

Off The Fringe

All Aglow

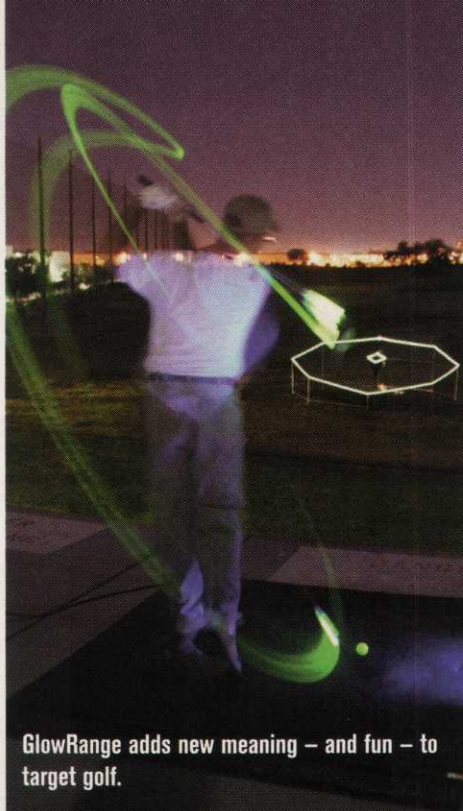
ENTERTAINMENT AFTER
DARK DRAWS GOLFERS
TO THE DRIVING RANGE

By Frank H. Andorka Jr.

Looking for a way to spice up nights at your course? Perhaps adding a GlowRange system to your driving range might do the trick.

GlowRange is a system that allows golfers to hit real glow-in-the-dark golf balls at illuminated targets on the range. The targets are 30 feet in diameter with a 3.5-foot bullseye in the center. Kyle Hogan, sales manager for the company, says the range can be used to attract a variety of business, from corporations looking to add a new twist for an outing to teenagers looking for something fun to do on a Friday night.

GlowRange scores each shot digitally, allotting points each time a golfer hits the target. Special ball dispensers



GlowRange adds new meaning – and fun – to target golf.

mark the balls with black light rays that allow them to glow for 45 seconds. The targets all have point values. When you hit a bullseye, an alarm goes off and the target lights up — sort of like rock 'n' roll bowling with the 14-pound balls.

But don't think GlowRange doesn't take the game seriously. Hogan says golfers of all skill levels will enjoy the innovation, and it helps even good players hone their skills.

"It takes less time to play and has fewer barriers for people who've never played the game before," Hogan says. "With luck, once they've played the GlowRange system, they'll be back to play the entire course at a later date."

GlowRange hopes to digitalize the entire process soon so that golfers around the country can compete for high scores. The company presently has 15 member ranges in Arizona.

"It brings fun back to the game," Hogan says.

The real draw, of course, is that in the dark, no one can see how bad you really are.

For more information, contact www.glowrange.com.

Scanning the Web

Frank Andorka revisits (gulp)
golfclubatlas.com

What a difference a year makes. When I first visited golfclubatlas.com last year, I wrote, "It kills me not to rank this site higher [I had given it two stars], but its occasional pomposity punctures its brush with greatness." It was a pompous statement itself, to be sure. But it accurately reflected my feelings about what the site had to offer to superintendents.

Recently, however, friends urged me to revisit the site, telling me that it had matured. So in honor of this month's focus on golf course design, I've decided to examine the site again, this time in depth.

***** — Bookmark it and return frequently;
* — Look at only if absolutely necessary

****golfclubatlas.com — This time around, I found the tone of the discussion groups passionate and fair-minded. In scanning the discussion groups, there were many insightful comments that can educate even a visitor who knows little about the intricacies of golf course architecture. In the last year, the number of courses reviewed by the site's administrators (Ran and John Morrisett) grew, which adds further texture to the site that had been missing last year. Additional course reviews are planned for the future.

The Morrisetts have also gently discouraged the number of anonymous postings, which detracted from the credibility of the site last year. The site is better because of this.

I watched from my screen as the anonymous lurkers identified themselves. The site is more authoritative because most posts bear names to which opinions are attributed.

Also adding depth to the site are the

new participants, including superintendents and architects. The site will provide useful information to any superintendent who wishes to know more about the thoughts behind architecture.

I also enjoyed the interview section, which has discussions with important architecture figures (including December's Q&A with Pete Dye).

The site still has a prejudice against anything built in the last 30 years, but because beauty is in the eye of the beholder, it's hard to criticize it on that basis alone. It's been fun watching the site mature into a dynamic place for discussion, and I look forward to seeing it continue to grow.

Scanning the Web is compiled by Frank H. Andorka Jr., [Golfdom's](http://Golfdom.com) associate editor, who hopes that he, too, has matured after hitting the big 3-0 last year. You can reach him at fandorka@advanstar.com with future column suggestions or sites you think he should visit.