

# Tips

## A Classy Look Is Good for Business

**T**hey're available in different shapes and sizes. They're soft as foam and hard as rock. Some look expensive, and some look cheap.

Welcome to the world of tee markers.

"I seldom see the same tee marker twice when I play golf over a three-week period," says Steve Garske, president of Par Aide Products in St. Paul, Minn. Garske has seen them all — from large dimpled golf balls to concrete-filled Dixie cups with metal spikes to hold them down.

It's hard to say where superintendents rank tee markers on their "important" list. They may not be as vital as healthy greens, but their value shouldn't be underestimated.

If your tee markers look shabby, chances are your tees take on a similar inferior appearance. But you can spruce up your tees by improving your tee markers. Just ask Wayne Van Arendonk, superintendent of Rolling Hills CC in Wi-

## Improving Tee Markers



chita, Kan., who suggests superintendents put on their inventive hats to create their own tee markers. "We're proud of our home-manufactured tee markers," he says.

Three years ago, Rolling Hills CC was equipped with hand-made tee markers made from wood. "They looked cheap," Arendonk says. But a member of Rolling Hills, Karl Rudrow, who owns an air conditioning company in Wichita, suggested to Arendonk that he design new tee markers at his plant, where computerized laser metal work is performed.

"He took our logo design, put it on a computer and cut it out on a sheet of metal," Arendonk says. "Then the metal was powder-coated."

It helped that the course has a classy and original logo. Arendonk sought approval of the new tee markers from the green committee and the board of directors, which loved the idea, he says. The tee markers look anything but cheap, and Arendonk only spent \$6.50 a set. The course sports four sets of tee markers on each hole.

"Tee markers should be specialized and have courses' logos on them," Arendonk says. "It's important for them to look classy." — LARRY AYLWARD, EDITOR

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