

# NWO GOLF LINKS

November 2016

## FOREST VIEW LANES ADDS GOLF SIMULATORS

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## ESPN

LOSING VIEWERS IN RECORD  
NUMBERS: SPORTS VIEWERSHIP  
ON TELEVISION IS RAPIDLY  
CHANGING

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## TOM KURON

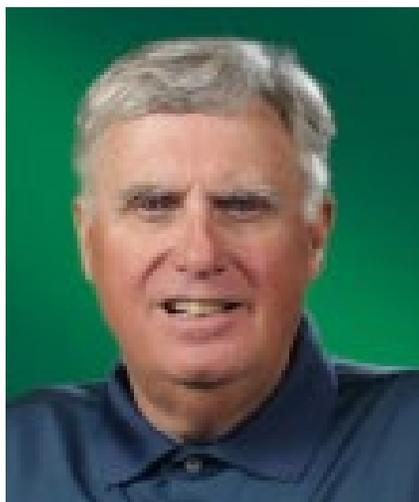
HITS THE GOLF COURSE, AFTER HE  
SERVES UP THE BEST CUISINE IN  
WATERVILLE

## PLUS

- Used Golf Ball Myths Unplugged
- Golf Travel: Top Golf Destinations
- Former Local Caddie Endows Evans Scholarship
- Book Review: In the Rough: The Business of Golf
- Arnold Palmer Helped Bring Golf to Southern Alabama



# Toledo: A Winter Golf Mecca! Really!



FRED ALTVATER



**Golf was invented by the same people who think music comes out of a bagpipe.**

~ LEE TREVINO

The calendar rolls over to November and the outdoor golf season is winding down in northwest Ohio and southeast Michigan, but the Indoor Golf season is set to begin.

Toledo has become a “Winter Golf Mecca” with 10 locations that offer over 30 golf simulators to keep your golf game sharp, when the cold winds blow and the snow piles up outside.

We are happy to feature one of the newest members of the Toledo Indoor Golf Community, Forest View Lanes. You can read about their owner, Rich Kenny and the two new About Golf Simulators available for play this winter.

The Ohio State Athletic Association held the High School state golf tournament in October and several teams and golfers qualified. We have a listing of their accomplishments inside this issue.

Many golfers begin thinking about heading to warmer climates for sunshine and sandy beaches, with Florida, Arizona, and southern California immediately coming to mind. We found a wonderful story on a trip to southern Alabama’s Gulf Shores last month and share it with you in one of our travel articles.

Arnold Palmer left us at the end of September, but his legacy will live forever in the people and places that he touched throughout his extraordinary life. Gulf Shores, for example, can attribute their growth as an entertainment and golf destination to the King.

It has been difficult to concentrate on golf over the past couple of weeks as long-suffering Cleveland Indians’ Fans cannot believe their eyes and good fortune to witness the Tribe contending with the Cubs in the World Series. Go Tribe!!

Toledo Golf Fans, we have a lot to be proud of and even though we may not be able to play golf outside right now, we are fortunate to have the Toledo Walleye, UT Rockets, BGSU Falcons, plus a plethora of golf simulators to keep us occupied for the next couple of months.

Layer Up and get out to a local golf course, I’ll see you on the Back 9.

You Know You are a Golfaholic if: You have been to Sand Valley, Bandon Dunes, Cabot Cliffs, Whistling Straits, Forest Dunes and Arcadia Bluffs

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# Forest View Lanes Adds Golf Simulators

Rich Kenny grew up in Temperance, Michigan and as a teenager worked at Forest View Lanes, fixing pin setter machines, taking out the trash and passing out bowling shoes. He joked that he would own the bowling facility one day, and his prophecy came true.

Kenny spent 18 years traveling around the country recruiting top talent for the banking, airline and medical industries. After receiving a Business Administration degree from the University of Toledo in

1997, he landed his first job with Comerica Bank in Detroit, which led to his career in lead sourcing and recruiting strategies at Delta and Northwest Airlines, as well as, 7-Eleven.

He continued to move around the country and formed his own recruitment consulting business. When Northwest Airlines was merged into Delta, he was contracted by the new company, moved to Atlanta and helped combine the two hiring systems into one.



During this time his mother became stricken with Alzheimer's and her memory began to fade. He wanted to move back near southeastern Michigan and found a position with the Henry Ford Health System, handling lead sourcing and recruiting strategies. Working in Detroit required an hour commute each way and that did not leave enough time to help at home.

Throughout the years working at various jobs around the country, Kenny still returned to Temperance every summer to help with the volleyball programs at Forest View. He had become attached to it and it always summoned him back.

He made an offer to purchase Forest View in 2013, details were finalized and he took ownership from former owner, Jim Nyhan in 2014.

Since purchasing Forest View Recreation Bar & Grill, Kenny has been updating and adding more attractions. In addition to bowling, Forest View offers volleyball in the summer months, plus he added more sand courts and remodeled the outdoor bar and grill. It is perfect for dining al fresco or an evening aperitif.

Upgrades have been made to the inside, as well. A revamped kitchen allows the

chef to prepare a variety of delicious menu options that will please any palate. The chef offers a complete menu of freshly produced options for every dining demand.

One of his biggest investments came earlier this year when Forest View installed two About Golf simulators to add one more piece to the overall entertainment value of Forest View.





Kenny told us,

***“Bowling and Golf go hand in hand. Many golfers also bowl in the winter months. Given the short outdoor golf season in southern Michigan, offering the golf simulators allows golfers to expand their season and still visit our location.”***

About Golf simulators offer a top-of-the-line indoor golf experience. They are a local company, housed right here in

Maumee, and known worldwide for their quality. Kenny shopped other brands of virtual golf simulators, but found About Golf to be the best for him.

60 golf courses can be dialed up on the screen to give local golfers a chance to play far-away courses that would normally cost thousands of dollars in travel and greens fees. When the sun goes down at their local golf club, golfers can visit the new simulators at Forest View and play that “emergency nine.”

Kenny has begun accepting applications for leagues for the new simulators. Open tee times will be accepted until 2:00 AM every night, plus the kitchen will serve up it’s delicious fare until closing also.

With the chef, in his remodeled kitchen offering the delectable cuisine and 40 craft beers available at the bar, it looks to be a match made in heaven for area golfers. Golfers won’t even need to walk to the bar to place an order, the wait staff will be available to take orders and deliver it.



One long-time patron of Forest View told us,  
***“Forest View is a great place to take our children. My kids love to go over there, play volleyball, bowl and spend time in the game room. It is the perfect place to drop them off for a few hours.”***

Parents, Forest View even has a play room for small children. If you and your significant other need a night out of fun, whether playing volleyball, bowling or hitting a few golf balls in the simulator, your kids will enjoy the visit too.

It also may be the perfect way to introduce your children to golf. Let them hit a few balls in the simulator too. The simulators provide a more intimate atmosphere than a large golf course and is a great way to connect with your kids.

One more activity is coming soon to Forest View. While you hit balls on the simulators or knock down a few pins on the alleys, Keno and Pull Tab games will be available to soothe your gambling itch.

Richard Kenny is a hometown guy and is living his dream of owning a business that he grew up working in. He is bringing the best entertainment to southeastern Michigan, as well as, northwestern Ohio and provides a year-round bowling, volleyball, golf, and great dining experience to Temperance.

Stop by to meet Rich, as well as, his team and be ready to have a great time at Forest View. Visit their website at Forest View Lanes or call them at 734-847-4915.734-847-4915. <http://www.forestviewlanes.com/>



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# FORMER LOCAL CADDIE ENDOWS EVANS SCHOLARSHIP



BY *FRED ALTVATER*

Jay Heintschel and his two younger brothers, John and Joel, grew up caddying initially to help their parents with paying tuition to attend St. John's High School in Toledo, but it brought them so much more than a high school education. It brought opportunities and personal growth that has lasted a lifetime.

When he was younger, Jay's father worked for Toledo Trust, as well as at a night job at Raceway Park, to keep "food on the table" for mom and five kids. Although the family was always well cared for, there was not a lot of extra money floating around the Heintschel household, so Jay learned early the basic principal of taking responsibility and helping to make ends meet.

Through a friend, Jay's father heard of an opportunity where caddies might be able to earn a college scholarship through the Evans Scholars program by being a caddie at the nearby Inverness Club. That potential was good enough for him, so he enrolled Jay in the program.

At the age of 14, Jay was all of 5'6" tall and weighed in at

75 pounds; many of the bags he carried seemed as if they themselves weighed that much, especially on an extremely hot day. On his very first loop, he struggled, but earned the flat fee of \$3.50 along with a 50-cent tip. He went home that night and told his father that he was done with carrying someone else's golf bag and wasn't going back. His father, in so many words, informed him that he was not going to give up on something that easily and yes, he was going to continue as a caddie.

Jay is glad his father did not let him take the easy way out. The lessons of hard work, interacting with adults and often being mentored by successful professionals from all walks of life on the golf course served him well in his own business career.

By the end of that summer, Jay had started an annual passion, often logging more than 200 loops per year in his high school years and even some while home from college. He regularly caddied two rounds each day, except on Mondays, when he and his fellow caddies could play the famous course.



**THE CONFIDENCE I GAINED FROM INTERACTING WITH THE MEMBERS AND PROFESSIONAL STAFF AT INVERNESS IS LEVERAGED PERSONALLY AND PROFESSIONALLY TO THIS DAY.**



Heintschel said,

*“The lessons I learned as a caddie at Inverness helped me throughout my college days and then extended to my career at Marathon. Insights into the personalities of the people I worked for and came to know at the Club were invaluable. The confidence I gained from interacting with the members and professional staff at Inverness is leveraged personally and professionally to this day.”*

Jay earned his Evans Scholarship in 1974, graduated from The Ohio State University and was hired by Marathon Oil in 1978. While working for

Marathon, Jay earned his MBA from Bowling Green State University in 1980. He is currently in his 38<sup>th</sup> year with the company and holds the position of Vice President, Business Development.

Jay, like so many Evans Scholar alumni, continues to be involved with fund raising and the efforts of the Evans Scholars Foundation. Whenever his schedule permits, he attends the annual selection committee meetings where high school senior finalists are interviewed for an Evans Scholarship.

A few years ago, after his wife attended one of the selection committee meetings with Jay, she suggested they

needed to find a way to become more involved with the Evans Scholars program. As a result, the Heintschel's funded an Endowed Name Scholarship to award a worthy female caddy an Evans Scholarship with full paid room and tuition to The Ohio State University.

Jay feels he never could have achieved the level of success in life and his career without the invaluable lessons learned as a caddie. Continuing the spirit of other Evans Scholars that have found success, he is giving back to grow and promote the Evans Scholars program for other worthy caddies.



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# ARNOLD PALMER HELPED BRING GOLF TO SOUTHERN ALABAMA

By Fred Altvater

R.C. Craft,  
Arnold Palmer



On a recent visit to Gulf Shores, Alabama, I was introduced to Robert Craft and learned one of the great stories in golf, plus it even had an Arnold Palmer twist. Mr. Craft recanted a unique story of turning a sleepy south Alabama beach town into one of the most vibrant resort areas in the country.

It revolved around a sewer line and Arnold Palmer's relationship with Robert's father.

The elder Craft, R.C, was a farmer, who moved his family from Ft. Myers, Florida to southern Alabama, when real estate development in southern Florida made land more valuable as condos and strip malls. He did not attend fancy schools and preferred getting dirty from work, over social functions.

The Crafts grew corn, soybeans and Gladiolus. The flowers took to the Alabama climate and Craft Farms became one of the leading producers of these flowers in the eastern United States. Of course, every wedding or funeral must have Gladiolus.

After graduation from Auburn University, the younger Craft returned to Gulf Shores, but did not want to be in his father's shadow. He succeeded in using a portion of the family land to start a sod business, which fit nicely into the growing southern Alabama economy.

Always looking for a new opportunity and realizing that the area could use more golf, he set upon a plan to build a new course on the family farm. There was one minor problem, however.

The property needed a sewer line to permit development. As you can imagine, the Gulf Shores Town Council was not overjoyed with the aspect of spending a couple of million dollars to accommodate his request.

## **A new plan had to be devised.**

Seeking the help of a marketing research professional, Robert learned he needed a "Marketing Accelerator." He didn't know what that was, but came to realize he needed someone with a big enough name, a celebrity, to add credence to his idea.



## HOW WOULD YOU LIKE TO HAVE ARNOLD PALMER INVOLVED IN GOLF IN GULF SHORES?



In 1986, he read an article that mentioned Arnold Palmer was expanding his golf course design company to include, management and construction. Craft needed a big name and a turn key operation, plus there was no bigger name in golf than "The King."

Robert secured an audience with Palmer at the Bay Hill Classic and made his pitch. At the end of the meeting Arnie agreed to at least visit the site.

The day that Palmer visited Gulf Shores, preparations had

been made and the media was alerted. Arnold and Robert's father, R.C. hit it off like two old friends. Arnie immediately took to R.C.'s hard-nosed work ethic and the pair ended up on the back of a sod harvester stacking sod.

Not quite the plan Robert had envisioned, but before he jumped back on his plane to fly back to Orlando, Arnold committed to build the proposed golf course.

Robert Craft once again met with the Gulf Shores Town

Council and only had to ask one question,

***"How would you like to have Arnold Palmer involved in golf in Gulf Shores?"***

Craft got his sewer line and it helped turn Gulf Shores into a golf mecca, which now encompasses not only the two Arnold Palmer Signature courses at Craft Farms, Cotton Creek and Cypress Bend, but also Kiva Dunes, Peninsula Golf Club, Gulf Shores Golf Club and Lost Key.

Gulf Shores not only has great golf and beautiful beaches, it now has fantastic restaurants and a variety of entertainment for the entire family.

Thanks, in part, to the foresight of the Crafts, along with a little help from Arnold Palmer.



***This article is taken from an interview with Robert Craft and can be heard in its entirety on the October 20, 2016 Back 9 Report at: <http://tunein.com/radio/The-Back-9-Report-p620823/>***

# 10 TIPS TO IMPROVE YOUR GAME, ON AND OFF THE COURSE

By Greg Liberto



Getting better daily starts by improving your life off the course. Here are my Top 10 Tips to Improve your game, on and off the course.

## 1 - Proper sleep

7-8 hours of quality sleep is essential to keep you focused, alert and making smart choices each day.

## 2 - Nutrition

Eating well starts by making smart choices. To keep it ultra-simple, choose foods grown on a plant, not in a plant.

## 3 - Physical Activity

This could be time at the gym or taking a walk or jog. Anything to increase your heart rate, flexibility, strength or stamina is a great place to start.

## 3.5 - Meditation

Think of this as quiet thought time allowing your mind and body to relax completely (could

be two minutes or two hours). The key is to focus on your breathing by breathing through your nose and exhaling through your mouth. The longer the inhale and exhale, the more relaxed you become.

## 4 - 10 Minutes of Reading/Learning

One of the best quotes I ever saw was from Michaelangelo who said *"I am 88 years old and still learning."* Constant improvement starts with constant learning.

## 5 - Laughter & Quality Conversation

Both of these can trigger endorphins that make you feel better immediately.

## 6 - Say Your Primary Question Aloud

This is the most powerful concept I teach and creates the daily motivation, focus and clarity you need to bring out your best, every single day.

**7 - Talk to Your MasterMind team or Support Person** - Getting better is so much easier when you have a mentor, coach or team of people to make that happen. This could be a coach, mentor, family member, friend, etc. This provides objective feedback on your life and allows you to see things from a completely different perspective.

**7.5 - Talk Aloud & Envision Your Amazing Life**  
Your subconscious mind does not know the difference between fact and fiction. Talking aloud about all the things you want in your life or golf game, as if they're happening today, makes it all happen faster. Expect good things to happen all the time.

**8 - Get In & Out of Bed Different**  
If you want positive change in your life, start and end each day with a different twist. This

includes changing how you physically get in and out of bed each day. The more creative you get, the easier and more enjoyable it becomes.

**9 - Have a Weekly Strategy**

Identifying what you must do to make each day better, starts with a Weekly Strategy. This is a high level thought process to keep what is most important, top of mind each day.

**10 - Express Daily Gratitude**

Gratitude is referred to as the ultimate state of receivership. Therefore, expressing all you are thankful for each day, brings good things into your life daily.

Apply one of these concepts into your life each week and constantly improve your game, on and off the course!

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# GOLF AND MEDITATION: HOW ARE THEY RELATED?

By Sandy Earl

To understand the relationship between golf and meditation, we must first become clear what **“meditation”** is. To simplify things, meditation is **“mindfulness.”** Mindfulness allows you to get more acquainted with your mind, and learn to deal with thoughts and emotions in everyday life.

In essence, it is the art of **“becoming aware”** in the given moment.

Awareness helps to separate thoughts from the emotion, which allows for increased happiness, peace, and focus. Instead of being a victim of your thoughts and emotions, you become more aware and at peace with them.

As the seasons change and as avid golfers find themselves indoors more than outside on the course in northern climates, it's an excellent time to develop habits that will benefit your golf game without the use of a golf club or balls.

It might be as simple as adopting a regular practice of

## **mindful meditation.**

Golfers of all levels can shoot a very low score one day and the next experience a round many strokes higher.

### **What is the difference?**

Have you ever heard of people being in a slump? What does that actually mean?

After practicing **mindfulness**, you will begin to realize that a **“slump”** is ultimately a fiction of the mind. The reason we get into slumps is because we continually tell ourselves that we are in them. **Mindfulness** allows us to escape these stories we tell ourselves over and over.

### **Is everything we say our reality?**

You can tell yourself that you are **not** in a slump, but your mind still hears the word **slump**. Releasing all negative thoughts and being fully present with each golf swing will allow you to fully focus on each shot.

Instead of saying “I’m not going to hit my drive into the trees”, you state:

**“My drive will go straight down the middle.”**

You visualize a line from the ball to the spot in the fairway, where you expect it to land. Take a deep breath and allow your swing to be relaxed and calm. It will still have speed and intensity, because your arms and legs directing the swing are not filled with negative tension, it will flow much more freely.

### **Want to know how to get started?**

You can seek out a professional sports psychologist or give it a try on your own with sites such as these:

<http://www.mindful.org/mindfulness-how-to-do-it/>

<http://personalexcellence.co/blog/how-to-meditate/>

What action you ultimately decide to take and no matter your skill level, being **“mindful”** in the present moment will have a dramatic effect on your golf game.



It might be as simple as adopting a regular practice of **mindful meditation.**



# ESPN LOSING VIEWERS IN RECORD NUMBERS: SPORTS VIEWERSHIP ON TELEVISION IS RAPIDLY CHANGING

By Fred Altvater



The biggest news in sports this year is the declining number of network television viewers for live sporting events. The NFL has been witnessing double digit declines in 2016 and that has never happened. The NFL has been the stalwart of the sporting world in the United States. Every football fan's hunger is quenched by the seemingly continuous, Thursday, Saturday, Sunday and Monday coverage on their big screens.

With various options of television viewership available today, cablevision subscribers are saying good-bye to high cable package monthly fees and going to live streaming for their weekly fix of sports coverage. In golf, the majors are all live streamed and the PGA Tour and Golf Channel provides live streaming every week of the PGA, LPGA and Champions Tours.

[OutKicktheCoverage.com](http://OutKicktheCoverage.com) reports that ESPN has been losing an average of 300,000 viewers monthly for the past



couple years. Plus, ESPN experienced their worst loss ever in October with a decline in subscribers of 621,000. Cable providers pay ESPN \$7.00 per subscriber for their broadcast rights, which is a loss of \$4.3 million in gross revenue for ESPN in a single month.

In turn, ESPN pays the NFL \$1.9 billion alone for broadcasting rights, \$1.4 billion to the NBA and \$700 million to major league baseball. In total ESPN doles out \$7.3 billion to various sports leagues for the exclusive rights to air their programming.

ESPN currently has approximately 90 million subscribers at \$7.00 each that's \$630 million per month or \$7.5 billion per year. In addition, they collect over \$1.5 billion from advertising income for a total of \$9 billion annual revenue.

Broadcasting rights cost \$7.3 billion per year and if operating costs are in the \$1-\$1.5 billion range, the profit margin becomes uncomfortably thin.

If ESPN continues to lose subscribers at their current rate of 3 million per year, that calculates to an additional loss of \$21 million in gross revenue per year. ESPN's parent company Disney is concerned and their shareholders are noticing too. The stock has been active and experienced declines.

This discussion leads us to how it affects golf. Much of the revenue for the major tours, PGA, LPGA and Champions Tours comes via the broadcasting rights and advertising. If the networks are losing viewership and have less income, they can't pay the tours. In addition, tournament sponsors will be unwilling to spend millions of dollars to put their corporate name on a golf tournament if no one is watching.

The \$10 million purses on the PGA Tour may be a thing of the past. Touring pros may have to sell the jet and fly commercial. That's a scary thought!

The PGA and LPGA Tours have formed a marketing agreement and are currently studying the best options for their respective tours in negotiating new contracts with the networks. Fox, CBS and NBC are all active in golf coverage.

Fox pays the USGA around \$90 million each year for the rights to their events,

including the U.S. Open, U.S. Women's Open, U.S. Men's and Women's Amateurs, as well as, the lesser USGA tournaments.

NBC recently picked up the Open Championship from ABC/ESPN and along with the Golf Channel has primary coverage of the LPGA Tour and Ryder Cup, plus they may be looking for more. CBS is still the lead dog in Golf with the Masters, the PGA Championship and most of the PGA Tour regular season.

The final piece of the puzzle

may be the professional tours broadcasting more events under their own production and offering them to subscribers over the internet and on smart TV's.

Google, Roku, and other internet television services are gaining new subscribers daily at considerably lower rates than cable providers currently charge.

Stay tuned sports fans. How you receive your football, baseball, basketball, hockey and golf coverage will be changing soon.



## The First Tee of Lake Erie's 9 Summer Program Locations

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Inverness Club

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- ✓ accomplish their dreams,
- ✓ thrive socially,
- ✓ excel academically and athletically, and
- ✓ become productive members of society with integrity, strong family values and a commitment to community.

For information on **The First Tee of Lake Erie** organization or programs, contact Executive Director, Adam Reny at

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# LOCAL HIGH SCHOOL GOLF TEAMS COMPETE IN STATE TOURNAMENT



Pinya Pipatjarasgit



St Ursula and St Johns golf teams



St Ursula girls golf team

Toledo has always had one of the strongest junior and high school golf programs in the state. That was evident once again this year as several local golfers and teams qualified for the Ohio High School State Golf Tournament.

The Division II Boys State Tournament was held October 14-15 at the Ohio State University Scarlet course, while the Girls competition was held on the Gray Course. The Division III Boys tournament was held at Northstar Golf Club in Sunbury.

Ottawa Hills' Boys Team posted two rounds of 349-344 to finish fourth in Division II.

Toledo Central Catholic's, Will Sattler finished in a 12th by firing two rounds of 79-78, while TCC finished tenth overall in the team competition.

In the Girls Division II, Ottawa Hills Girls Team member, Caroline Dayton posted 75-79 to finish seventh. Ottawa Hills Girls Team finished 12<sup>th</sup> on the Gray Course.

A senior from Cardinal Stritch, Steven Johnson

qualified for the state tourney and finished 11<sup>th</sup> in Division III at Northstar Golf Club.

St. Ursula Girls Golf Team and St. Johns Jesuit Boys Golf team, as well as, Northview's Ashley Knight and Jack Kunkel, all earned spots in the Division I Ohio High School Golf Tournament that was held October 21-22.

Foul weather forced the cancellation of the second round of play the following weekend in the Division I Tournament and the final scores were recorded from

the first round of play only.

The Arrows finished in third place out of 12 schools in the division, shooting 320 for the single round of the tournament.

Individually, Pinya Pipatjarasgit, a St. Ursula Junior, shot 74 to tie for seventh and earn second-team all-state honors.

St. Ursula promises to be strong again next year as they earned a tourney berth, without a single senior on this year's team.

Pipatjarasgit and Lily Rinker

also earned First Team All-District honors, while Kelsey Sager and Audrey Hales were named to the All-District Second Team. In addition, Molly Bennett received Honorable Mention.

Northview's Ashley Knight qualified individually for the state tournament and posted a 79 to finish ninth.

St. Johns Jesuit High School always produces one of the strongest teams in the state, this year was no exception. They posted a team score of 311 on the Scarlet Course to finish

fourth in the State Tourney.

St. Johns was led by Senior, Tommy Sullinger, who carded a 75 to finish tied for sixth. Eric Mancinotti (78), Dillon Booth (82), and Tommy Hurley (85) comprised the balance of the all-senior St. Johns team.

A Junior at Northview High School, Jack Kunkel qualified individually and posted a 79 to finish 16<sup>th</sup>.

Congrats to all the high school golfers and coaches for another outstanding golf season in Northwest Ohio.



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# GOLF IS GREAT FOR KIDS

By Adam Reny

The state of golf is in a curious place. News of retail golf store closings, mergers and mega deals fill the media. Annual reports indicate that more people are trying golf, but the number of overall golfers is declining, while the PGA and LPGA Tours play for multi-million-dollar purses to divide among the golfing elite.

It has been documented that

people spend between 500-1,400 hours more at their work annually than their parents. Time for leisure activities, like golf, suffer. Even though more people are trying golf for the first time, many do not return or stay with it.

Other factors that contribute to fewer golfers are the cost, plus it is not the easiest game to learn to play well.

Golf Digest along with promotional help from the USGA and the PGA of America recently held a campaign "Play Golf America" to encourage non-golfers to at least play nine holes. It is a perfect example of how the governing bodies of golf are attempting to bring more fans to the game.

No one can argue that programs such as this are

Parents constantly worry about placing their children in a safe environment, but what better place to allow your children to spend time, than at the golf course.



helpful, but maybe they are targeting the wrong demographic.

To ensure the future of golf, maybe more should be done to give children an opportunity to play. Organizations like The First Tee, Youth on Course, LPGA Girls Golf, and PGA Junior League are all doing great work to provide children from every background the opportunity to give golf a try in a fun and affordable environment.

Parents constantly worry about placing their children in a safe environment, but what better place to allow your children to spend time, than at the golf course. They are supervised in an outdoor activity and learn a game that will serve them for a lifetime.

Every course or junior golf activity has a program to provide clubs, balls and equipment for children. Golf is one of the very few sports that does not exclude young people from playing for financial reasons.

Continuing to grow the opportunities for children to be exposed to golf is crucial to ensuring a bright future for the sport and should continue to be a top priority throughout the entire golf industry.

If you are looking for great junior golf options for your children in northwest Ohio and southeast Michigan, The First Tee has answers.

Contact Adam Reny at [adamdreny@gmail.com](mailto:adamdreny@gmail.com) for more information.

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# THISTLE GOLF CLUB: NORTH CAROLINA'S OWN 'BRIGADOON'

By Mike May

If you take a trip to Myrtle Beach, just north of the border into North Carolina you'll find the Thistle Golf Club in Sunset Beach. It's a true treat to play, plus Thistle has a Scottish flair to the names of this club's three nine-hole layouts, Stewart, Mackay, and Cameron. The exterior of the

clubhouse is also designed to evoke memories of the old country.

Once you step foot on course, you enter a vacuum of peaceful serenity, only disturbed by a frogs croaking, birds chirping, and leaves rustling in the wind. The atmosphere at Thistle is like

*Brigadoon*, the 1954 movie starring Gene Kelly and Van Johnson. Thistle and *Brigadoon* have much in common. Both are enchanted places which are untouched by the worries of the modern world.

A good day at Thistle is only playing nine holes, a great





day is a full 18, a marvelous day is going 27 holes, but an unforgettable day at Thistle is playing 36, each course once and your favorite twice.

Thistle is a classy place to play the game, but it's not pretentious or snobby. When you spend your money at Thistle, it should be labeled as an investment in your quality of life.

Just as water surrounds Scotland on three sides, water is a dominant part of Thistle's terrain. Several lakes, ponds, and streams come into play throughout the property.

On the Stewart nine, water influences play on the first four holes and six out of the nine holes. The biggest test at Stewart is determining how

much of the fairway will you cut off with your tee shot on the 4<sup>th</sup> hole, a left-to-right dogleg par five. A well-struck tee shot can lead to an eagle putt.

On the Mackay course the four W's, **w**ater, **w**ind, **w**oods, and **w**aste bunkers, influence your play. Every hole is influenced by at least two of the four W's. On the ninth hole, a lengthy, dogleg par five, water, wind and the woods impact your plan of attack. The presence of the water and a steady breeze often means that it takes three shots to reach the two-tiered putting surface. If your ball finishes on the wrong level, expect three or more putts.

On Cameron, the dominant

features are its serpentine fairways and three island-like greens. The par three fourth is an island green guarded by two sentry bunkers. The approach to the seventh green also features a forced carry over water and the putting surface at the eighth is flanked by water on three sides. You will relish your visit to Cameron, if you can keep it in the fairways and avoid the aqua, present on eight of the nine holes.

Are you ready for golf's version of *Brigadoon*? It is a worthwhile trip, plus it's a lot quicker and cheaper than a trans-Atlantic flight to the old country.

Visit their website: <http://www.thistlegolf.com/>





## TOM KURON HITS THE GOLF COURSE, AFTER HE SERVES UP THE BEST CUISINE IN WATERVILLE

Tom Kuron began playing golf many years ago, when several people he worked with invited him to join them on the course. He never really took the game seriously, however, until eight years ago, when the golf bug bit him hard.

Like all Golfaholics, he hit one or two of those perfect golf shots and the golf gods whispered in his ear,

***“You can do this all the time.”***

Of course we all know the golf gods lie, but we become so addicted to the game, it doesn't matter.

In 2002 Tom and his wife, Tina opened a small deli and soup shop in downtown Waterville. Excellent food and Tina's homemade soups made the new venture a success. With only



nine tables available for seating, lines would form out the door and down the sidewalk at lunch time. It became obvious a larger facility was needed to meet the growing demand from Chowders N Moor's loyal customers.

In 2006 Kuron bought the current location at 312 South Street along the Anthony Wayne Trail in Waterville. The new restaurant opened on January 1, 2007.

Their menu has something for everyone and features Tina's famous White Chicken Chili. In addition, Clam Chowder, the Grilled Reuben on Marble Rye, the tastiest BLT in town, as well as, many other delectable delights make this a must-visit in Waterville.

If you love fish and seafood, Chowders has a seafood menu complete with Shrimp, Tilapia, Salmon, Crawfish, Crab Cakes and Lobster Mac-n-cheese. Be sure to try my personal favorite, the Perch Sandwich.

As the new location grew and prospered, the Kurons even opened a second location on Airport Highway. They operated both restaurants for five years, but the strain of two successful restaurants was taking its toll, plus they had two young children at home which

placed additional demands on their time. So they closed the Airport Highway location.

Tom is a member at Riverby Hills Golf Club and plays in a league. He told us,

*“I became hooked on the game, and I enjoy playing with people I know. I just want to have a good time and not get too tied up in what score I am posting. I would like to make my first hole-in-one, before I quit playing.”*

At the top of Tom’s “bucket list” would be to play a round of golf at Augusta National. The Masters is his favorite tournament and freely admits that he watches every minute of the coverage on television.

He also enjoys the atmosphere of the Waste Management Phoenix Open with its stadium seating on the 16<sup>th</sup> hole.

*“Whoever came up with the idea to make that a stadium hole and create the type of excitement it brings to golf was a genius,”* he told us.

Tom Kuron is the perfect example of the millions of casual golfers that walk the fairways and greens of the public golf courses around the country. He just enjoys being outdoors trying to control his little white ball and navigate it into the cup.

Next time you are wondering where to grab a bite to eat or grab a cold one, after your round of golf, visit Chowders-N-Moor in Waterville. Ask for Tom and tell him about your day on the golf course. I’m sure he will have some stories for you too.



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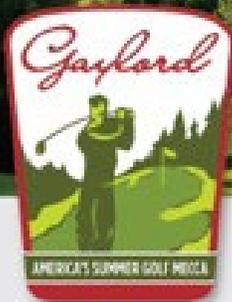
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## Niblicks

By Dean Harris



# TIPS TO COMBAT SLOW PLAY

By Richard Todd

Golfers **HATE** waiting on a slower group in front of them. Several arguments, as well as, incidents of fighting and have broken out due to heated exchanges or incoming golf balls from the trailing foursome.

During one round this summer, I was forced to wait on every tee box, as well as, fairway shot on the front nine. While each of these delays was not horrendous, when multiplied by nine holes the time wasted watching someone else swing was nearly half an hour. You can see why one may become disgruntled. The group did end our misery by letting us play through at the turn.

## What's a golfer to do when play is delayed?

First, **determine if it is actually the group's fault.** Is there open space in front of

the group playing ahead of you? If not, the slow pace of play may not be due to them but a group farther ahead. If that is the case, not a lot can be done.

## Politely ask if you can play through.

Most golfers are understanding and will allow others that have a quicker pace to play through, especially if they've seen you on their tails for multiple holes. If they do accommodate your request, remember to thank them and play through quickly. Make sure you are proficient and do not cause delays by advancing. You don't want the group you just played through asking if they can have the favor returned.

## Contact a Marshal or the Clubhouse.

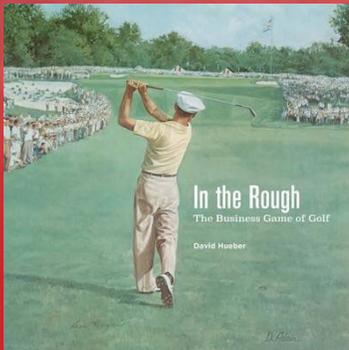
Sometimes golfers don't play nicely and you need an

outside influence to make a change. Course marshals can talk, on your behalf, to slower players.

Alternatively, if you are being pushed by the group behind you, then take a look ahead. Is there free space in front of you? If so, offer the group behind you to play through. Just this last weekend we stood aside and let a similar size group continue play. We had a hole open in front of us and were spending some time looking for a lost ball. They holed out and cleared the green, before we were ready for our approach shots.

The next time you find your group delayed consider the real problem and address it in a gentlemanly fashion. Regardless of the outcome, enjoy your round and the time spent with your playing companions.

**BOOK REVIEW:**



# IN THE ROUGH: THE BUSINESS OF GOLF

By ED TRAVIS

David Hueber has been around the golf industry for four decades, including a stint as President and CEO of the Ben Hogan Company. That experience gave him a unique vantage point to view the industry. The book includes interesting tales from course operations, to real estate development, as well as, the actual manufacture of golf clubs.

**“In the Rough: The Business Game of Golf”** relates Hueber’s journey through golf. He began as a caddie at the club where his father was the professional and learned to play well enough to earn a scholarship to Florida State University. His describes his time on the FSU team,

***“I played without distinction,”***

College convinced him a career as a touring pro may

have been out of his reach, but he wanted to be involved in the golf industry in some capacity.

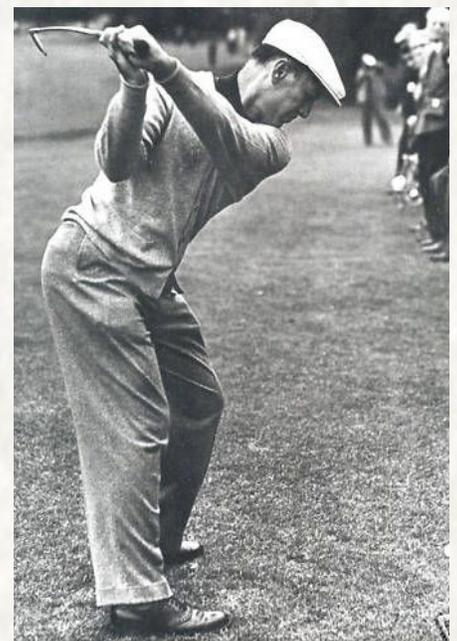
An entry level job with the National Golf Foundation gave him the chance to see the inside of golf course development. Along the way, he met the top pioneers in the industry, Karsten Solheim the founder of Ping, as well as, Gary Adams of TaylorMade, Tom Crowe of Cobra and Ely Callaway of Callaway Golf.

These incidents are all interesting, but when Hueber took a job working for Deane Beman, who was the Commissioner of the PGA Tour, his experience becomes a lens to the changes in the golf industry.

He is best known as the head of Ben Hogan Company, when it was owned by Japanese

entrepreneur Minoru Isutani’s Cosmo World. Hueber also ran Pebble Beach as president of Ben Hogan Properties, another of Isutani’s companies.

There are two extremely interesting segments to **“In the Rough”** that will attract the attention of most golf fans.



First, Hueber's description of the comedy of errors and tragic misjudgment, from which none of the participants came away unscathed, of the "Square Grooves Controversy" between Karsten Solheim, the PGA Tour and the USGA. The offshoot of which almost 30 years later in his view, has led to an ineffectual USGA reaction to changes in technology and their struggle to control Hi-Tech golf balls and clubs. An unforeseen result of which are the 7,000-yard real estate development dominated golf courses, essentially unplayable by the

average golfer.

Secondly is the many enlightening anecdotes and stories of the author's relationship with Ben Hogan. Hogan was the most enigmatic and dominant player of his time and still came into the office everyday even after selling out to AMF in 1960.

Heuber even tackles an explanation of Hogan's so-called swing "secret" which allowed "The Wee Ice Mon," control like no other player over the distance and trajectory of his shots. This at a time of persimmon headed

drivers and of rubber band-wound liquid center golf balls, so lacking in quality control a player was fortunate to find three or four in a dozen that were round and would fly properly.

Hueber's personal history is interesting but what makes "**In the Rough: The Business Game of Golf**" worth reading is the insight he provides to the events and the biggest names in the game.

Find it in your local bookstore or on Amazon: **In the Rough: The Business Game of Golf**



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ROAD TO THE LPGA

# LPGA Tour Eyes Changes to Q-School

By: Ryan Ballengee, GNN.com



Listen, if you can't come out June 1 and make your way to the top 30 on the Symetra, you aren't going to make it on the LPGA anyway.

The PGA Tour has eliminated its Q-School and only accepts new members through the Web.com Tour. The LPGA Tour is also changing its path, namely by eliminating its Q-school and putting more emphasis on the Symetra Tour. LPGA Commissioner Michael Whan has said these changes could happen as soon as the 2017 season.

The details have yet to be finalized, but Whan has spoken publicly about the transformation. He appears confident the proposed changes will have a positive impact for players, particularly amateurs and collegiate players.

College golf coaches will be glad for a revision. Under the current Q-School process, a top-tier college player can try to earn a card over the course of a couple of events and skip out on the balance of her collegiate years. That player's college team loses their best player right before the postseason. "The college coach thing has always bugged me," Whan said. "Now I'd say to a kid, 'Listen, if you can't come out June 1 and make your way to the top 30 on the Symetra, you aren't going to make it on the LPGA anyway.'"

The Coaches have not been happy with the current LPGA Q-School system, since

USGA rules were changed to allow amateurs access to the annual qualifying process. They have lobbied for changes to the system for some time.

Here are a few of the key points of the new system.

- **LPGA Q-school will be eliminated**, ending a process that spreads out months from September to December. Instead, a Symetra Tour Q-school would replace it ahead of the new LPGA qualifying structure.
- **The three stages of Q-school will be replaced by a three-tournament**

series that will be held in the same general geographic area over the course of a few weeks, potentially in October, while the LPGA Tour is out of the country on the Asian swing. The series would be an aggregate-score competition.

- **The field would be approximately 120 players**, drawn from the players who finish in the top 25-30 on the Symetra Tour money list, plus those outside of the Top-100 on the LPGA Tour money list, as well as, invitations to

highly-ranked players, who do not already enjoy LPGA status.

- **35-50 LPGA cards will be issued to the winners.** Currently, 20 players earn LPGA Tour cards through Q-school, with an additional 25 receiving limited status.
- **The total series, which will have a named title sponsor, would offer a total purse of \$500,000,** and all three events will be televised, possibly on the Golf Channel.

The benefit to college players

is, they would not need to attend final stage of LPGA Q-school in December and be forced to decide after that tournament, whether they want to turn pro right away or go back to school.

College golfers who earn Symetra Tour status, through that Q-school, could delay turning pro, as the Symetra Tour season does not start until April. Those college players would have time to wrap up school, late season tournaments, NCAA Championships and then dive into the life of a professional golfer.

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# GOLF MYTHS unplugged

By: Matt Saternus, [PluggedinGolf.com](http://PluggedinGolf.com)

## ARE USED GOLF BALLS AS GOOD AS NEW?

Golf is expensive. Not only do you spend a small fortune buying clubs, you pay \$30, \$50, \$100, or more for green fees, but the worst is the cost of golf balls. Every time you lose a new ProV1, say good-bye to \$4.00.

There is an easy way to save money on golf balls, several companies find the balls we hit into the ponds and forests and sell them at a huge discount online.

Yeah, but do they perform like new ones, you ask?

Here are the results from Golf Myths Unplugged research.

### **Myth #1 – Used golf balls DON'T Feel as good as New**

In this test, we evaluated

four different grades of used golf balls, AAAAA (the best), AAAA (mid grade), AAA (low grade), and Refinished. We tested each of these qualities with previously used Titleist ProV1's versus brand new ProV1 balls.

To evaluate Feel, our testers hit putts with their eyes closed, not knowing whether they were hitting a new or used ball. They were asked to report any differences they noticed.

For Performance testing, we hit 50 quality shots with each grade of ball. We rotated through a dozen balls of each grade, only used data from swings that fell within our parameters for strike quality, club speed, club path, and face angle.

In our Feel testing, **no one could distinguish between new, used, or refinished golf balls.**

Our testers were told to hit as many putts as they wished. Most of them stated that every ball they hit felt the same. A couple asserted that some balls felt different, but there was no correlation with the grade of golf ball.

### **Myth #2 -Used golf balls DON'T Perform like new with a wedge**

On a 30-yard pitch shot, we found **no consistent difference between new and used golf balls.** Not only was the launch monitor data nearly identical when averaged across fifty shots, there was no discernible

difference in the consistency of the performance.

**Myth #3 – Used golf balls DON'T Perform like new with an iron**

Our **Iron** testing was done with a full swing with a seven iron. Just like the wedge, we found **no difference between new, used, and refinished golf balls.**

There is **one caveat**, some of the **lowest grade of used balls are scuffed**. It is possible that outdoors, in wind, the scuffs could affect performance,

especially with the longer clubs.

**Myth #4 – Used golf balls DON'T Perform like new with a driver**

Even after seeing the used golf balls match the new ones with the wedge and iron, there was skepticism about whether they could perform with the driver. Specifically, we were curious to see whether the ball speed and smash factor of the used balls would match the new ones.

Our skepticism was misplaced:

the **used, as well as, the refinished golf balls equaled the performance of the new balls in ball speed, smash factor, and spin off the driver.**

**Conclusion**

Golf isn't going to become a cheap game anytime soon, but thanks to high quality direct-to-consumer marketing and the ability to buy used golf balls, you can make it a little less expensive. If you're flexible about the brand of ball you play, you can save 50% or more on tour quality golf balls.

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# GOLF TRAVEL:

## Top Golf Destinations

By Fred Altvater

There are many golf destinations that have persevered over the years and annually rank as a top golf destination in the country. Here are a few of our favorites that are known purely for their quality of golf.

Wisconsin has rapidly become a golf destination that can't be missed with American Club, Sand Valley and Erin Hills all within driving distance of each other.

**The American Club** in Kohler, Wisconsin is the result of the dynamic duo of Herb Kohler and Pete Dye. This tumultuous combination has created Whistling Straits with two courses, the Straits and the Irish, as well as, two championship courses at Blackwolf Run, the River and Meadow Valleys.

The Straits sits high above Lake Michigan and has hosted three PGA Championships, plus a U.S. Senior Open. Blackwolf Run has hosted two U.S. Women's Opens.



**Erin Hills** sits 35 miles from Milwaukee and was conceived by Robert Lang, who wanted to build a course worthy of a U.S. Open. His dream became a reality, but due to financial difficulties, he was forced to sell the course in 2009. The 2017 U.S. Open will be contested at the Michael Hurdzan/Dana Fry designed course.



Developer **Mike Keiser** is responsible for three of the top golf destinations in North America. He has helped revitalize the golf resort destination concept. His locations are all about the golf, with little or no outside entertainment distractions.

**Bandon Dunes**, on Oregon's Pacific coastline, was his first project and features four championship courses, Bandon Dunes, Pacific Dunes, Bandon Trails and Old MacDonald, as well as, the par-3 course, Bandon Preserve and a putting course, The Punchbowl. A fifth course is scheduled to be built in 2017.



On the opposite side of the North American Continent, **Cabot Links** has two courses, Cabot Links and Cabot Cliffs that sit on steep cliffs above the Atlantic Ocean in Nova Scotia.

Both **Cabot Links** and **Cabot Cliffs** are worthy of the true links designation. They are located on the rugged coastline of Cape Breton Nova Scotia, where sandy soil, firm fairways, and coastal views embrace golf's early Scottish roots.

The views from the courses are stunning and the team of Bill Coore and Ben Crenshaw did a magnificent job of maintaining the natural feel and beauty of the property.



Keiser's **Sand Valley** is roughly 120 miles west of Green Bay. Keiser sent his soil specialist out to the site to find a reason not to build a golf course on the property because of its remote location. However, he returned with the news that the sandy soils were nearly perfect for golf course construction.

Keiser once again enlisted the services of Coore/Crenshaw to design a masterpiece in the middle of Wisconsin that is a must-play for Golfaholics.



**Forest Dunes Golf Club** in the middle of the lower peninsula of northern Michigan near Roscommon already boasted a world-class Tom Weiskopf designed golf course and first-class clubhouse and lodging. Owner Lew Thompson wanted to add a second course to the property that would add the WOW factor.

He turned to Michigan native, Tom Doak to design and build the first reversible course in North America. Doak brought his expertise of studying the old courses in Scotland to the table and created a masterpiece.

With the Weiskopf 18-hole course, plus the new course that is really, 36 holes, golfers have 54 holes from which to choose at Forest Dunes.



**Arcadia Bluffs**, on Lake Michigan's eastern coast, has long been recognized for its beauty and difficulty. Golfers have made a pilgrimage to trek the rolling fairways and ogle the visions of Lake Michigan stretching far into the horizon.

New lodging has been added and they just announced that a second course would be built by Dana Fry to make Arcadia Bluffs a true golf destination.

If you are looking for the best golf has to offer and are not interested in entertainment outside of the golf itself, then you can do no better than these golf-only resorts.



# CONTRIBUTORS



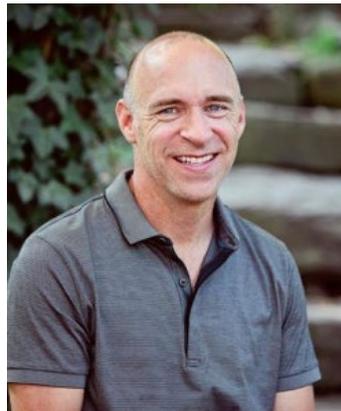
ADAM RENY

Adam Reny is an Ohio State University and Evans Scholars alumna. He previously worked with the Inverness Club for 13 years and is now the Executive Director of The First Tee of Lake Erie. [www.thefirstteelakeerie.org](http://www.thefirstteelakeerie.org) or email him at [adam.reny@thefirstteelakeerie.org](mailto:adam.reny@thefirstteelakeerie.org)



RICHARD E. TODD

Richard E Todd, author of The Golf Rules series and Short Stories from the Long Links, has been heard on the PGA Tour radio station and seen in On The Green magazine. [www.TheGolfRules.com](http://www.TheGolfRules.com) [Richard@TheGolfRules.com](mailto:Richard@TheGolfRules.com)



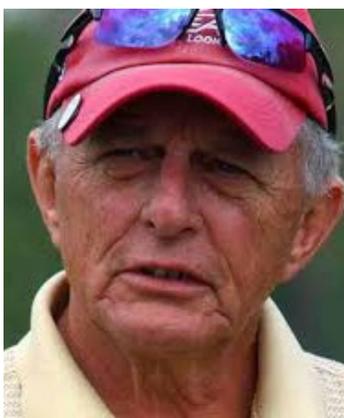
GREG LIBERTO

Greg Liberto developed various mental game training options and has been featured in several publications and on radio and television. He authored "18 Holes," a book with mental game tips. <http://mymentalgamecoach.com/>



MIKE MAY

Mike May is a freelance golf travel writer based in Wellington, Florida. As you would expect, he is a "Golfaholic" focused on beating 'Old Man Par' each time he steps on a golf course. [mmaymarketing@gmail.com](mailto:mmaymarketing@gmail.com)



ED TRAVIS

Ed Travis is a national award winning golf journalist and has had a lifelong love affair with the game. He has competed in tournament golf both as an amateur and as a senior professional and though his competitive days are behind him, he still plays regularly and carries a handicap of 2. <https://www.facebook.com/ed.travis.98>



MATT SATERNUS

Matt Saternus is a co-founder of PluggedInGolf.com, a golf instructor, club fitter, and writer living in the northwest suburbs of Chicago.



SANDY EARL

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RYAN BALLENGEE

Ryan Ballengee is founder and editor of Golf News Net. He has been writing and broadcasting about golf for over a decade, working for NBC Sports, Golf Channel and SB Nation. Find him at: <http://thegolfnewsnet.com/>

# VIDEOS

## What Do You Think of My New Swing?



Next Time you are at the driving range and want to impress your golf buddies, try this little trick posted to Instagram by Taylor Laybourne, a golf instructor at Davis Park Golf Course. He not only did it once, but a second time just to prove he it wasn't a fluke the first time.

[Watch Now](#) ▶

## Top 10: Tiger Woods Shots on the PGA TOUR



Tiger Woods first announced he would play in the Safeway Classic and then withdrew at the last minute. He is scheduled to play in his Hero World Challenge at the beginning of December, however. If you are missing seeing Woods on the golf course as much as we do, here is his Ten BEST shots as ranked by the PGA Tour.

[Watch Now](#) ▶

## Bottle Smash Challenge - European Tour



Three European Tour players, Andy Sullivan, Thomas Pieters and Roberto Gouveia have some fun and try to smash some bottles in Portugal.

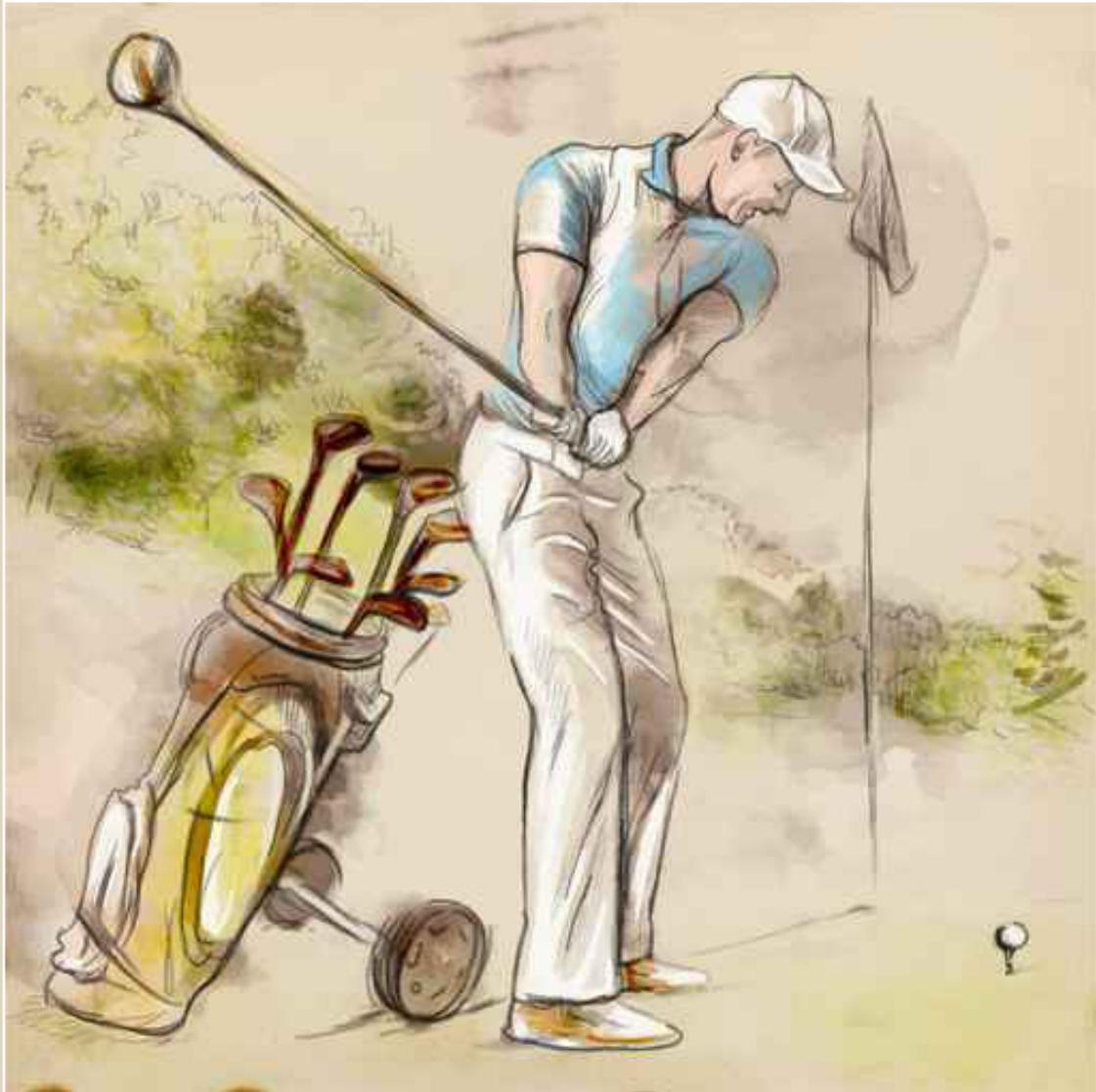
[Watch Now](#) ▶

## Gorgeous Designs You've Gotta See: Cabot Links and Cabot Cliffs



If you haven't been able to visit Mike Keiser's latest creation in Nova Scotia, here is a video from Golf Digest that will make you want to book a flight immediately.

[Watch Now](#) ▶



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