



GRAAA

Welcome to the April 2019 digital issue of *Golf Range Magazine*!
Inside this issue, you will find the following features:

- Cover Story: Renovations on the Rise – New data shows practice range renovations and enhancements are trending upwards
- Mickelson Returns to Alma Mater – Five-time major champion designs ASU practice range
- Fit for Kids – Creating lifetime golfers requires providing the proper equipment
- Habits of a Champion – Zach Johnson, winner of the 2007 Masters, on how he prepares to play
- Prepping for Augusta – How the 9-time PGA Tour winner practices and prepares for Augusta
- Changing Times – Repurposing golf course acreage for enhanced practice facilities
- Adapting to Survive – Dairy Creek Golf Course counters drought conditions with new practice range
- Teaching & Training Aids: Foresight GCQuad – Our series on golf's finest training aids continues with a look at the popular camera-based launch monitor
- Video File: Range Brews Review

Keep it fun and thanks for supporting the GRAA.

Best Regards,

Rick Summers
CEO & Publisher, GRAA
610-745-0862
rsummers@golfrange.org *Golf*
Ranges: Where the Fun Starts

AUGUSTA PREPARATION • GCQUAD...COACHING + ENTERTAINMENT • INVESTING IN THE RANGE

Golf Range



M A G A Z I N E

Volume 27 No. 4
April 2019

TEACHING • PRACTICE • PLAYER DEVELOPMENT • FITTING/DEMO • OPERATIONS • ENGAGEMENT

RENOVATIONS On the Rise

New data shows practice range renovations
and enhancements are trending upwards



TEX-NET

QUALITY-SERVICE-VALUE-EXPERIENCE

GOLF BARRIER NETTING



GOLF CAGES



POWERCAGE MODEL: 10'X10'X10'

CUSTOM SHORT RANGE



ARCHERY NETTING



STOP ROLLING GOLF BALLS



TEX-NET INC.
WWW.TEXNETUSA.COM
800-541-1123

FAX: 609-499-8227

763 B RAILROAD AVE. PO BOX 92
FLORENCE, NJ MADE IN U.S.A.

UV RAYS? HEAT? RAIN?
NO PROBLEM...
WE'VE GOT YOU COVERED



Premier International Su
Explore our club, range, and teaching
American made since 1997 | Based in



Supplier of Mobile Canopies

Get canopies at www.covershotsgolf.com

Charlotte, North Carolina | TF: 1-888-881-2433

TARGET

wit
EAGLE

Golf Supply



Make your range stand out from the rest by giving your guests plenty of with multiple color and size options, the famous Pro 2000 vertical and with a few color options. All of them are built to last and in-st

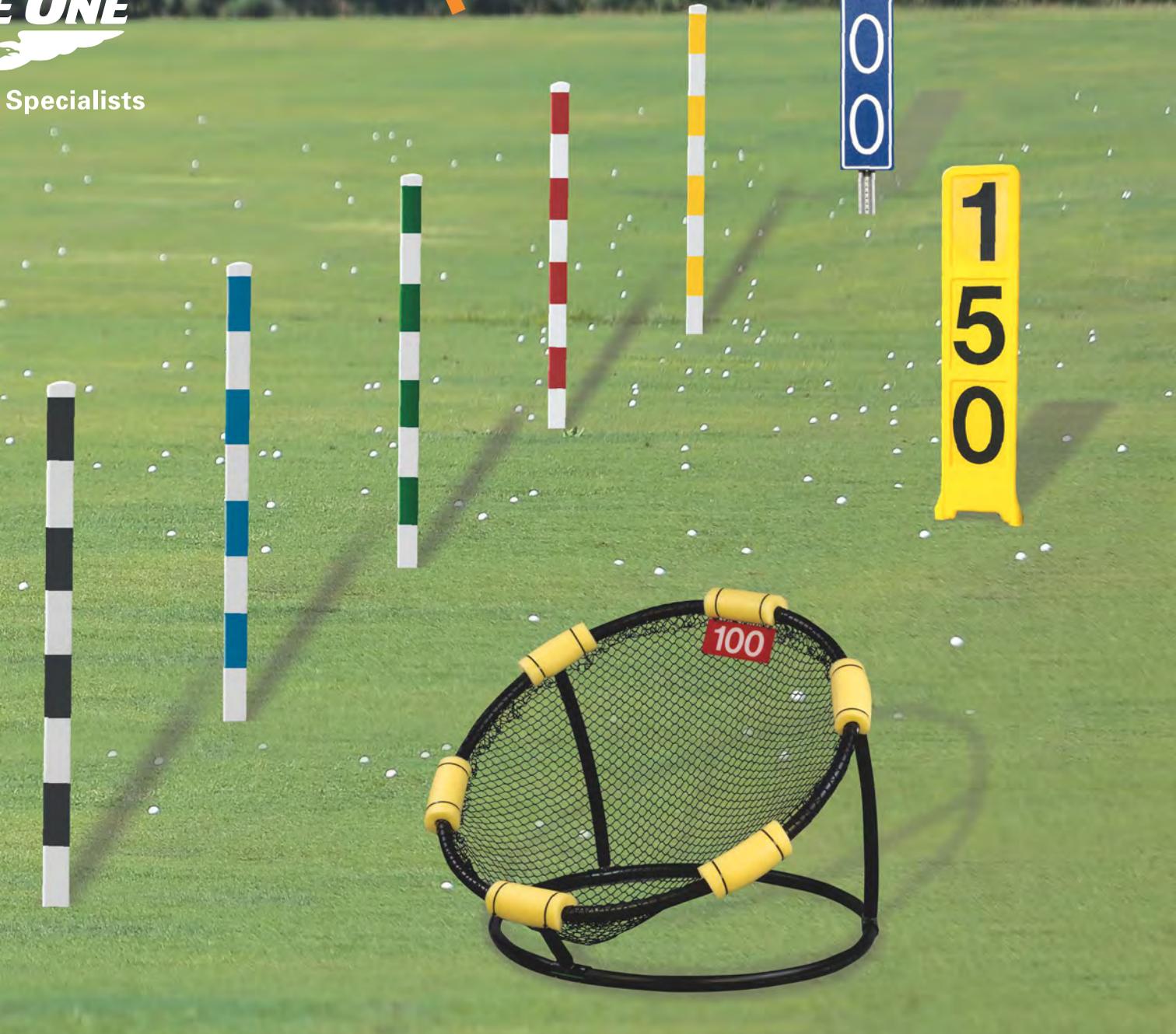
www.wittekgolf.com

RANGE • COURSE • P



Specialists

ACQUIRED



targets to hit at. Lucky for you, we have plenty of options. Striped poles, horizontal markers, and numbered or bullseye laminate plastic targets are in stock, ready to order over the phone or online at WittekGolf.com.

PRO SHOP • MINI GOLF

800.869.1800



Quality Golf Netting • Ball Trajectory

With thousands of Steel Pole Projecting Systems for all dimensions of the same coating used on the Alaska Pole has ever failed!

Call today

Ask for Ruben or Ken
www.CoastalNetting.com
2933 16th St, Bakersfield, CA
kjones@coastalnetting.com



THE UNDISPUTED INDUSTRY LEADER

- Custom Netting Systems for all dimensions of the industry.
- Engineered for specific soil conditions and wind load calculations.
- All steel poles are covered with STRYK 5388 FACS® corrosion retardant coating—same coating used on the Alaskan Pipeline.
- Ball Trajectory studies to determine appropriate height of netting systems provided by Tanner Consulting Group, an independent company and leader in golf design and consulting services.
- Range owner's investment protected with insurance coverage by Coastal's A++ Rated Product Liability Policy.
- Licensed engineering & complete turnkey installations by highest qualified contractors in all 50 states and Canadian provinces.
- Coastal built the highest netting system in North America – 180 ft.
- Not one Coastal Steel Pole has ever failed!



Studies • Custom Design • Manufacturing

Throughout North America, Coastal is proud to offer superior quality Custom Golf Netting Systems to the industry. All steel poles use STRYK 5388 FACS® corrosion retardant coating, the same coating used on the Alaskan Pipeline. We can build any netting system anywhere, and not one Coastal Steel Pole has ever failed!

Contact us today for a free consultation, and join the winners!

800-726-3354



THE



PROS KNOW

and here's what they're saying

" We
have
the
full
line
of

RangeCart products. Range Carts- Apple Crates- Range Stands and now the Spike Wash at Baltusrol Golf Club.

All of these products have drastically improved our range.

Our members can conveniently access needed amenities for a quality practice session or warm up.

Our staff loves the convenience and mobility that allows for easy setup and re-calibration of the range each day.

I highly recommend all RangeCart products."

Ryan Fontaine
PGA Director of Golf
Baltusrol Golf Club

Get To Know THE PROS @ RANGE CART

800-706-1336 • • • • • WWW.RANGECART.COM

The Original



Apple Crate
Ball Dispenser



The
RangeCart

Amenities Organizer &
Club Cleaning Station



Dry Erase/
Pin Yardage Placard



Short game
package

" We needed something quality and different from the typical range trappings. The Apple Crate by RangeCart matched exactly what we needed, and made our range look incredible! RangeCart 's service and attention to detail is outstanding. Highly recommended!"

Matt Jordan
Head Golf Professional
Streamsong Black

" We have used the Apple Crates from RangeCart at Sea Island Golf Club since 2015. We've found them to be very durable and extremely functional. Along with their great product we've always had wonderful service from the RangeCart team."

Craig Allan
Manager, Sea Island
Golf Performance Center



New cooler bracket adds
to any RangeCart!



Proper
Club Cleaning
Station



The Answer
Range Stand

Super-Sturdy
Functiona
Design

Say Goodbye to the
Bulky Bag Stand.



Sandwich board style
Dry erase yardage



Club

Looks Great!

Golf Range

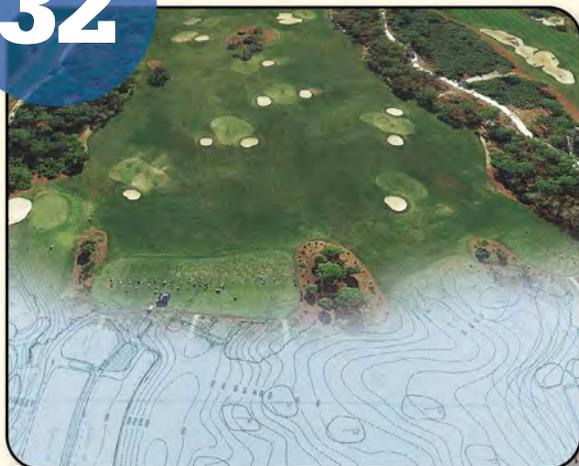


MAGAZINE

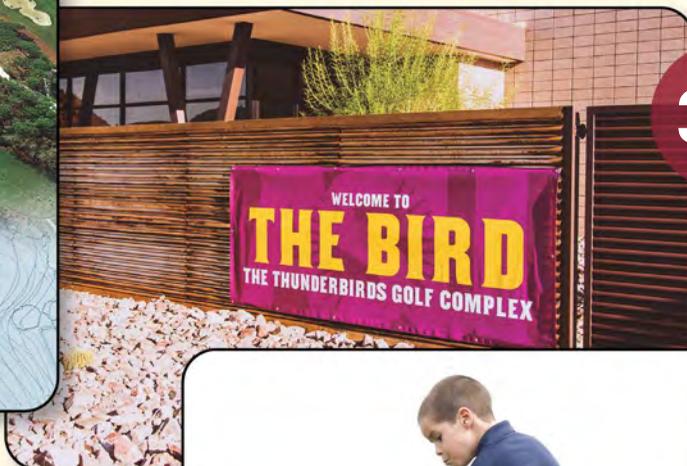
Volume 27, Number 4

APRIL 2019

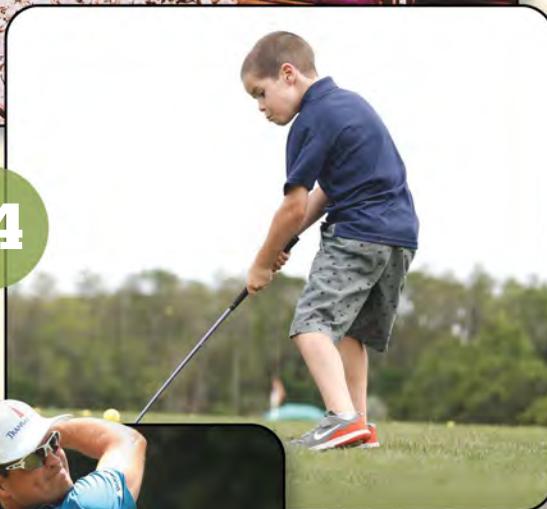
32



38



44



48



50



Features

- 32 **Renovations on the Rise**
New data shows practice range renovations and enhancements are trending upwards
- 38 **Mickelson Returns to Alma Mater**
Five-time major champion designs ASU practice range
- 44 **Fit for Kids**
Creating lifetime golfers requires providing the proper equipment
- 48 **Habits of a Champion**
Zach Johnson, winner of the 2007 Masters, on how he prepares to play
- 50 **Prepping for Augusta**
How the 9-Time PGA Tour Winner Practices and Prepares for Augusta
- 54 **Changing Times**
Repurposing golf course acreage for enhanced practice facilities
- 60 **Adapting to Survive**
Dairy Creek Golf Course counters drought conditions with new practice range
- 68 **Top 25 Teaching & Training Aid: Foresight GCQuad**
Our series on golf's finest training aids continues with a look at the popular camera-based launch monitor

Departments

- 16 **From the CEO**
- 22 **Golf Range News**
- 28 **Video File:** Range Brews Review
- 76 **GRAA Featured Partners**
- 78 **GRAA Preferred Vendors**

WE DO DIGITAL. WE DON'T DO FLUFF.

Start doing digital the right way.

Visit www.golfwebdesign.com and start the conversation today.

Druids Glen Golf Club
Voted Top 10 Course in Washington

golfwebdesign

YOU'VE TRAINED
NOW TRAIN FOR SPEED



W
E
N

ORANGE WHIP[®]
LIGHTSPEED

Do you need more speed? Does it seem like the harder you try the shorter you hit it? Unleash your golf swing with the new Orange Whip LightSpeed and train your body to move better and faster.

ORANGE WHIP[®]

ORANGEWHIPGOLF.COM

YOUR RHYTHM.
SPEED.



The Results Are In: Data Confirms That Range Renovations Are On the Rise

When our company acquired the Golf Range Association of America in 2011, we envisioned a growing segment of the industry that would have tangible impacts on facility revenue and growth of the game. We were bullish on the importance of the practice range.

Presently, we're seeing our vision come to life. With recent data released by the Sports & Leisure Research Group and the American Society of Golf Course Architects, we've learned that enhanced practice ranges are ranked No. 1 in importance by facility operators as it relates to customer engagement. We've also independently conducted a survey of facility operators in conjunction with Wittek Golf that revealed an annual increase in range renovations each of the last five years. With this new data at our fingertips, the cover story in this month's issue takes a deeper dive into understanding this trend and how the growing importance of practice ranges can impact your bottom line and broaden your appeal to golfers.

April in the golf industry means one thing: The Masters. To celebrate a tradition unlike any other, we caught up with 2007 Masters Champion Zach Johnson to discuss his practice and preparation habits. In addition, we chatted with PGA Tour stalwart Brandt Snedeker to find out how he prepares to compete at Augusta.

Also in this issue we look at two facilities on opposite sides of the country that are undergoing enhancements to their respective practice ranges: The private DuPont Country Club in Delaware and the municipal Dairy Creek Golf Course in Northern California.

As always, we want to hear from you! Your feedback helps make the GRAA and *Golf Range Magazine* better. So please let us know if you decide to implement an idea or strategy you've read in either our best practice emails or in *Golf Range Magazine*.

All the best,



Rick Summers
CEO, GRAA
610-745-0862
rsummers@golfrange.org
Golf Ranges: Where the Fun Starts

GRAA Advisory Board:

David Beltre, The Golf Club at Chelsea Piers;
Mark Caster, PGA, Topgolf;
Matt Clay, PGA, Del Mar Golf Center;
Darrell Crall, PGA of America;
Bob Doria, PGA, Medford Village Country Club;
Patrick Eggeling, PGA, Old Oaks Country Club;
Lou Guzzi, PGA, Lou Guzzi Golf Academy;
Michael Haywood, PGA, Tucson Country Club;
Katherine Jemsek, Jemsek Golf;
Rick Kline, PGA, Sittler Golf Center;
Patty Kline, Sand Dollar Solutions/Sittler Golf Center;
Mike Malaska, PGA, Superstition Mountain Golf & Country Club;
Tony Martinez, PGA, Keeton Park Golf Course;
Greg Mason, PGA, Iowa PGA Section;
Del Ratcliffe, PGA, Ratcliffe Golf Services;
Susan Roll, PGA, Carlsbad Golf Center;
Adam Smith, PGA, Kinloch Golf Club;
Joel Weitz, PGA, Vitense Golfland;
Mike Woods, PGA, Haggin Oaks Golf Complex.

Golf Range Association of America:

2600 Philmont Avenue, Suite 325, Huntingdon Valley, PA 19006; Phone: (215) 914-2071

CEO & Publisher: Richard K. Summers;
COO & Art Director: Peter J. Sansone;
President: Brian Folino;
Editorial Director: Tony Starks;
General Manager, Operations: Patrick Cherry;
Production/Pre-Press: Frederick Yantz;
Design: Jim Gerhard, Matt Hulnick, Steve Higgins, Max Kohls;
Advertising Production Manager: Julie Yuen;
General Manager, Digital Operations: Matt Frey, PGA;
Operations: Tom Gauss, Katelyn Leer, Alex Padrón, James Turchick
Vice President, Travel & Real Estate: Mike Agee;
Senior Relationship Manager – East and Ambassador Program: Ryan Gingrow, PGA;
Senior Relationship Manager – West: Ryan Holland, PGA;
Relationship Manager – Northeast: Bryant Shuford, PGA;
Relationship Manager – Southeast: Darin MacDonald, PGA;
Relationship Manager – West: Kali Quick, PGA;
Relationship Consultant, Northeast: Susan L. Bond, PGA;
Accounting: Larisa Kotlyar, Stacy Lombardo
Allied Association:  PGA

Driving Range Accuracy



Simple, Accurate,
Reliable.

GPS Distance
Measuring Device
for Golf Course
Practice Facilities.

SCHEDULE A
DEMO TODAY

www.FlagDGolf.com

Out with the Old



In with the New

Arnold Palmer designed the Palmer course at Oasis Golf Club in Mesquite, Nevada in 1995. Of course, Palmer's designed course was great. However, President of Oasis, Kirk Lee, knew he had to make sure his golf club wasn't just great, but the best!

In April of 2018, Lee decided to install Power Tee to make sure he set his golf club above all the others.

Why did he decide on Power Tee to set his club apart? Like many other Country Clubs, he looked at what could be improved at his club. He saw his tee line and knew he wanted to offer his members more than what he had.

Power Tee offers an alternative to the everyday tee line. A few years ago, members accepted certain types of hitting conditions, but with the development of golf and technology, members now want a little more.

Not only has Oasis protected their grass and their members, and saved money on turf care, but they have added a charge of \$5 per month per member for the privilege of using Power Tee - 50% of which drops straight to their bottom line!

Offering Power Tee enhances your members' whole golfing experience, giving them the best practice experience, to get the best out of their game and fully enjoy their golf. Power Tee serves all handicaps, from the junior golfer up to the tour players, making sure every golfer is taken care of. Members are no longer complaining about sore wrists or elbows after practice, since Power Tee gives them a safer and more durable hitting surface!

Contact Power Tee to make a difference at your golf club today!

Check out the website, www.powertee.com for more information, or give them a call at **877-769-3781**.



@Power.Tee



@Powertee golf



@Powertee



@Power.Tee

Data & Trends:

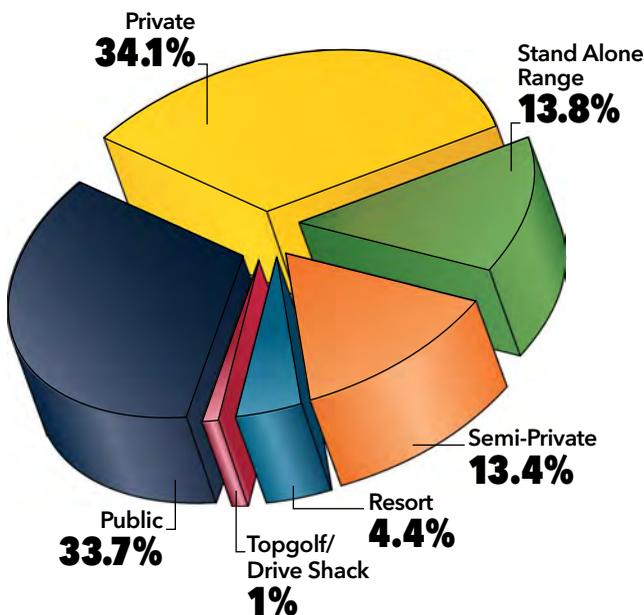
Practice Facility Renovations on the Rise

In March 2019, Wittek Golf partnered with the Golf Range Association of America to conduct an industry-wide survey, which serves as a snapshot of the contemporary range business. We have pared down the data and pulled out the info that we believe is most pertinent to your business. It is our hope that this data helps you make more informed business decisions related to transforming your practice range into a greater source of revenue, as well as a fun and engaging space for golfers.

Who we surveyed: **We received 557 respondents**



Breakdown by Facility Type:



Renovations by the Numbers

43.2% of respondents have undergone a **practice facility renovation** within the last 5 years, 70% of which considered it a major renovation. *[Renovations include both physical and/or equipment improvements.]*

Trends: Renovations on the Rise
The number of range renovations has increased annually for five consecutive years.

[Of the practice range renovations we've confirmed over the last five years, here's the annual breakdown.]

- 2018 **87** renovations
- 2017 **72** renovations
- 2016 **70** renovations
- 2015 **42** renovations
- 2014 **34** renovations

The Bottom Line:
89% of ranges that were renovated saw an increase in usage and traffic.

Range Impact:
52% of respondents rated the practice range as "impactful" or "very impactful" towards membership sales, facility visits and revenue.

The Price of Practice:
The most common amount spent on renovations (**30%** of respondents) was **\$50,001-\$100,000**.

However, 17.1% of respondents invested more than \$1 million in renovations.

[NOTE: For renovations exceeding \$1 million, it is expected that practice facility enhancements were included within a larger master plan.]



Top-Ranked Amenities

[NOTE: The amenities below are listed in order of those most commonly offered at contemporary practice facilities. Benchmark items such as grass tees and a putting green are omitted from the list.]

- Short game area (82.2%)
- Tee dividers (55.3%)
- Launch monitors (46.6%)
- Hitting bays with mats (44.8%)
- Permanent teaching center (33.6%)
- Range ball dispenser (33.1%)
- Food & Beverage (30.1%)
- Covered hitting areas (27.4%)
- Lighting for night use (22.6%)
- Heated bays (19.4%)
- Health/Fitness Center (18.9%)
- Simulator (17.7%)
- Music (10.4%)
- Radar technology such as Toptracer Range (8.9%)
- Automated tee system (5.2%)

Architecture & Design

62% of respondents said they used a professional firm to design and/or construct the renovation. The top four firms/designers are listed below:

- Landscapes Unlimited
- Rees Jones
- Nicklaus Design
- Turf Solutions

[NOTE: Other notables include Pete Dye (Tim Liddy), Beau Welling, Dana Fry, Davis Love III, Bobby Weed, Tom Fazio, RTJ III, Andrew Green, Arnold Palmer Design, Rick Jacobson and Stephen Kay.]

Products & Services

- **71%** of respondents prefer longer lasting, higher priced equipment
- **47%** of respondents have a launch monitor
- Nearly **24%** of respondents have at least one simulator while **36%** are considering adding one.

Looking to Tomorrow

48% of those that have NOT already been renovated **plan to undergo a renovation** within the next 5 years.

Of those that plan to undergo a renovation within the next 5 years, **29%** will spend less than \$50,000 while **24%** will spend between \$50,001-\$100,000. Another **11%** will spend more than \$1 million.



Most-Used Range Supplier

- Wittek/Eagle One (70.9%)



wittek.com | 1-800-869-1800

Breaking Down the Data

Let's now look at some key metrics on practice renovation separated by facility type (PRIVATE, PUBLIC and STAND ALONE).

PRIVATE

- **44.2%** of respondents underwent a practice facility renovation within the last 5 years.
- Of those who have undergone renovations, **47.2%** of them took place in 2018 and **26.8%** of them were considered "major" projects.
- **29.4%** of renovations were done by a professional firm or architect
- **22.1%** said the renovation helped sell more memberships
- Most invested between **\$50,001-\$100,000** in the renovation
- Of those that did not undergo a renovation, **42.5%** indicate they will renovate the practice area within the next 5 years, with nearly **10%** of them planning to spend less than \$50,000 on the renovation. On the other end, **6.2%** plan to spend more than \$1 million.

PUBLIC

- **40.4%** of respondents underwent a practice facility renovation within the last 5 years.
- Of those who have undergone renovations, 40% of them took place in 2018 and 22.8% of them were considered "major" projects.
- **19.1%** of renovations were done by a professional firm or architect
- **24.4%** reported increased usage of the practice facility following the renovation
- Most invested between **\$50,001-\$100,000**
- Of those that did not undergo a renovation, **35.4%** indicate they will renovate the practice area within the next 5 years, with nearly **11%** of them planning to spend between \$50,001-\$100,000 on the renovation. On the other end, **2%** plan to spend more than \$1 million.

STAND ALONE

- **45.2%** of respondents underwent a practice facility renovation within the last 5 years.
- Of those who have undergone renovations, **48.2%** of them took place in 2018 and **29.8%** of them were considered "major" projects.
- **55.1%** of renovations were done by a professional firm or architect
- More than **90%** reported increased usage of the practice facility following the renovation
- Most invested between **\$50,001-\$100,000** (32%) on the renovation, with an additional 24% of respondents reporting a spend of \$250,000-\$500,000.
- Of those that did not undergo a renovation, **52.9%** indicate they will renovate the practice area within the next 5 years, with **23%** of them planning to spend between \$50,001-\$100,000 on the renovation and an additional **26%** of respondents planning to spend \$250,000-\$500,000.



*"The first time I saw it I loved it,
and my members on the range
wanted to use it."*

*—Shawn Cox, PGA
Director of Golf
Fairmont Grand Del Mar
San Diego, CA*

ToughLie
360™



ToughLie 360™

Real Course Conditions On The Range

TEACHING

- ✓ Easily rotates 360° - Re-create every lie on your course within seconds
- ✓ Revenue generator for Clinics/Camps/Lessons
- ✓ Ideal for teaching both long and short game
- ✓ Perfect for players of all ability levels, from beginners to experts
- ✓ Provide your students an exciting new reason to engage in a comprehensive lesson program
- ✓ Affordable pricing, incremental revenue opportunities for PGA Professionals

PRACTICE

- ✓ Simple to use for any player - No instructions needed
- ✓ Two Units available - 4° & 8° Gradients
- ✓ Engage your customer with fun new ways to practice
- ✓ Ideal for your driving range and short game facilities alike
- ✓ Perfect for changing the lie and club between shots

SUPERINTENDENT-FRIENDLY

- ✓ Easy to move
- ✓ Fits into any range facility footprint
- ✓ Fiberglass construction yields uncompromising durability
- ✓ No divots to repair

www.ToughLie360.com
610-202-2471
Made in the U.S.A.

GOLF RANGE NEWS

Keeping you up to speed on interesting stories and trends from the golf practice-and-learning sector

WOODS TEAM IN



& HANSE IN HAWAII



Tiger Woods and TGR Design have been unveiled as lead architects for one of two golf course projects at Mākaha Valley Resort on the island of O‘ahu.

Tiger and his team will lead the development of the Mākaha North Course,

while the acclaimed Gil Hanse, creator of the Olympic Course in Rio de Janeiro and many of the top golfing architectural feats of recent years, will develop the Mākaha South Course.

It is the first time that these two powerhouse course designers will collaborate on the same property.

Together, these world-class, tournament-quality layouts will become the center pieces of the Mākaha Valley Resort, a 644-acre mixed-use property developed in conjunction with community leaders and native cultural practitioners on Hawaii’s third-largest island.

This bold landscape, which includes lush and rolling terrain, breathtaking ocean views and the Waianae Mountain Range as its backdrop, aims to deliver a unique and memorable golf experience for players of all levels.

Expansive practice areas and short courses are a calling card of Woods’ designs – with **The Playgrounds** at Bluejack National outside of Houston perhaps being the most notable. *GolfRange Magazine* is excited to see what unique alternative-golf options Woods and Hanse create when handed a Hawaiian canvas.



LOUNGING AROUND

Topgolf continues to expand its already massive golfing empire. Earlier this month the company announced that its first Topgolf Lounge is set to officially open outside Seattle, Washington later this year.

The lounge will serve as the entertainment epicenter of the stunning new “Kirkland Urban” mixed-use complex overlooking Lake Washington. Think of it as part Topgolf and part Starbucks, which makes Seattle the perfect opening market as it’s home to the coffee conglomerate.

Designed to be a gathering place for friends, Topgolf Lounge will feature a bar and gaming experience that’s intended to connect people in meaningful ways. Each location will be highlighted by live sports on massive flat

screens, industry-leading Full Swing Golf simulator, a broad selection of virtual games, lively music and locally curated dishes, hand-crafted desserts and cocktail selections. This format will allow Topgolf to expand traditional venue footprint into urban areas.

“Entertainment choices are evolving at the speed of technology and the Topgolf Lounge concept is on the forefront of the ‘eatertainment’ movement,” said Rob Powers, President of Topgolf Lounge. “Topgolf Lounge guests will be blown away by our incredible bar, massive outdoor patio space and interactive sports games, making them feel like they are actually playing live. We are entertaining a myriad of partnership concepts across the nation, to bring this concept to life.”



ID

ers with

cktail
its

of
ne
on
nge
ssive

We
cross





dryraingeTM
PLATFORM

**NO
LOST
DAYS.**

Find out how at dryrainge.golf

dryrainge™ PLATFORM

**GROW YOUR
RANGE REVENUE.**

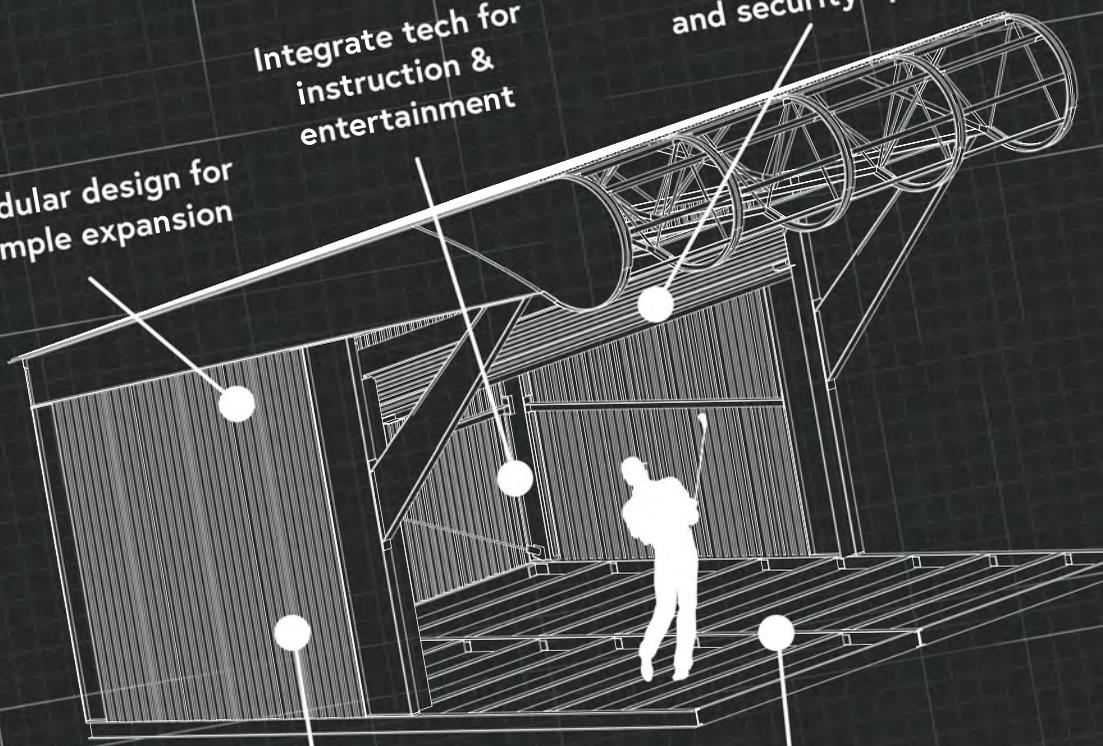
Modular design for
simple expansion

Integrate tech for
instruction &
entertainment

Customized finishing
and security options

Retain business in
extreme weather

Attract private
lessons and
functions



Range Brews at UNION LEAGUE



In 2018, The Union League in Philadelphia invited the GRAA to host one of the first ever Range Brew events. The one-day festival paired local craft breweries with fun range activities and social engagements. Let's listen in as PGA Director of Golf Sean Palmer describes events of the day. ■

WE DO DIGITAL. WE DON'T DO FLUFF.

Start doing digital the right way.

Visit www.golfwebdesign.com and start the conversation today.

Druids Glen Golf Club
Voted Top 10 Course in Washington

golfwebdesign



**TOPTRACER
RANGE.**

transfo

YOUR RANGE

Toptracer has revolutionized how we watch golf on TV. Now, your guests can experience all that **Toptracer Range** has to offer—instant replays, virtual games, stat tracking and more!

LEARN HOW TO GROW YOUR
BUSINESS WITH TOPTRACER RANGE

[toptracer.com](https://www.toptracer.com)





RENOVATIONS ON THE RISE

New data shows practice range renovations and enhancements are trending upwards

BY TONY STARKS

New data from various sources has confirmed that practice range renovations are on the rise, and that the trend is likely to continue as the industry evolves to meet the needs of golf consumers.

The Sports & Leisure Research Group in conjunction with the American Society of Golf Course Architects (ASGCA) conducted its annual Golf Facility Market Trend Watch, which surveys facility owners, golf course operators, superintendents and architects to reveal industry trends.

One major finding for 2019: An enhanced practice range moved to No. 1 in importance when evaluating golfers' most coveted amenities.

The Golf Range Association of America in conjunction with Wittek Golf conducted its own survey of facility operators, owners and PGA Professionals and discovered that among those surveyed, the number of range renovations has increased annually for the past five years.

TRENDS: Renovations on the Rise

The number of range renovations has increased annually for five consecutive years

[Of the 305 practice range renovations the GRAA has confirmed over the last five years, here's the annual breakdown]

2018: 87 renovations

2017: 72 renovations

2016: 70 renovations

2015: 42 renovations

2014: 34 renovations

What has been the catalyst of this trend?

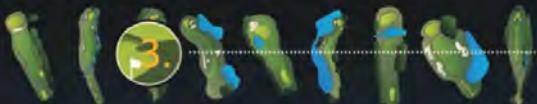


ASGCA President Jeff Blume (pictured) believes enhanced practice ranges create greater access to the game.

“Another piece of research we’ve recently completed with the World Golf Foundation and WE ARE GOLF underlines a ubiquitous love affair, for a lack of better term, with these new F&B and entertainment-oriented ranges – like Topgolf or Drive Shack,” says Jon Last, President of the Sports & Leisure Research Group. “Much of the industry has embraced their potential for creating the next

generation of people engaging with the game and obviously the revenue opportunities that come along with that.

“We’re seeing a lot of consumers seek this more condensed and gamified golf experience, and that’s perked the interest of the green grass community to say, ‘Hey, we need to get more out of what have to offer,’” Last says. “What’s reflected there from a



What to Make of our Love Affair with Golf Ranges – “The **Super** Derivative”



TopGolf to Surpass 50 U.S. Locations



Drive Shack Targets 15 Stand Alone Mega Ranges by 2020

TopGolf is About “Community,” Entertainment and F&B

Saturation and Shifting Non-golfer Tastes

VS.

Transformation of Experience and Migrating “Tire Kickers” Into Traditional Golfers

“An Enhanced Practice Range” moves to **#1** in Importance among Superintendents evaluating golfers’ most coveted amenities in 2019 Survey.

more qualitative standpoint is that historically the range has been viewed as maybe an afterthought or just a necessity for any golf operation. Now there's been a recognition that the range can really stand on its own and be a revenue driver."

A perfect example is San Pedro Driving Range & Par 3 in the city of San Antonio. The facility is one of eight city-owned properties operated by the Municipal Golf Association of San Antonio and is the only course among the group not to offer a full-length 18-hole layout. ASGCA President Jeff Blume renovated the property three years ago to feature a par-3 course that wraps around a large practice range.

"Since we renovated it, San Pedro has become the most profitable property operated by the city of San Antonio, which includes some really quality courses such as Brackenridge Park – a Tillinghast design that was done in the 1920s that is a great facility," says Blume. "It's amazing that this little San Pedro facility is turning the most revenue. It's open late, it's lighted, the range is large, it has the par-3 course and they offer a sports bar type setup. It has really taken off."

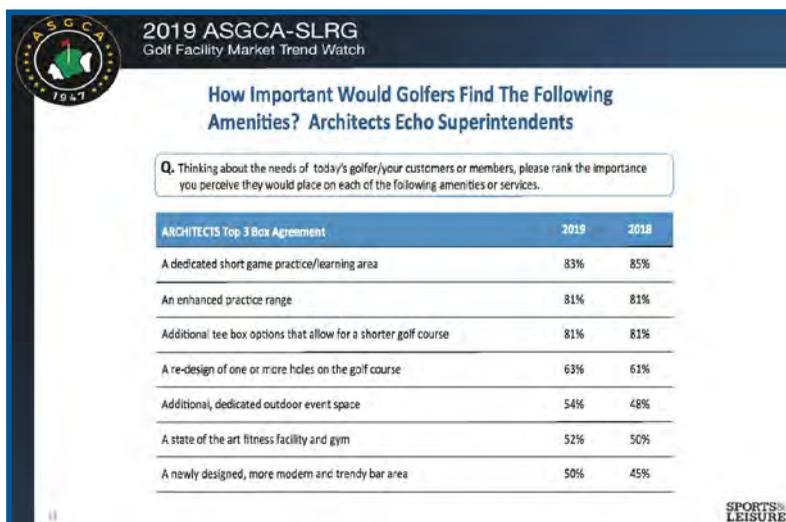
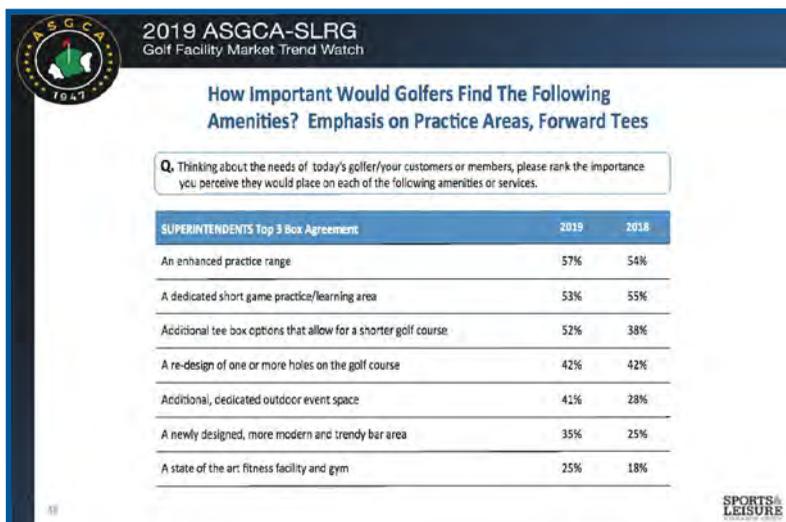
While architects may find more joy in designing a full-length 18-hole championship golf course, Blume acknowledges that there is great opportunity in designing enhanced practice ranges. He also says that range renovations are less costly for golf facilities to endure, which increases the likelihood that course owners will invest in the project.

"From the architectural standpoint, these type of projects also create challenges that can be exciting and fun for a designer," says Blume. "They are achievable projects that show tangible results. Just look at San Pedro."

Beyond an increase in financial viability enhanced range facilities have also proven to be a source of broadening golf's demographics. If you've visited a Topgolf venue recently you may have noticed that customer demographics are much more diverse than a traditional golf course in terms of age, gender and demographic. While that's a result of intentional marketing efforts, it also represents an outcome that golf as a whole is craving.

Green grass facilities that take a similar approach are certainly counting on a similar end game in the long run.

"Anecdotally, we recently conducted a one-on-one interview with a young man who's new to the game as part of another research study," says Last. "He said something that I wish I could've bottled up and shared with the whole industry. He said 'Well, you know, golf has gotten really cool lately.'"



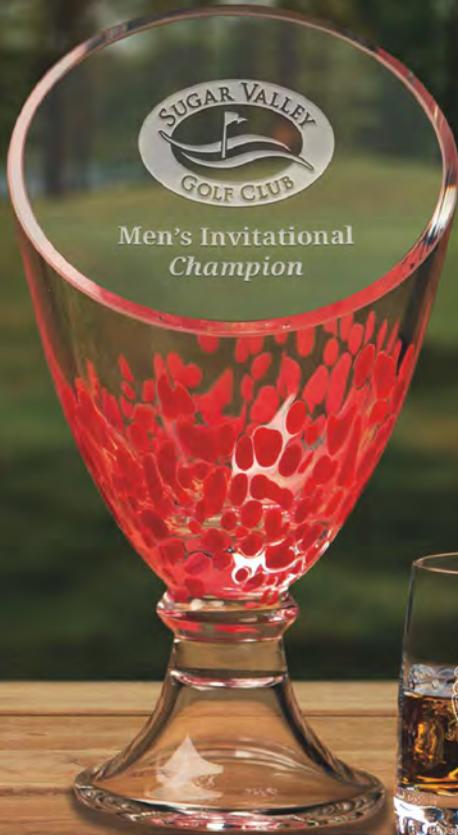
As he embellished on it, it was clear that he was reflecting on golf's current accessibility to people like him. Range facilities like we're talking about are creating more entry ramps into the game that are devoid of many of the perceptions that are related to the game traditionally."

Adds Blume: "These type of facilities are giving people a place to learn and cultivate their interest in golf at their own pace. It takes the pressure off of having to be a good player to be accepted."

Golf is a hard game, that's universally known throughout the industry. It takes awhile for the game to not only acknowledge that, but to also begin removing the tangible barriers for entry. The emergence of enhanced practice ranges is looking like a valuable solution to that long pondered question.

"I think this is just the tip of the iceberg," Blume continues. "It's long over due that we've needed these type of facilities, and they haven't been around long enough for us to really know what the lasting implications will be. We've yet to see the full benefits as an industry, but I'm bullish in believing that we're going to have some great results." ■

TROPHIES AWARDS TOURNAMENT GIFTS



STERLING CUT GLASS

The Enduring Mark of Champions

www.sterlingcutglass.com

800-543-1317 | cs@sterlingcutglass.com

Follow Us On Twitter  @SCGGOLF



Supporting the Golf Professional through



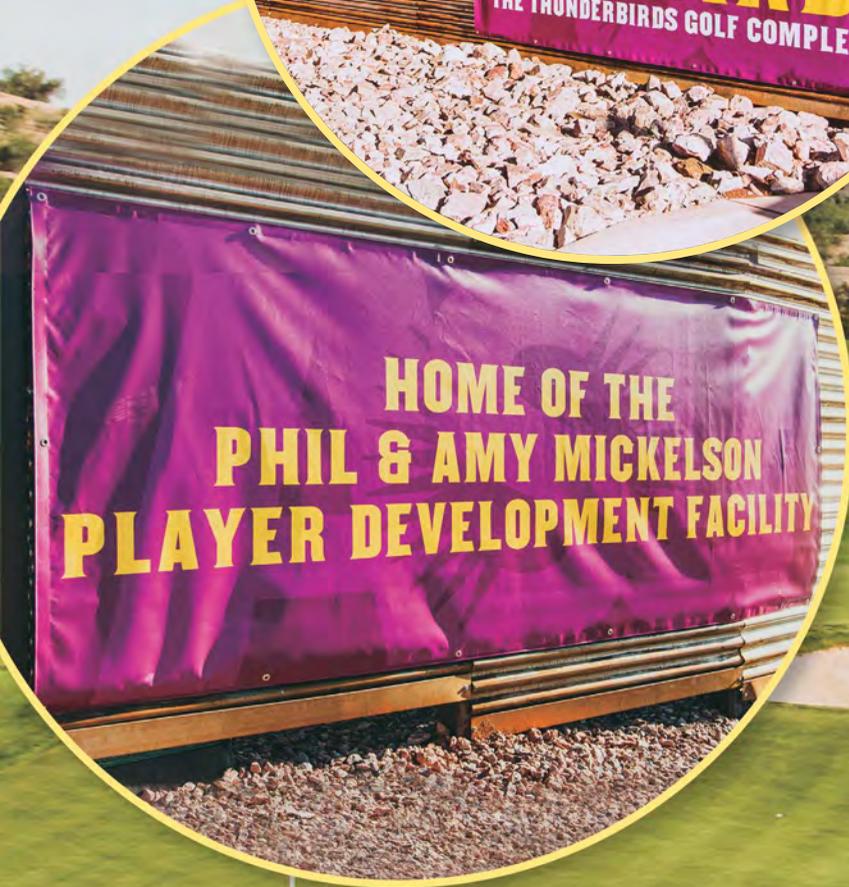
PGATM

Retirement Plus



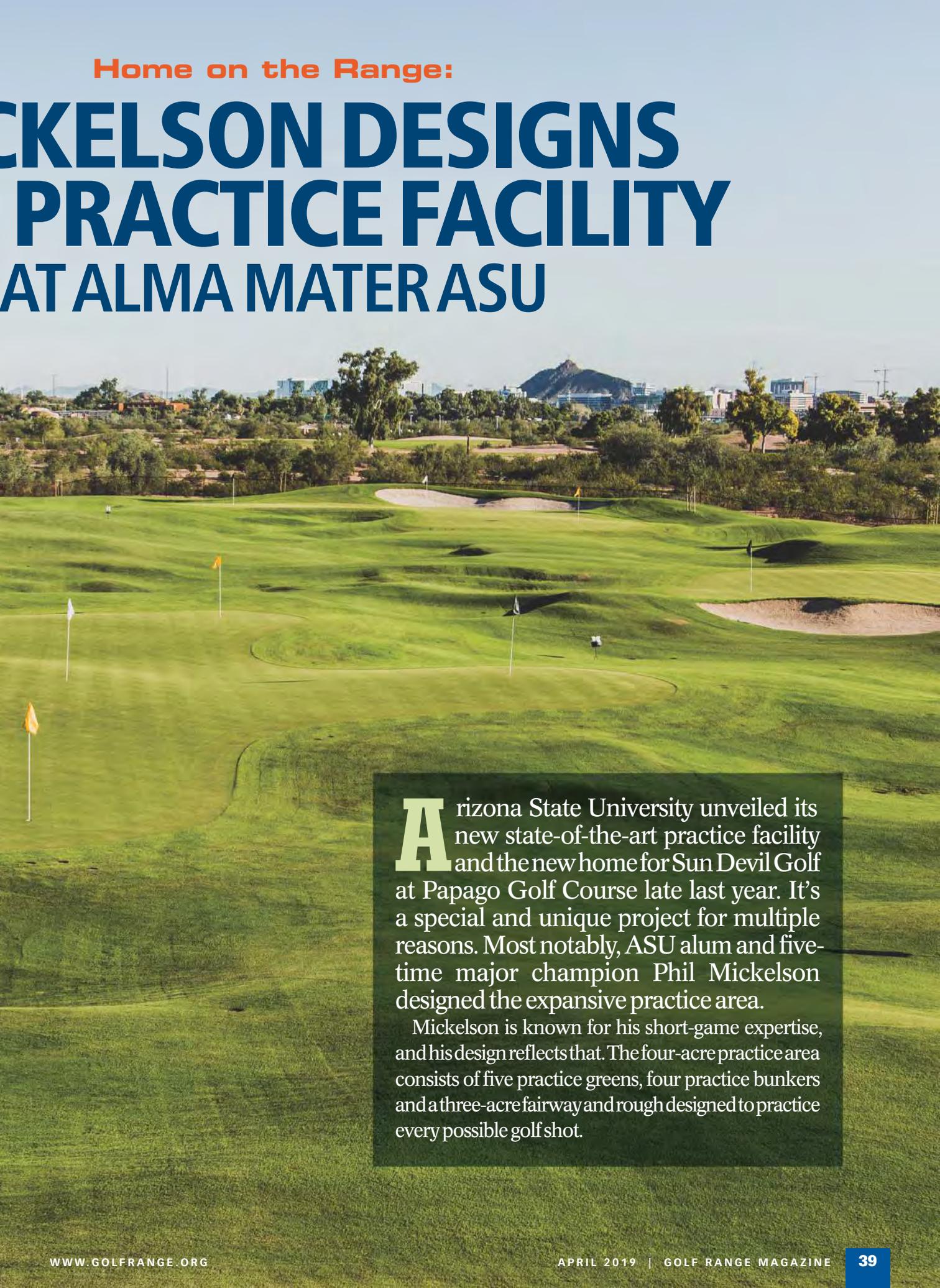
The PGA name, logo and marks are a trademark of the Professional Golfers' Association of America

MIC NEW



Home on the Range:

MICKELSON DESIGNS PRACTICE FACILITY AT ALMA MATER ASU



Arizona State University unveiled its new state-of-the-art practice facility and the new home for Sun Devil Golf at Papago Golf Course late last year. It's a special and unique project for multiple reasons. Most notably, ASU alum and five-time major champion Phil Mickelson designed the expansive practice area.

Mickelson is known for his short-game expertise, and his design reflects that. The four-acre practice area consists of five practice greens, four practice bunkers and a three-acre fairway and rough designed to practice every possible golf shot.



Arizona State University golf teams and stakeholders were onsite for the unveiling of Thunderbird Golf Complex in the fall of 2018.

"Phil Mickelson Design and the coaches have thought of every possible shot and skill required to be a world-class player and put it into the ground and into the entire facility, creating a training environment unlike any in the world," says ASU men's golf coach Matt Thurmond. "This facility is the next piece to compliment Sun Devil Golf's storied past, creating a surge of momentum for our golf programs into a very bright and sunny future."

The involvement of Thunderbirds Charities – a non-profit organization that was formed in the 1986 to distribute monies raised through the Waste Management Phoenix Open – also elevates the

prestige of the new facility. The organization is committed to investing in areas that grow the game of golf in Arizona, and made a generous commitment. The facility has been named The Thunderbirds Golf Complex in its honor.

"As an organization, making a direct impact within the golf community and cultivating interest in the game of golf is always our passion," says Carlos Sugich, Thunderbirds Big Chief. "When we were presented the opportunity to contribute to Arizona State's new golf facility and to Papago Golf Course, there was no question we wanted to play a part in this exciting moment for golf in the



state of Arizona."

The 7,000-square foot facility features a grand entry lobby, national championship displays, a team gym, locker rooms for both men's and women's teams, a fueling station, study lounge, team lounge, indoor hitting bays and more.

"This premier facility will allow our golf programs to build on their strong tradition of winning while training at one of the most impressive facilities in the country," says Vice President for University Athletics Ray Anderson. "It is evident so many intricate details were considered in order to create innovative practice areas and creatively maximize our footprint at this iconic setting."

Papago Golf Course, which established a reputation for its scenic desert views, has a long-standing history with Sun Devil Golf as the course was the home of a number of standout local Sun Devil golf student-athletes, including Billy Mayfair, the late Heather Farr and current Sun Devil Women's Golf Head Coach Missy Farr-Kaye.

"We are so excited to be moving into our new home at Papago Golf Course," says Farr-Kaye. "It is quite special for me to be coaching my alma mater back where I first learned to play golf. The training facility here has exceeded my expectations and I am confident my current team and future Sun Devils will enjoy practicing here for years to come." ■

The 12-acre plot consists of:

- Arizona State University team building
- 3,000-square-foot covered outdoor team patio
- 22,000-square-foot practice range tee
- Six-acre range hitting area with 21 target greens and seven fairway bunkers
- 5,600-square-feet of synthetic turf tee area, consisting of three types of hitting surfaces
- Innovative synthetic turf "Phil Mickelson" practice putting pads, consisting of three 15x15-foot square putting surfaces at 2 percent, 3 percent and 4 percent slope each
- 10,000-square-foot practice putting green, an innovative space designed for putting with dedicated areas of various degrees of slope
- Four-acre short game area, consisting of five practice greens totaling 30,000-square-feet, four practice bunkers totaling 3,600-square-feet and a three-acre fairway and rough area designed to practice every possible lie
- Innovative "Phil Mickelson" wedge control target, consisting of eight synthetic turf target providing distance control practice for yardages from 30 yards to 145 yards

PRESTWICK



GOLF GROUP

FURNISHING AN EXPERIENCE™



1 (855) 585-8167 | prestwickgolfgroup.com



FURNISHING AN EXPERIENCE™

We help golf industry professionals make each round unforgettable.

See for yourself what got our furnishings onto Golf Digest's 86 of America's 100 Greatest Golf Courses, 46 PGA Tour Stops and in 61 countries.

FIT for **KIDS**

Creating lifetime golfers requires providing the proper equipment **By Brendon Elliott, PGA**





Starting a child in the game the right way requires several things. As I wrote in last month's issue, instilling a love of the sport is paramount. Quality instruction from a recognized youth golf instructor is also instrumental. However, an often overlooked part of the process is the importance of putting the right equipment in a newbie youth golfer's hands.

Like many of my fellow golf professionals, I cringe when I hear the term "cut down" club. In theory, it makes sense to many parents or grandparents looking to get their little ones into the game. In many cases, parents defer to cut down clubs because they are trying to control costs as a child first enters the game, which is certainly understandable.

Manufacturers of youth golf equipment understand this and have come up with several ways to combat it and make sure kids have correctly fitting clubs as they enter into, and grow within, the game. Here are a few companies and programs you may want to recommend to parents of juniors at your facility.

You're likely familiar with U.S. Kids Golf, as they're one of the leaders in the youth golf equipment market. But did you know they offer a 6th Club Free program? Whenever parents purchase five clubs either at retail or online, they get the sixth one free. They also offer the TradeUP program, where they take back old clubs and give a credit towards a new set. This is ideal for the junior golfer who's growing within the game. As they get bigger and stronger, they

can trade in their previous set and get a new one that fits their new build.

Based in the "Home of Golf," Scotland, Golphin is popular across the pond and is gaining notoriety in the U.S. market. The company offers clubs for youth beginners that are lighter than other junior golf clubs and claim to have a larger sweet spot. Like U.S. Kids Golf, they have progressive offerings that fit juniors at different stages of development.

A third option is EPEC Golf, which directly tackles the quandary of buying brand new clubs every time the child grows. They feature an innovative interchangeable head weight system and shaft replacement program that saves parents from purchasing new clubs every year.

Parents can't really go wrong with any of these options, and as a golf professional or facility operator you can be the hero by educating them on the various equipment purchasing options they have – and by saving the kids from the dreaded "cut down" iron. Bottom line, kids need to learn to love the game, be taught proper technique and have the right tools in their hands. That's the recipe for creating golfers for life.

*PGA Professional **Brendon Elliott** is the founder of Little Linksters Golf and the 2017 PGA Youth Player Development Award winner.*

PGA Professionals

Please call us at (800) 277-0534

for your PUD Discount



Back in Black

No other shaft looks like it or plays like it



UST Mamiya

USTMamiya.com



Proforce



OPTIMAL CONTROL

PARALLEL BUTT DESIGN
Greater control for both aggressive and smooth tempo golfers

PRECISION LAUNCH

STIFF TIP TECHNOLOGY
Increased tip stiffness provides for more spin control at impact

INCREASED VELOCITY

RECOIL TECHNOLOGY
Provides optimal spring effect and more efficient energy transfer

PROFORCE V2 FLATTER-PENETRATING BALL FLIGHT

PROFORCE V2HL HIGHER LAUNCH-LONGER CARRY

BLACK V2 PENETRATING BALL FLIGHT



Habits of a CHAMPION

Zach Johnson, winner of the 2007 Masters, on how he prepares to play

By Garrett Johnston



Zach Johnson will be in the spotlight this month when he joins fellow past Masters champions and the rest of the exclusive field at Augusta National Golf Club for golf's annual must-see event. It's been 12 years since Johnson adorned the elusive Green Jacket.

Johnson loves to call Augusta National "the most predictable golf course I've ever played in my career." Though it sounds like a critique, it's far from it.

Johnson infers that there are no surprises in the greens. Any putt hit properly is going to go

Golf Range Magazine: What's the focus of your pre-round practice?

Zach Johnson: Sometimes it varies depending on the layout of where everything is. Where the range is, where the short game area is related to the first tee. What are the conditions? Is there rain or wind?

If there's a hike to get to practice areas, if there are shuttles, there are so many factors involved.

I would say more times than not I would like to meet with my caddie 55-60 minutes before my tee time, do a little bit of putting, do a little short game, hit some balls, end with putting and go.

That's kind of how I've always done it.

GRM: What are you usually looking to accomplish in your putting?

Johnson: I do some technical work first, just to get the ball rolling on line. I like to use putting mirrors so that I can see that I'm on line and that my eyes are lined up properly over the ball. And then I do shorter putts and look for the sound of the bottom of the cup. That sound gives a lot of confidence, whether you're me or a player at home. And then I get into speed putts after that, trying to get my lag putts down and feeling confident. I end with speed before I go to the chipping area.

Once I leave the range and come back to the putting green, I'm just doing routine...from three feet, four feet to 40 feet. I'm just trying to get into the routine of hitting a solid putt, getting myself used to that feel and seeing where it goes.

GRM: What do you want to get out of your range session?

Johnson: I want to hit solid shots, and remind myself early on what that feels like.

I'm also looking to get the ball on the proper start line. A

in, and you know exactly where the ball will go if you miss the green right or left on a certain hole. Everything feeds to certain collection areas with the course's abundance of false fronts.

Augusta National offers perfect conditions, a reliability of how the course will react to well-struck golf shots. It's routine in its most premium sense – but if you're not prepared to counter with consistency and mental toughness, the course will expose you.

With that in mind, Johnson recently discussed practice routine that's helped him become a two-time major champion.

solid strike that starts on the proper line in the air builds confidence.

But remember, it's a warm up. I don't want to get overly technical before I play a round of golf. You will then start overthinking, and that's the last thing you want to do before a round of golf.

There have been certain times when I have gotten technical because of something specific I'm working on, but for the most part it's not conducive to playing. So I'm just trying to get acclimated to the surface of the ground, find some good rhythm in my swing and make some good body turns as I warm up.

GRM: What would you recommend weekend warriors work on to warm-up properly, especially if we only have a short window to warm-up?

Johnson: I would say if you can hit balls for five minutes then do it. You need to try and get the feel of solid contact. Maybe a couple wedges, a couple 7-irons, a couple drivers and go. Don't hit just seven or eight 6-irons, that's just a waste of time in a short session.

Think about it this way, where do you hit the most shots each round? Your putter, your driver and your wedge. So focus on them as you're in the practice areas.

But if you don't have that much time, then I'd say go putt. You've got to get loose too, so you want to be able to stretch.

We as PGA Tour players have already been to the gym for quite some time before we get to the range. So my body is warmed up and in a proper position before I even go to the range. So these guys coming off work who are trying to get nine or 18 holes in late in the twilight rate, I get that. That's the beauty of this game.

Get limber as best you can, find the speed of the greens and go. ■

Garrett Johnston is a golf writer and video producer who's covered golf for the past decade. Follow him on Twitter @JohnstonGarrett

SNEDEKER: How the 9-Time PGA Tour Winner Practices and Prepares for Augusta

By Garrett Johnston



Golf Range Magazine: With The Masters this month we have to ask: Do you think about specific shots from the course when you're practicing and preparing for Augusta National?

Brandt Snedeker: I think a little bit of the course, but definitely with the driver I'm thinking of turning the driver over with my right-to-left shots. I'm also making sure my misses are right and not left. Most of the trouble on the course is left. Which is interesting, because Augusta is such a draw biased golf course (for right handers), but there's a lot of room to the right and not so much to the left.

So the biggest thing that the ball is starting out to the right and either turning over a little or staying right.

With irons, you're not really thinking about the course, you just are thinking of good contact and shaping your shots on command.

GRM: With that said, let's talk a little about your normal pre-round routine.

Snedeker: Before I go out on the course, if I'm working on takeaway and keeping my right arm more in, whatever it may be, I make sure I drill all of that in my warm-up. I'm also trying to get an idea where the ball is curving that day. Is it curving, is it not curving? Figuring out how I'm going to be playing that day by how I hit the ball on the range. I use the pre-round warm-up as a barometer of what I need to pay attention to in my swing.

I'll then move on and do some short game stuff starting with chips out of the fairway and then chips out of the rough. I'm looking to see how the ball is reacting on the greens.

I'll then hit a few bunker shots. Ten minutes of chipping and bunker. Five minutes of putting before I go to the range and 10 minutes of putting after the range. It's the last thing I do before I go to the first tee.

I used to practice putting, hit the range, chip and then go straight to the first tee. But if you think about it, that way you can go an hour or almost two hours before you even putt again. So that last 10 minutes of putting has been something I added.

GRM: Any more details you can give us on how you breakdown the range routine?

Snedeker: After putting practice to start, I'm on the range 40 minutes before my tee time. I'm hitting 10-15 wedges, probably a total of 30 iron shots, and probably a few 5-woods, a few 3-woods and a few drivers. No more than five or six each.

If something is off, then I might spend more time on a dif-

ferent one wood vs. another, just to get some kind of consistent feel that I can accomplish for that day.

GRM: Any go-to drills at the moment?

Snedeker: I have a little drill I do before I go out on the course. I use chalk lines and make sure the putter is going along the proper arc. There are a few things I check on the chalk line every morning, and it's all about the right arc in my stroke.

Before I go to the first tee, I'm just really drilling on pace; making sure that my pace is good and that I'm on line. [It helps] build some confidence before I go to the first tee.

I always want to have a good feel for the [green] speed before I go to the first tee, I feel like that's the most important thing before you go out there on the golf course.

You've got to make sure you're comfortable hitting long putts and short putts on the greens.

GRM: What should amateurs work on more in our pre-round routines?

Snedeker: Most amateurs don't like to practice what they're bad at before they go out there. A lot of times it's important to work on a drill to help you be a little better every time you play.

If you're not a good putter, then work on a chalk line drill – so you can see what a straight putt looks like and can work on your stroke.

If you're a bad chipper, practice some chip shots early. Work hard on keeping your weight on your left side.

If you work on that throughout the course of your spring/summer it will incrementally get better. It's not going to get better every single round, but throughout the course of your golf season you will see results.

GRM: Interesting. So for you personally, what are some misses or weakness you like to focus on the range?

Snedeker: When my right arm gets high on the backswing, my clubface gets shut and the ball goes left. I really try to make sure my right arm stays down and my clubface rotates through, so I can come in shallow. When I do that, I accelerate better.

Anytime I start hitting them left I know my arm is getting high, clubface gets shut, and I'm trying to hang on for dear life at that point. When I feel the clubface rotate and get more open in the backswing I feel like I can release it harder. ■

Garrett Johnston is a golf writer and video producer who's covered golf for the past decade. Follow him on Twitter @JohnstonGarrett

LEARN HOW A DISPENSER CAN AUTOMATICALLY

INCREASE BALL SALES

Call today to see how we can help increase your range ball sales by 20% with a Range Servant Golf Ball Dispenser.

GREENLINE DISPENSE
www.rangeservant.com



R BY RANGE SERVANT
us | (800) 878-8050

CHANGING TIMES: Repurposing golf course acreage

DuPont Country Club in Wilmington, Delaware, is in the process of constructing new practice facilities designed by Sanford Golf Design and Rogers McCagg Architects



e for enhanced practice facilities

EW



The club originated in the early 1900s, when chemical giant DuPont Company developed a sports complex for its employees. By the 1960s DuPont Country Club had more than 10,000 members and expanded to 54 holes. The club's DuPont course, designed by Alfred Tull, hosted the LPGA Championship from 1987 to 2004.

By the late 2000s, however, the LPGA Tour had left and membership was in decline. In 2018, Ben du Pont – a member of prominent family – and business partner Don Wirth purchased the three-course club from DuPont Co., and began the process of revitalizing the membership. Part of their long-term vision was to create a unique golf practice complex that will help to grow the game.



Construction began in January and will be finalized late this summer.

“We see this as a unique opportunity to protect the legacy of the DuPont Country Club and continue the 98-year history of this important Delaware tradition and community asset,” says duPont. “Our plan is to build on the traditions of the club by creating a state-of-the-art, affordable and family-focused club for the Greater Wilmington community.”

One of the first steps of that plan is developing an enhanced practice facility, which indicates just how valuable ranges have become to the overall golf operation.

“The new owners were looking to keep the facility a community amenity,” says Rob Wirth, CEO of DuPont Country Club. “This practice facility is a part of a larger overhaul to the club.”

That larger overhaul comes with a planned investment of \$18 million. The existing practice range is at the far end of the Nemours course, and requires members to drive there. For the new facility, Sanford Golf Design's David Ferris has been working with the owners, staff, architects and engineers to repurpose 24 acres on the Monchanin course.

Contractor George E. Ley Company began construction in January 2019. The club is working with irrigation designer The Pignato Group and Rogers McCagg Architects, which has worked on

major renovation or turf care projects for facilities like Winged Foot, Shinnecock and National Golf Links. The project has also seen involvement from golf course superintendent John Klempa and engineering firm Duffield Associates.

“The new practice facility will be conveniently located adjacent to the clubhouse and will feature a large practice range, 50 hitting stalls, a short game area that will also be used as a five-hole short course, a practice putting green, a putting course and a second practice tee and putting green at the far end of the range for clinics and youth camps,” says Ferris. “The practice range is oriented on a slight incline, encompasses three of the old Monchanin golf holes, is over 15-acres in size and 250 yards wide. To bring a sense of scale and make it easier for golfers to visualize their shots, portions of the old hole corridors were preserved. There are also target greens that allow users to practice a variety of iron shots.

“The hub of the facility will be a new 10,000-square-foot learning center with indoor hitting stalls featuring TrackMan technology that allows golfers to practice virtually or open up the bay doors to hit shots out to the range,” adds Ferris. “In addition, there will be a bar, small restaurant and an outdoor patio area that adjoins to the putting green for patrons to socialize and enjoy views of the golf course.”

The club plans to open the new facilities in time for the AJGA's Imperial Headwear Junior Classic, which is being held on the DuPont Course Aug. 5-8.

“The immediate plan for the Monchanin Course is to create a nine-hole executive course and three practice holes by rerouting the remaining holes,” said Ferris. “While not finalized, the owners plan is to redevelop the Monchanin course into an 18-hole par-three course.” ■

This article was written by Richard Humphreys and first appeared Golf Course Architecture.





BONE CONDUCTION AUDIO

TUNE-UP YOUR GAME WITHOUT TUNING OUT THE WORLD



It's important for golfers to hear themselves hit the ball. The open-ear design of AfterShokz headphones allows that to happen while listening to music, providing golfers with the best-of-all-worlds.



– Ed Oldham, PGA Master Professional and Two-Time Colorado PGA Teacher of the Year



Open-ear design keeps you connected



18-holes of comfort with lightweight and flexible titanium frame



6-hours of crystal clear music + calls



ONE STOP SHOP

From ball pickers, bag stands, and ball crates to range banners and signs. Let Standard Golf be your one stop shop for all your range needs.

**STANDARD
GOLF** COMPANY
EMPLOYEE OWNED



Setting the standard in golf accessories since 1910.
866.743.9773 • StandardGolf.com

© 2019 Standard Golf Company. All rights reserved.



HOME ON THE **RANGE**

Adapting to Su

BY ALEXANDRA UDUK, PGA

To counter drought-like conditions, Dairy Creek Golf Course downsizes to 9-holes and builds enhanced practice range



Survive



Like much of Southern California, for years San Luis Obispo was plagued by abnormally dry weather and drought conditions. In fact, February of this year marked the first time since 2011 that the looming threat of drought was lifted.



Golf courses in the water-starved region have had to be resourceful when it comes to water usage and operations. The rising cost of water (related to simple supply and demand) has played a key role in many course closures within the last decade. At one point, the state of California's water agencies began offering substantial rebates to golf

the saved acreage with an enhanced practice area. Not only does the move prefigure a reduction in water usage, but also electricity and fertilizer. Furthermore, they've been able to cut their golf car fleet in half and find further savings.

In addition to the operational benefits of converting nine holes into a new and improved practice range, the decision follows a nationwide trend of creating attractive and fun opportunities for golfers with limited time (or those new to the game) to engage with golf in a social and welcoming atmosphere. Dairy Creek is in the process of installing Toptracer Range – the technology based platform that allows facility operators to transform a standard range into a digital entertainment space similar to the popular Topgolf venues.

Other plans include a mini golf course, go-kart racing, camping cabins and zip lines as well as educational incentives in science and technology. The county targets the summer of 2019 for completion of the project.

Furthermore, the facility entered an agreement with Cal Poly University and salvaged three greens from the closed nine and a surrounding fairway for in order to provide an outstanding short game facility for the men's and women's golf teams.

"We're looking to close to \$800,000 to get the first phases done: the mini golf, the go-karts and the Topgolf Range," says Josh Heptig, Golf Superintendent for San Luis Obispo County Parks. "A lot of those funds are coming from sources that are already in our parks system and from some of



courses that replaced turfed areas with drought-tolerant native vegetation or other landscaping that was not water-dependent – offering as much as a \$3 for every square-foot of turf removed.

However, to combat the rising cost of water and reduce operational overhead the 18-hole Dairy Creek Golf Course in San Luis Obispo opted for another strategy.

The county-operated course elected to downsize to a nine-hole facility and replace a portion of

Dairy Creek enhanced its practice range and installed new amenities to combat both environmental and economical challenges.



the operational savings we'll see from downsizing.

"We're also looking at adding a BMX pump track for younger kids. We're looking at adding a couple skills courses, one for advanced BMX riders as well as intermediate BMX riders," Heptig says. "We just want it to be a really fun place."

Rudy Duran, who's recognized for coaching Tiger Woods from the ages of 4-10, also utilizes Dairy Creek as one of his teaching facilities. He believes that golf properties like the one envisioned by Dairy Creek can play a major role in bringing golf to a broader audience of young people into the future. "Every year, golf becomes more diverse," says Duran. "Kids today have a desire to play more than young adults who didn't experience a comprehensive program. We have to make sure we have the facilities and people in place to foster an appreciation and passion for the game." ■

LIVE VIEW GOLF

Accelerate Swing Changes
DIGITAL SWING MIRROR ^{DSM™}

LIVEVIEWPRO

MSRP: \$349
Use Coupon code "RangeMag" to save **\$40**

Your Pocket Golf Studio
*Live Feedback *Instant Replay *Indoor and Outdoor use
*Wireless Operation *Free App for iOS, Android and Kindle
*iPad not Included

liveviewgolf.com
f @ t v #PracticePerfectly

GOLFZON

Upgrade Your Game.



GOLFZON was awarded "Best Simulator"
by *Golf Digest* in 2017 & 2018





GOLFZON VISION Compact

- 1 All-in-one compact kiosk with built-in sensor and touch screen monitor.
- 2 Built in high-speed T3 camera sensors and swing replay camera.
- 3 Small footprint ideal for tight spaces.
- 4 Access to 180 golf courses with annual software subscription.

DISCOVER MORE AT
WWW.GOLFZONGOLF.COM

BRAND YOURSELF!

You don't need a putting green
to teach putting!

The Putting Stick® is a patented practice and training aid used by over 130 PGA and LPGA pros.



Get Your Students
Putting Like a Pro!

No order too small. Special wholesale pricing available.



Sir Nick Faldo Series



Graves Golf Academy



Mike Bender Golf Academy



U.S. Golf Schools

TPK Golf

316 Industrial Blvd.
Waconia, MN 55387

1-800-433-4653
sales@tpkgolf.com

All TPK Products Are Proudly

Made in the USA

Watch a Putting Stick® demo at:
www.theputtingstick.com

The Putting Stick®

U.S. Patents 8,684,858 & 9,314,684 European Patent 12192867.5
China ZL 201210485479.3 Japan 6,220,512 (Patents Pending in Australia, South Korea)

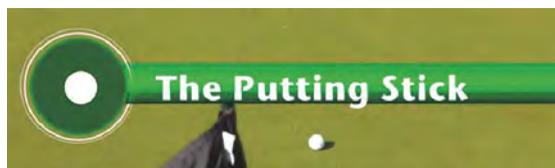
The One Putt Trainer

Features:

- Mirror allows your students to monitor correct **Eye Alignment**.
- Gives precise visual feedback about students **Stroke Accuracy**.
- Measures **Squareness at Impact** of putter face.
- Teaches your students to **Accelerate Through the Ball**.



Click to watch John Means Putting Stick® Video
https://youtu.be/HP7M_KxP_MY



April Featured **Top 25** Teaching & Training Aid: **Foresight GCQuad**



25 TOP **GRAA**
TEACHING &
TRAINING AIDS
2018

Foresight Sports' GCQuad technology allows facilities to fit, teach, train and entertain

Covered From All Angles

BY AL PETERSEN

The Foresight GCQuad uses quadrascopic technology to capture 200 pictures from four perspectives as the golf club impacts the ball – allowing the club and ball to be pinpointed for accurate strike and shot data within seconds and millimeters. As well as ball data, the GCQuad provides information on club path, lie angle, angle of attack and strike location.

Quite literally, it covers the golf swing from all angles. Beyond that, the GCQuad allows facility operators to deliver an all-encompassing experience to golfers regardless of what they're seeking. It covers clubfitting, instruction, training, coaching and comes with a built-in entertainment component to boot.





855.354.GOLF (4653) | www.ernestsports.com



Copyright 2019 | Ernest Sports

TECHNOLOGY MEETS THE DRIVING RANGE

EXPANDED DOPPLER RADAR TECHNOLOGY



*The **ES15** provides ball speed, club speed, smash factor, distance, launch angle and spin rate in the convenient form of a sleek bay divider.*

*Display shot data instantly with the **FREE ES15 App***





The device, which follows on the success of Foresight Sports' GC2, has been programmed to deliver more accurate ball and club data than before because of the four enhanced cameras that give immediate feedback.

Instructors can also transfer the unit to the range, where students can hit balls knowing that the data is being stored in a cloud for analysis, and the GCQuad brings an entertainment option into play that gives students and customers more reasons to use it.

Add a hitting area that's six times larger than the GC2, and the GCQuad is quickly becoming a product that many teachers, fitters and golf locations are touting.

"The simulator gives us a very realistic view for the player when they're hitting the shot," says Duane Anderson, a clubfitter at The Kingdom, the golf laboratory in Carlsbad, California, used by TaylorMade when working with professional and amateur golfers. "[When used indoors as a simulator] they can actually look up into the screen and see the ball fly, which is a big advantage for us, because previously we didn't have much of a visual at all for people to look at."

TaylorMade is among several of the industry's top manufacturers that use the GCQuad for testing and fitting, and Rick Cuellar, Foresight's Director of Sales, says more fittings have been conducted on the company's GC technologies in the past nine years than on all other launch monitors combined.

Anderson says the device's accurate measure-

ments between ball and club, which includes tracking the precise position where the ball impacts the clubface, are crucial to proper fitting and getting the right clubs in a player's hands.

"It's really powerful to have these visuals to explain it numerically but also to show it visually to help people understand," he says. "As a fitter, I'm not here to teach, but if I can at least have them understand why their golf ball does what it does, now I can set up the golf clubs to help out, and they'll have the confidence to take it to the course."

The GCQuad is also used as a simulator and an indoor/outdoor entertainment device at many shops, stores, golf courses and homes. The device's accuracy and reliability are well suited for those environments because, when integrated with Foresight Sports' FSX 2018 platform, it provides the ultimate experience in 3D simulated practice, play and gaming.

"The feedback we've been getting from our customers has been fantastic," says Jaime Slocum, the owner of Club 14, an indoor golf practice, fitting, teaching and entertainment facility in Windham, New Hampshire. "This is a top-of-the-line product that's ideal for what we do."

Slocum says Club 14, which has six simulators and three PGA Professionals on staff, does the bulk of its business through the entertainment angle, with 80 percent of customers using the simulators for that purpose. Even though only 20 percent use it for lessons and fittings, Slocum says the GCQuad's technology enables users to learn even while just having fun.

"The fact that it's camera-based instead of radar-

The GCQuad is quickly becoming one of the most trusted launch monitors because of its enhanced cameras and accurate data that provides immediate feedback.

IMPACT SNAP! DEVICE



Train your
hands and wrists
for a **correct,**
repeatable release



MADE IN

THE USA

**2016-2018 Golf Digest
Award-Winning Trainer**

BUY 3 GET 1 FREE
use coupon PGAMAG at checkout

www.impactsnap.com



based makes it ideal for our use because the ball flight is so much longer,” she says. “Players can actually get a feel for what the ball is doing, as compared to some other launch monitors and simulators. Our instructors love it, too. I don’t think you can beat it.”

The GCQuad was introduced at the 2017 PGA Show as an advanced launch monitor with the highest level of capability and resolution. Cuellar says it works in all golf company research and development environments, with many manufacturers using the GCQuad to conduct performance research on golf clubs and balls.

“They also utilize the Quad in their fitting applications in a golf simulator environment for high-level fittings,” he says.

Putting capability was added to the system in 2018 to improve that area of fitting and research and to make it more attractive to users.

“The Quad is the only launch monitor product in the market capable of accurately capturing the ball launch condition off of a putter, measuring all putter delivery characteristics and doing it seamlessly in both indoor and outdoor environments with the same repeatable data,” Cuellar says.

PGA Tour players use the Quad to dial in their carry distances on all shot types, especially from 100 yards and in, Cuellar added.

“What most people don’t understand is that by accurately capturing the launch condition and then applying that data to our highest quality ball



flight algorithm, a player is able to isolate their variability in ball striking, which eliminates all other variables associated with weather elements,” he says.

The company’s Total Range solutions also deliver everything a range operator might need when it comes to pay-per-play gaming and analytics, Cuellar says.

“The Total Range experience is comprised of our GCQuad unit embedded into a proprietary practice range bay divider with FSX software presented on a touchscreen monitor to navigate the software and a flat panel monitor for viewing,” he says. “The Total Range system is designed to integrate with traditional practice ranges looking to add advanced technology features to upgrade to an entertainment range style capability.”

The Total Range product is starting to gain momentum among stand-alone facilities that aim to use technology in order to gamify the range experience. ■

Utilizing the GCQuad’s gaming and entertainment capabilities gives owners, teaching pros and range operators an added feature to attract students and customers.

The Golf Range Association of America
Top 25 Teaching & Training Aids
 The 2018 list was selected by the country's top teachers



- | | | | |
|--|---|--|---|
| 1. Orange Whip Swing Trainer
www.orangewhiptrainer.com
1-877-505-9447
info@orangewhiptrainer.com | T8. Eyeline Golf 360-Degree Mirror
www.eyelinegolf.com
1-800-969-3764
contact@eyelinegolf.com | 15. BodiTrak
www.boditrak.com
1-800-644-2044
salesadmin@vista-medical.com | T22. Eyeline Golf Balance Rod
www.eyelinegolf.com
1-800-969-3764
contact@eyelinegolf.com |
| 2. Gary Wiren Impact Bag
www.golftrainingaids.com
1-800-367-4279
orders@golftrainingaids.com | T8. The Putting Arc
www.theputtingarc.com
1-800-898-0701
sales@theputtingarc.com | T16. Eyeline Golf Ball of Steel
www.eyelinegolf.com
1-800-969-3764
contact@eyelinegolf.com | T22. Randy Myers Golf Stretching Pole
www.golfstretchingpole.com
1-800-385-5887
info@golfstretchingpole.com |
| 3. Blast Motion
www.blastmotion.com
855-632-5278
mwoods@blastmotion.com | 10. Gary Wiren Power Fan
www.golftrainingaids.com
1-800-367-4279
orders@golftrainingaids.com | T16. SAM Putt Lab
www.scienceandmotion.com
+49 (0)6145 933 870 0
info@scienceandmotion.com | T22. The Impact Ball
www.theimpactball.com
1-877-866-7228
sales@theimpactball.com |
| 4. TrackMan Pro
www.trackmangolf.com
1-810-225-9855
sales_us@trackmangolf.com | 11. Orange Whip Wedge Trainer
www.orangewhiptrainer.com
1-877-505-9447
info@orangewhiptrainer.com | T16. V1 Golf Academy
www.v1sports.com
1-800-777-7721
sales@frontiers.com | 25. Impact Snap
www.impactsnap.com
315-382-3662
impactsnapsales@gmail.com |
| T5. SNAG Golf
www.snaggolf.com
310-291-3142
info@snaggolf.com | 12. Swingyde
www.swingyde.com
1-800-346-7788
info@swingyde.com.au | T19. Momentus: Weighted Iron
www.momentusgolf.com
800-524-6068
bettergolf@momentusgolf.com | |
| T5. V1 Pro
www.v1sports.com
1-800-777-7721
sales@frontiers.com | 13. SuperSpeed Golf
www.superspeedgolf.com
1-800-217-6059
info@superspeedgolf.com | T19. Tour Striker
www.tourstriker.com
480-664-1002
orders@tourstriker.com | |
| 7. Orange Whip Orange Peel
www.orangewhiptrainer.com
1-877-505-9447
info@orangewhiptrainer.com | 14. Orange Whip Putting Wand
www.orangewhiptrainer.com
1-877-505-9447
info@orangewhiptrainer.com | 21. FlightScope X2
www.flightscope.com
407-967-7121
elyse.rowe@flightscope.com | |

Visit GolfRange.org

To view the expanded list of 2018 GRAA Top 25 Teaching & Training Aids, which includes full product descriptions and contact information for each manufacturer, visit www.GolfRange.org.

Training Aids to Watch For: Pin-In



Necessity is the mother of invention, and Pin-In is an innovative new product that was created to adapt to the changing rules in golf.

On January 1st, 2019, the United States Golf Association, in an effort to update the rules and regulations, enacted rule 13.2a.

13.2a Leaving the Flagstick in Hole

If you make a stroke with the flagstick left in the hole and the ball in motion then hits the flagstick, there is no penalty and the ball must be played as it lies. Pg. 72 USGA Rules of Golf

In the past, if golfers struck the ball on the green and it hit the pin, it was a penalty. Because of this change, and several studies that have said leaving the pin in increases the chance of made putts, many golfers are now putting with the pin in.

Thus the creation of Pin-In, which provides a stable base that's attached to the bottom of the flagstick and sits inside the cup to catch the ball. A golfer can simply lift the stick out to retrieve their ball without having to bend over to get it from the hole.

One of the biggest benefits of the new rule is that golfers need not tend the pin while others are putting or remove then replace the flag, which saves time. The Pin-In is yet another time saver.

SKIN™
SUNSCREEN
ACTIVE

SKIN Sunscreen's NEW ACTIVE line is dedicated to protecting our environment, including Hawaii's Reef, with our NEW Reef Friendly spray.

OXYBENZONE & OCTINOXATE FREE
BAG ON VALVE DESIGN
NON-GREASY/OIL FREE ALOE VERA
ULTIMATE BROAD SPECTRUM
SWEAT/WATER RESISTANT

855.624.7111 | info@skinsunscreen.com
SKINSUNSCREEN.COM



GRAA Featured Partners



Golf Web Design

We love to create beautiful, modern digital experiences for our clients. We love to solve problems through innovative design and creative marketing solutions. We are a team of designers, developers and marketing specialists that have the experience to forge exceptional websites, apps and marketing strategies for golf.

We have been perfecting our skills for years so that our clients only receive the highest quality websites, apps and marketing solutions. We value quality, design and knowledge – and love working with clients that share those similar attributes for their own business.

To learn more, visit: www.golfwebdesign.com



Tex-Net, Inc.

Family owned and operated since 1966, Tex-Net Inc. has manufactured netting that can be found on golf ranges and country clubs around the world. Products include golf course and driving range netting, baseball netting, all-sports netting, fencing products and power cages. All products are manufactured in the USA and backed by a warranty that is honored worldwide

To learn more, visit: www.texnetusa.com

1. **AfterShokz**
(888) 565-2230
www.aftershokz.com
2. **Coastal Netting**
(800) 726-3354
www.coastalnetting.com
3. **CoverShots**
(888) 881-2433
www.covershotsgolf.com
4. **Dryrainge**
(877) 918-3888
www.dryrainge.com
5. **Ernest Sports**
(770) 734-0413
www.ernestsports.com
6. **FlagD**
(858) 480-1268
www.flagdgolf.com
7. **Foresight Sports**
(858) 880-0179
www.foresightsports.com
8. **Golf Web Design**
(888) 287-2614
www.golfwebdesign.com

9. **Golfzon**
(571) 525-2980
www.golfzongolf.com
10. **Impact Snap**
(315) 382-3662
www.impactsnap.com
11. **Live View Golf**
(408) 213-2030
www.liveviewgolf.com
12. **Orange Whip**
(877) 505-9447
www.orangewhiptrainer.com

13. **Power Tee**
(877) 769-3781
www.powertee.com
14. **Prestwick Golf Group**
(844) 334-0085
www.prestwickgolfgroup.com
15. **Range Servant**
(800) 878-8050
www.rangeservant.us
16. **RangeCart Organizer**
(800) 706-1336
www.rangecart.com
17. **SKIN Sunscreen**
(855) 624-7111
www.skinsunscreen.com

18. **Standard Golf**
(319) 266-2638
www.standardgolf.com
19. **Sterling Cut Glass**
(800) 543-1317
www.sterlingcutglass.com
20. **Tex-Net**
(800) 541-1123
www.texnetusa.com
21. **Toptracer**
(646) 755-9890
www.toptracer.com
22. **ToughLie 360**
(610) 202-2471
www.toughlie360.com

Welcome to the Family!

At the GRAA, we appreciate the business of all our partners that support our many endeavors such as *Golf Range Magazine*, GRAA Best Practices, the GRAA Awards Program, the GRAA Boot Camp Series as well as many other digital and relationship programs. Recently, the GRAA has welcomed the following new partners who have come on board to support the range side of the business and partner with our members on growing the game and growing revenue at your respective facilities:

AfterShokz
(888) 565-2230
www.aftershokz.com

23. **TPK Golf**
(800) 433-4653
www.tpkgolf.com
24. **UST/Mamiya**
(800) 277-0534
www.ustmamiya.com
25. **Wittek Golf Products**
(800) 869-1800
www.wittekgolf.com

FAIRWAYS AND FRIENDS

THE GAME-CHANGING WAY TO LEARN AND PLAY GOLF!

PGA Jr. League brings friends and family together around fun, team golf experiences with expert coaching from PGA and LPGA Professionals.

REGISTER AT
PGAJrLeague.com

“ *There’s no better* enjoyment than playing for a team and playing with a team. You have that sense of accountability, that sense of fun, you’re meeting new people from all different walks of life and going towards one common goal. That’s what you can find when it comes to PGA Jr. League!

”

~ Steph Curry
PGA Jr. League Ambassador



 **National**
OFFICIAL PARTNER

Golf Range Association of America **Preferred Vendors**

In recognition of their support and participation, The Golf Range Association of America wishes to thank the following GRAA Preferred Vendors.



Engineered Netting Systems • Steel Pole Manufacturers

800-726-3354

www.coastalnetting.com

Exclusive Netting Company



888-287-2614

www.golfwebdesign.com

Official Web Designer



877-505-9447

www.orangewhiptrainer.com

Official Training Product



877-769-3781

www.powertee.com

Official Automated Tee System



800-541-1123

www.texnetusa.com

Exclusive Netting Company



610-202-2471

www.toughlie360.com

Official Instruction Product Partner



Golf Supply Specialists

800-869-1800

www.wittek golf.com

Official Range Equipment Supplier

YOUR JOURNEY

Bringing business leadership and golf expertise to Belfair Golf Club, General Manager/COO Ken Kosak, PGA, allows board members to focus their attention on strategy and long-term growth.



OUR BUSINESS

Wherever your golf journey is headed, let's get you there.



PGATM

PGA.COM/JOURNEYS



SAY HELLO TO YOUR NEW RANGE CHANGER™

TOTAL RANGE

Whether it's simple, plug-and-play options or custom, high-end integrations, our **Total Range™** solutions are the only components you need to turn your range into a revenue-generating destination. Contact your Foresight Sports representative today to discuss solutions for any budget or application, including revenue-sharing options with \$0 down.

For more info, contact sales@foresightsports.com (+1.858.880.0179) and mention this ad.



**YOUR PATH
TO YEAR-ROUND
REVENUE IS
HERE.**



For more info, contact sales@foresightsports.com (+1.858.880.0179) and mention this ad.