know-how, and there's an opportunity for the industry to become an exporter of knowledge. Inside the U.S. and North American market, opportunity for the next two to three years will be in the "re's" – re-engineering, rethinking, recalibration.

2. WATER, WATER EVERYWHERE.

Water management and smart water issues are major issues every superintendent will need to face going forward, whether it's from their members or the general public who don't understand the whole story. I spoke recently with Deborah Hamlin from the Irrigation Association, who says many municipalities and organizations are looking to the golf course industry as examples of how water management is done right. In fact, The

New York Times recently featured an article on this very notion and it's getting a lot of mileage throughout the industry. (To read a copy of the story, type ow.ly/nqN4 into your Web browser.)

3. BOTTOM LINE.

In talking with superintendents, many mentioned taking as high as a 30-percent cut in their maintenance budgets entering this past season. Many are bracing for another 10-percent hit going into next year. I've said this before: The industry will suffer due to its bare-bones operations over the past year. A temporary hardship can not only be overcome, but it can actually strengthen an organization. Over the long term, though, it will only lead to diminished customer satisfaction. The challenge for superintendents come budget time is to create a convincing argument for sustained staffing levels going into 2010.



Mike Zawacki Editor

4. PLAY THE GAME.

Need I say more?

5. BE LOUD, BE PROUD.

Lastly, the golf industry – from owner to superintendent and on through to club member – needs to do a better job with staying on point about the issues that are important to golf. Again, the New York Times water management article is a good example, but golf courses need to do a better job communicating the positive impact they have on their communities. Not only are they wildlife refuges, but they're local-level economic generators. Too often considered just a sport, the industry needs to better hone its skills at communicating not only the benefits of the game, but its multi-billion dollar impact on the overall U.S. economy. You are the experts in your industry; therefore you need to be its ambassadors, as well. **GCI**

GOLF COURSE INDUSTRY.

Serving the Business of Golf Course Management

Vol. 21 No. 9

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Routing a golf course

A few weeks after securing the design commission, I went on yet another site walk to finalize the routing, this time in subzero weather. Both the cold and the knowledge that I would be embarking on a new golf course design were exhilarating. While I had prepared a routing for the sales presentation, this time I knew the routing was for real and I was armed with the knowledge I needed to meet federal environmental requirements of "zero wetland impacts" for construction to proceed immediately. This fact forced some changes.

Locating the clubhouse site was the first step, as it required room for parking, cart storage and staging and practice areas. Our site is an L shape, comprised of six 40-acre quarter sections with three prominent ridges, including one in the center, and a large creek valley running to the southeast corner. One logical clubhouse location was across the road from the casino, right on the highway. But, using the center ridge near the crotch of the L provided a centralized clubhouse that allowed returning nines and avoided opening and closing holes to play into a low sun. I had to move the range from the sales plan because it crossed a creek. I found that placing the range on that main ridge, which didn't look promising on the plan, actually looked great on the ground, and it didn't require any creek impacts or tree removal.

Eventually, we used that upper portion of that ridge for tee and green sites, moving the clubhouse halfway back down the hill to a tree-lined meadow to create its own internal views. The clubhouse is far enough off the road for serenity, but is close enough to reduce entry road and utility connection costs. It could have better visual control of opening and closing holes.

With that set, I began the final routing of the course, using many holes I had considered in earlier versions of the sales routing. My first rule of routing is simply fit the best and natural 18 holes on the property. My second rule is that if a routing works out well after just one try,

it probably has 17 or 19 holes, rather than the required 18.

In fact, I found natural holes in abundance and actually had more trouble connecting good holes than I did finding them.

Routing sets an eternal footprint, creating the most charming golf holes and efficient circulation (i.e., easy walking) while minimizing earthmoving. We have moved less than 100,000 cubic yards of earth (about 1/10 to 1/3 of typical modern courses). Only holes 3,

4 and 11 required cutting through ridges for visibility, and I reduced the cut on 4 by accepting a blind tee shot over a deep hazard, reminiscent of the famous 4th at Royal St. George in England. I had always wanted to build a hole like that.

Our site has three distinct visual zones – agriculture to the west, heavy trees in the center and a mixture of pastures with random tree lines to the east. Our routing starts in the trees to create a good impression, runs through the agriculture land and then weaves back into the treed areas on the back nine, giving golfers a mixture of experiences – and building to a strong finish.

While I consider what holes will look like in the routing plan, it's only after we finish a routing that I detail out each hole's design, which we will cover next month. **GCI**

Potawatomi Golf Club

Prairie Band Potawatomi Nation
Mayetta, Kansas

Card of the Golf Course

Hole	Yards	Par
1	450	4
2	400	3
3	450	4
4	450	4
5	400	3
6	450	4
7	400	3
8	450	4
9	400	3
10	450	4
11	450	4
12	400	3
13	450	4
14	400	3
15	450	4
16	400	3
17	450	4
18	400	3



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Design/Construction Journal

Over the next few months, Jeff Brauer's column will detail the ins and outs of his experiences participating in the design and construction of a new golf course in Mayetta, Kan.

PRO