



Another new feature — *The Campus Connection*.
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IMPRESSIONS of the 1987 Symposium

The 22nd annual Wisconsin Golf Turf Symposium, held in Milwaukee on October 28th and 29th, addressed the subject of "Impressions". The consensus at the "Great Getaway" on Thursday was that this Symposium left everyone there with a great impression — it was a memorable day and a half meeting.

Bruce Schweiger served as chairman of the first session and, after opening remarks from WGCSA President Bill Roberts, introduced Mr. Roger Rulewich. Roger is a golf course architect for Robert Trent Jones Inc. and is the current president of the American Society of Golf Course Architects.

Mr. Rulewich, educated in civil engineering at Yale University, has been a golf course designer for 26 years. Because of his work over the years at Milwaukee Country Club, he is familiar with the Milwaukee area. The subject of impressions and memorability is one that was obviously important to Roger and he gave the conference many of his thoughts on the subject.

The key focus of Mr. Rulewich's remarks seemed to be his phrase "impression is the mother of opinion", and as we all know, golfers have strong opinions. First impressions, lasting impressions and even subconscious impressions (those from feeling and seeing with senses that do not register) are all addressed by a good designer. Further, Roger emphasized that impressions lead to memorability of a golf course and memorability is one of the key criteria for determining the greatest golf courses in the world.

Golf course architects frequently have opportunities to create impressions of a facility even before the golf player reaches the golf course. Roger spoke to the importance of well designed and well maintained parking areas, as well as the drive to the golf facility. Careful planning in the

clubhouse area is essential in creating a good impression — fitting the pieces together so that the golfer is comfortable. Practice areas that are not cluttered and that are

well maintained are important. Circulation to the first tee is significant because this is where the golf course architect really takes over. The trip to the first tee should be painless.

The number 1 tee should really be done well. Sight, visibility and the general environment needs to be dressed up.

Mr. Rulewich spent some time in a general discussion of how critical quality construction is over the life of a golf course. Clearing and grading are the real essence of the architect's responsibilities and mistakes made during construction are expensive to correct in subsequent years.

Routing is an important factor in design that can leave a player with either a good or a bad impression. Likewise, considerations such as blind shots, layup holes, misaligned tees, out-of-bounds and cart paths influence how a golfer will feel about the golf course after his round of golf.

Cal Simmons is the Green Committee Chairman from the Interlachen Country Club in Edina, Minnesota.

Mr. Simmons, decked out in a Twins baseball cap, exuded as much enthusiasm for golf as most had ever seen or heard. He is a firm believer that top conditioning is a major factor in creating a good impression on golf players. His philosophy is that the Golf Course Superintendent should strive to provide a golf course that plays the same every day. To this end we should not work to peak just for tournaments. Minimum criteria should be established for green speed, fairway height, tee ground height, bunker sand firmness, etc. Flexibility in scheduling is important to meet the demands and goals of the players. A critical area that often does not receive enough attention is course

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