



GRAAA

Welcome to the August 2016 issue of digital *Golf Range Magazine*!

Inside this issue, you will find the following features:

- Cover Story: Snapshots of Success – 5 Cases Where Player Development has Benefited Business and Impacted People
- Tour Talk: A Month at the Majors – July brought us two majors, The Open Championship and PGA Championship, here are a few observations from the two events.
- Facility Profile: A Practice Range Made for Olympians – Golf Course Architect Gil Hanse designed the Olympic Golf Course and Practice Facility for the 2016 Summer Games
- Top 25 Teaching & Training Aid: BodiTrak – Our series on golf's finest training aids continues with an aid designed to help you measure your students' weight distribution throughout the golf swing.
- Video File: A Golf Lesson from Lefty

Keep it fun and thanks for supporting the GRAA.

Best Regards,

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Golf Ranges: Where the Fun Starts

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Golf Range



M A G A Z I N E

Volume 24 No. 8
August 2016

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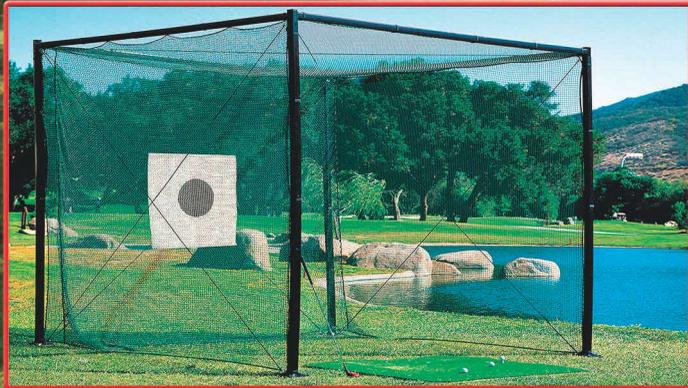
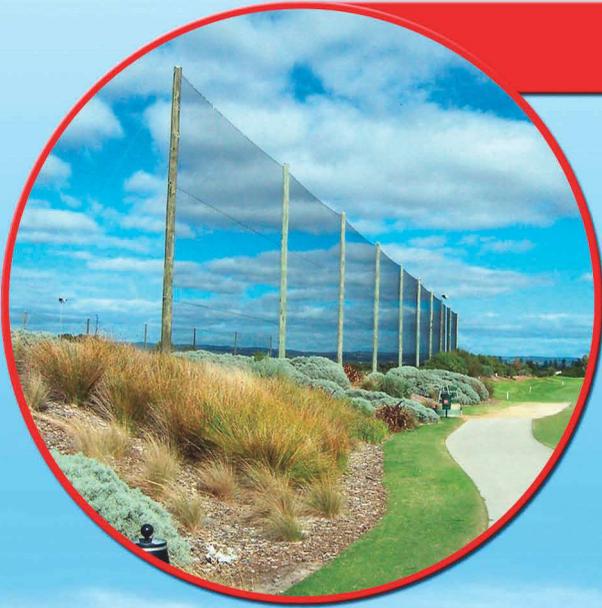
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A Focus on Growing the Game and Growing People

Player Development is one of the six principle pillars of the Golf Range Association of America. We believe deeply that helping people of all ages and backgrounds progress in the game of golf will have a lasting impact in multiple areas of life. In this month's cover story, we highlight five PGA Professionals who've shown just how impactful player development can be – not only for growing their business, but for the personal growth of the golfers they work with.

For instance, in Atlanta, PGA Professional Jeff Dunovant's program helped three young people transform from novice golfers to recipients of Division I golf scholarships. Michael Heisterkamp in Ohio has built strong bonds with his members through golf travel and a myriad of other ways. Check out the full story on page 34 for more details.

Last month was the first time in approximately 50 years that two of golf's major championships were played in the same month. We had a writer on the range at both Royal Troon for the Open Championship and at Baltusrol for the 98th PGA Championship. For a review of how players prepared for these starkly different courses, see the story on page 46.

At Royal Troon, Phil Mickelson and Henrik Stenson combined for one of the most captivating final rounds of major championship golf in history. The dueling duo combined for 14 birdies and an eagle en route to Stenson's three-stroke victory. Check out this month's Video File for an inside look at the famous Mickelson short game magic, which helped him at Royal Troon and throughout his career.

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*.

Thanks much,

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Golf Ranges: Where the Fun Starts

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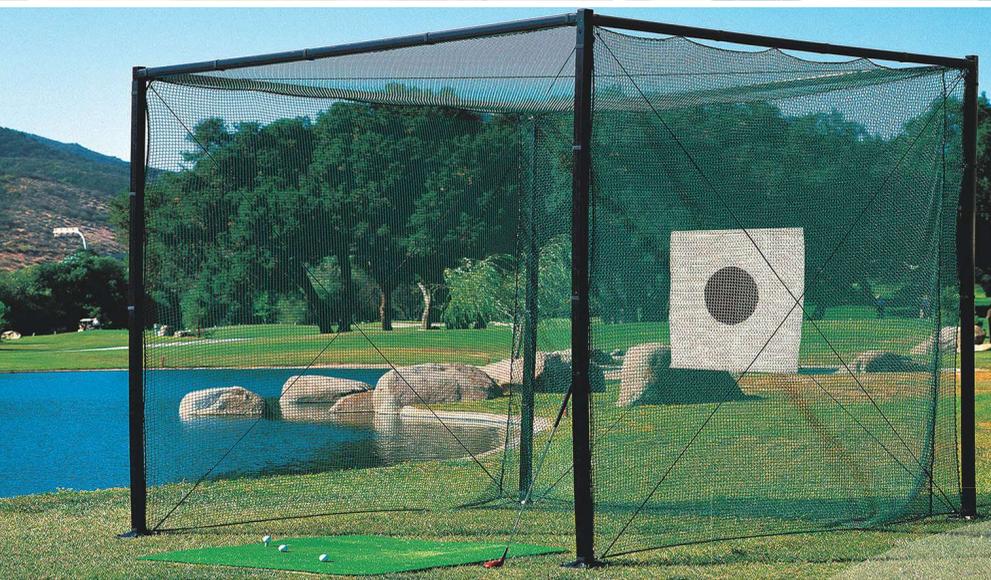
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This Month at the PGA Fashion & Demo Experience top equipment and technology companies demonstrate their newest products and services on the range at Cascata Golf Club, just outside of Las Vegas for the **2016 PGA Outdoor Demo Experience**. Participating companies are listed at PGALasVegas.com.



If you follow **Rickie Fowler** on social media, you probably saw all the great photos he took leading up to the start of the **Olympic competition** on August 11. He arrived in Rio de Janeiro an entire week before the golf began, soaking in the full Olympic experience and taking part in the opening ceremonies. He even spent time with the most-decorated Olympian in history, Michael Phelps – who’s a well-documented golfaholic. In a press conference prior to the start of play, Fowler delivered a message that was presumably for some of his peers who elected to opt out of the Olympics: “As far as making guys jealous back home, I feel like I’m doing a pretty good job of it and there may be some personal messages sent back and forth and I’m telling them we’re definitely having a good time down here.” Check out the *Golf Range Magazine* story on page 60 for more on the Olympic golf facilities.

While we’re on the topic of the Olympics, **several international golf practice facilities have recently opened**. This could be an indication that golf’s return to the Summer Games is already having an impact on golf’s global appeal. Recently construction of new nine-hole course and practice facility was completed in the **Wallonie region of Belgium** (*pictured during construction phase*), located just south of the capital city Brussels. It consists of a nine-hole golf course, three practice holes, a driving range and target greens, as well as a nine-hole pitch & putt course and a nine-hole putting course. In Croatia, a 1,000 square-meter practice facility opened in the sports complex at Verudela Resort. The design simulates elements of the course such as bunker shots, playing from the rough, as well as pitching and chipping. Finally, a plot of land outside of Cape Town, South Africa has been earmarked for the development of a new golf academy that will introduce elementary-aged children to the sport.



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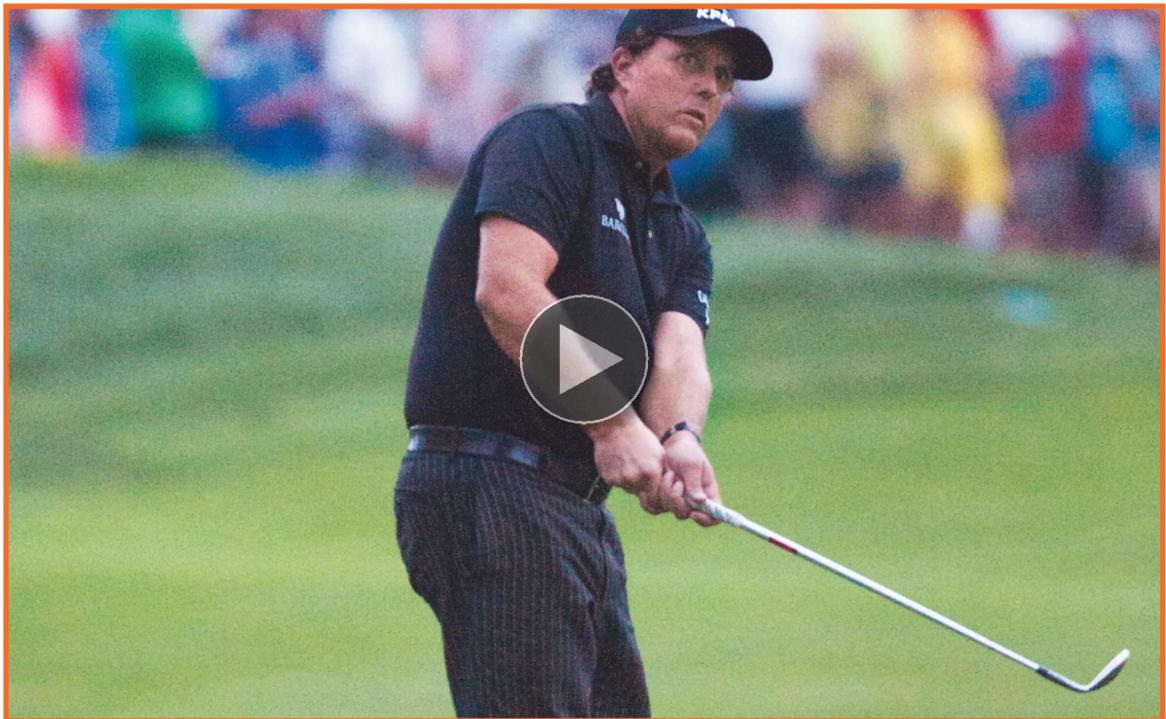
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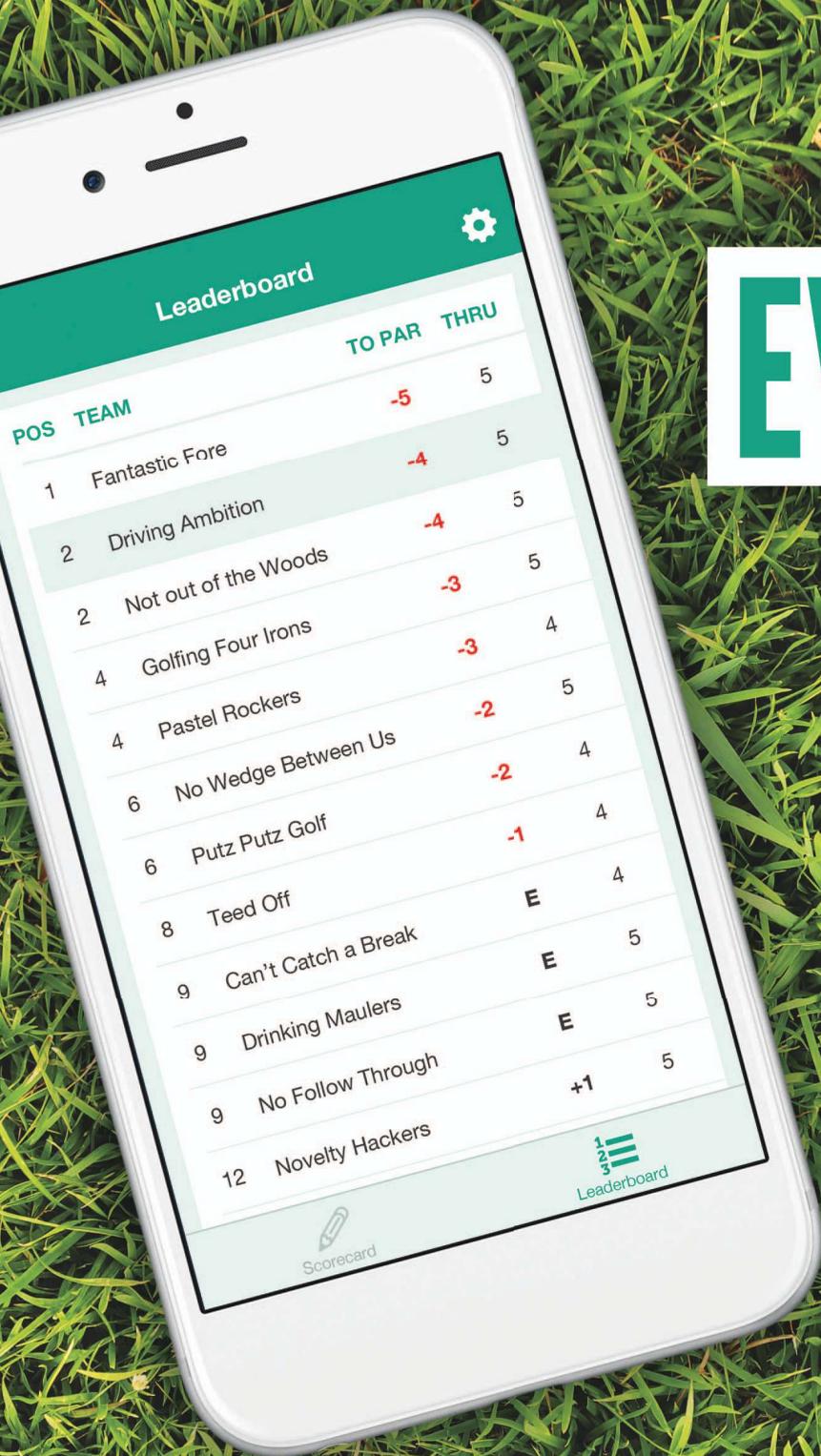


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A Golf Lesson From Lefty



Aviara Golf Club, designed by the great Arnold Palmer, celebrated its 25th anniversary earlier this month at the resort facility in Carlsbad, California. Surprise guest Phil Mickelson helped commemorate the event by sharing his most memorable Arnold Palmer story: “I was playing a practice round at Augusta with Arnold earlier in my career, and he called me over to a spot on the 18th fairway and said ‘Right here, this is where it happen.’ In the 1961 Masters, Mr. Palmer had a one shot lead over Gary Player going into the last hole. He told me, after hitting a perfect drive at 18 ‘George Cook called me over and shook my hand and congratulated me. I said thank you, I should have never said thank you.’ Mr. Palmer proceed to block his 7 iron into the right bunker, it plugged and he made double bogey and lost to Player by one. Forty years later, and he still remembered exactly where it happened.” After sharing the captivating Arnold Palmer story, Mickelson delivered a spot on chipping clinic. Check out the video to see what principles are at the foundation of Phil’s short game. ■



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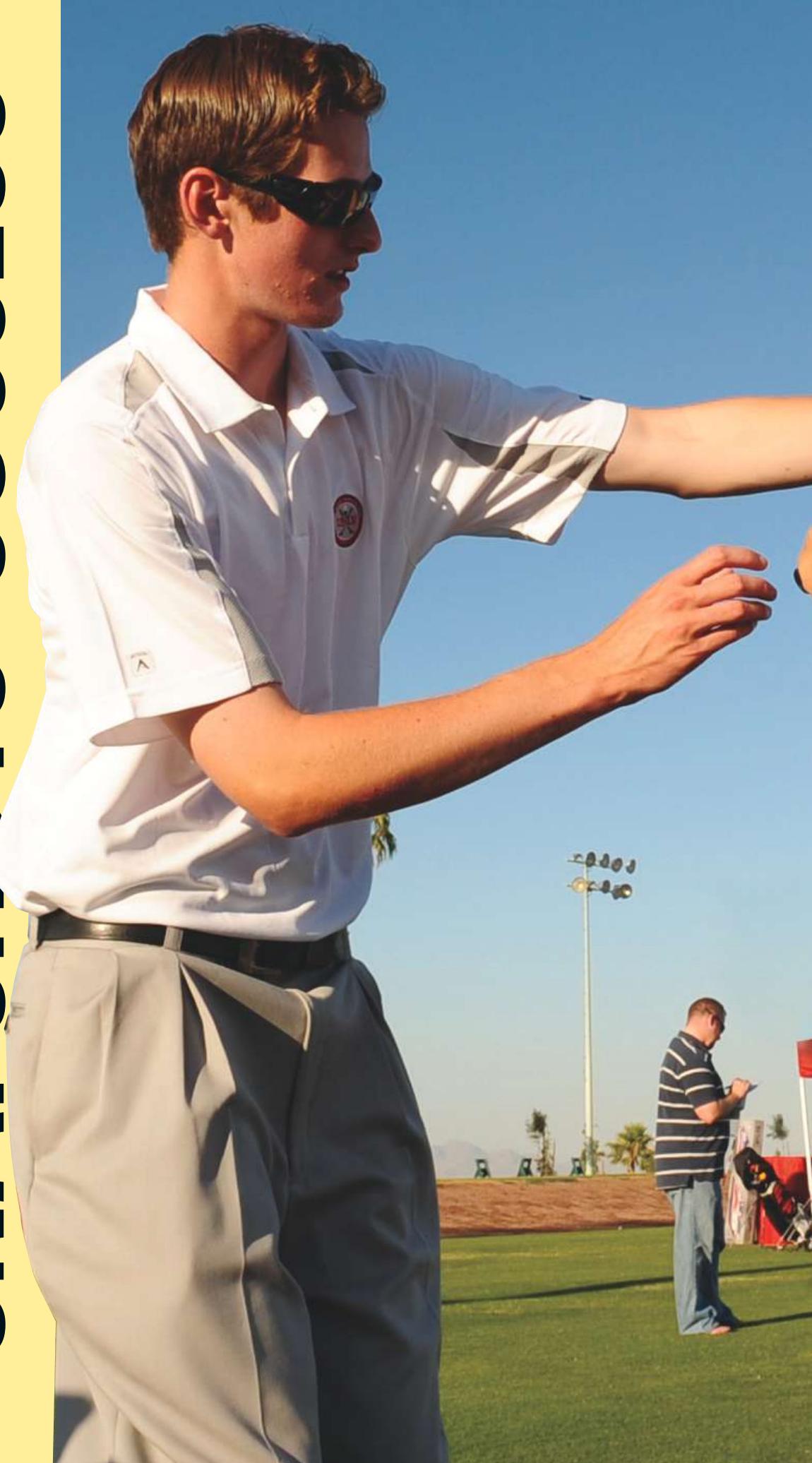


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SWAPS OF SHOTS SUCCESSES

By David Gould





5 Cases Where Player Development has Benefited Business and Impacted People

When you see an accomplished teaching professional on the range working with a group or a single student, you can be certain that the instructor's energy and insights are increasing the likelihood that those golfers will stay with the game and enjoy their experience.

What you aren't witnessing, as you watch the lesson or clinic, is the process by which those golfers arrived at that tee. Whether it's their first time with the professional or one of many return visits, it's likely nowadays that the teacher focused some of his or her energy, strategic thinking and interpersonal skills to make sure these good folks showed up.

It's a Pied Piper thing, and it's always been part of teaching and coaching in golf. Only now it's become professionalized and part of the routine. As these five case studies show, you have to be a skilled teacher to succeed on the range, but you also have to be able to market yourself and market the long-term rewards of the game.



MICHAEL HEISTERKAMP,
PGA Head Professional,
Chagrin Valley Country Club,
Chagrin Falls, Ohio



► Tracking Player Development Data: The CRM Model

The range at Chagrin Valley Country Club gets more traffic than you might expect of an 18-hole facility that is member-only. That's because a high-energy golf staff, consisting of PGA Head Professional Michael Heisterkamp and just two assistants, use it to give 1,000-plus private lessons a year. And that doesn't count their many clinics and other forms of "golfer engagement," as the current buzz-phrase describes it.

The outcome of these efforts goes beyond slicing. Customer relationship management (CRM), a science long associated with big corporations, is on prominent display at this metro-Cleveland club, where Heisterkamp employs a range of golfer-engagement strategies, measures them for their outcomes (based on member spending and member retention), then doubles down on whatever is most productive.

"This all started for me in the 1990s with group travel," he explains. "I would keep lists of all the members who went with me to Ireland or Scotland and it dawned on me that none of them ever dropped out of the club."

What he grasped intuitively, Heisterkamp then tracked quantitatively. "I researched all the area clubs and came up with an attrition benchmark of 5 to 7 percent a year," he recalls. "Then I cross-tabulated our members who had taken lessons,

members a staff pro had played at least 9 holes with, members who traveled with me, and so forth. Attrition rates for those groups were much lower—quite often less than 1 percent."

Spending on merchandise and food-and-beverage also skewed strongly toward the members who were engaged by staff. Meanwhile, a CRM study of prospective members touring the club showed an overall conversion rate of 60-plus percent—but the conversion rate for those who had played nine holes with the head professional was over 90 percent.

"I started presenting all this to my leadership," recalls Heisterkamp. "Saying, when I do X, or my staff does Y, we get this result in revenue generation." Questions as to why extra shop staff were on the payroll soon abated—it was all about freeing up the golf professionals to spend quality time with members.

"Every club officer or membership director you talk to will refer to the 'value' a member receives or doesn't receive, which lead to their stay-or-go decision," says Heisterkamp. "That word 'value' is just code for, 'Do I and my family have a great time?'"

Engagement with the members of a devoted golf staff turns out to be critical to the "great-time factor"—this club's statistics prove it.

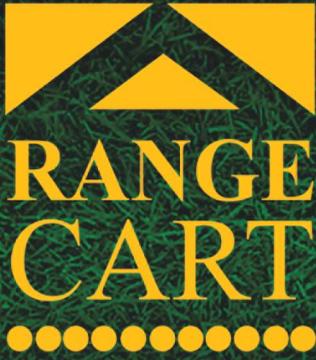
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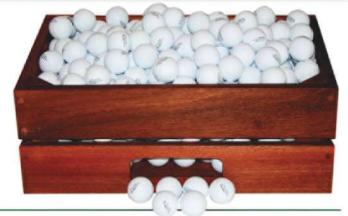
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MATT CLAY
PGA General Manager,
Del Mar (California) Golf Center



► **Develop Motor Skills First, Golf Swings Second**

It's well known that player development in golf depends in part on attracting grade-school children before they've committed to soccer, lacrosse, gymnastics, baseball and martial arts. Matt Clay, PGA general manager of the Del Mar Golf Center north of San Diego, addresses that challenge by first acknowledging that golf, compared to other sports, "has a lot of trouble being fun for a kid on day one."

His solution is programming—and an overall culture—that mixes golf with other sports activity to create excitement, promote fitness and legitimately train children to develop the gross motor skills and fine motor skills needed for all types of activities, golf included. Clay works down the street from Titleist Performance Institute (TPI) headquarters and, along with his multiple TPI certifications, stays abreast of the latest thinking on the physicality of golf. Three years ago his facility—home to seven PGA Professionals who teach full-time, plus physical trainer Milo Bryant, who is TPI's youth specialist—underwent a partial renovation that included construction of an "outdoor gym."

The 2,500-square-foot fun-space has nothing

to do with golf but actually everything to do with it, if you buy into the concept that training by golf professionals can improve youth fitness, teach good values, inculcate general athletic skills and foster an excellent social environment—meanwhile turning any kid who's interested into a decent golfer. "We play dodgeball and parents ask why—the new parents," says Clay. "I tell them it teaches spatial awareness, proprioception, speed, agility and a strong rotational move of the torso." The parents catch on, all except a tiny few who want to see more ball-beating.

"We grossed \$90,000 in our group junior golf business in 2015," reports Clay. "That was from just eight summer-camp groups and four 90-minute, once-a-week classes in the spring and fall, and we're looking to expand both."

The marketing cost side of that equation is nil. In fact, the spring 2016 after-school program ended with a 90 percent commitment from existing participants that they'll come back in the fall. Some parents ask if they have to pay in advance to keep their child's spot. "That sort of question," says Clay, "lets you know you're providing a valuable service that's sustainable."

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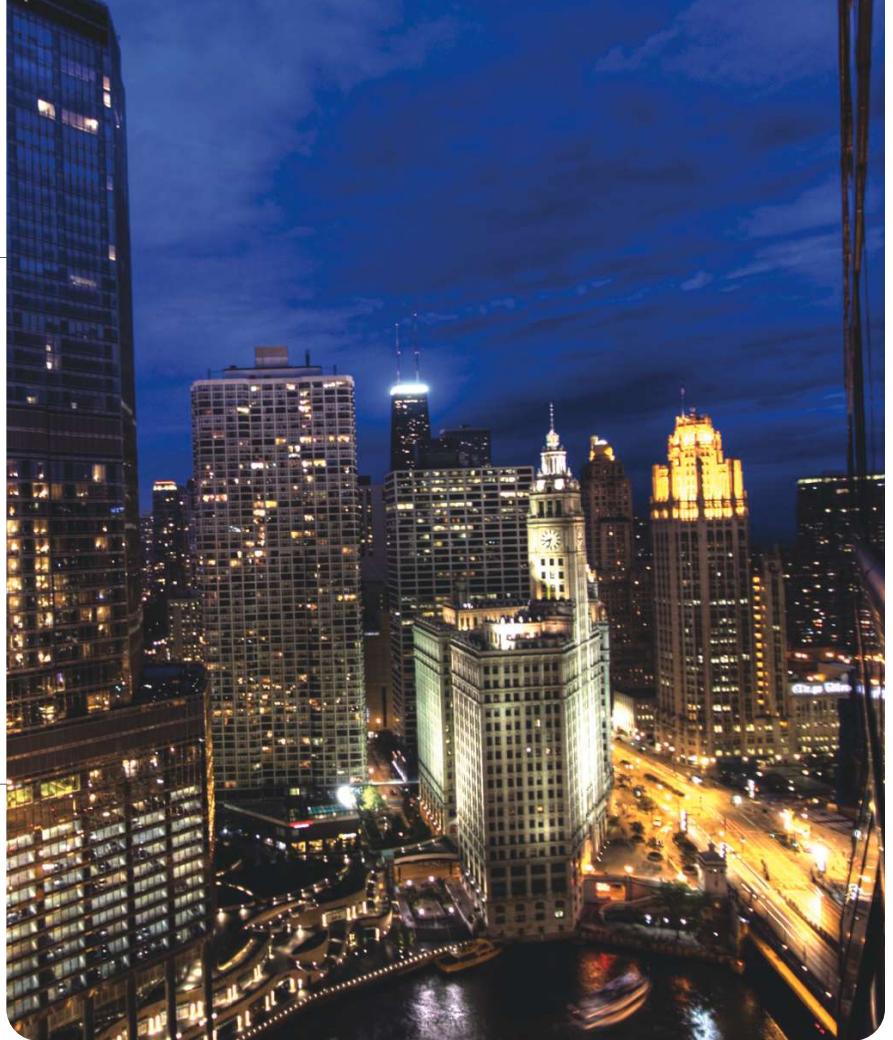
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JOHN McCARTIN
PGA Director of Instruction,
Chicagoland Golf Academy
Chicago, Illinois



► **Comeback of Cooperate Golf in Chicago**

As PGA Director of Instruction for the Chicagoland Golf Academy, John McCartin has an impressive shingle to hang. Among other credentials, he is one of a small handful of Illinois PGA members to have earned the PGA Certification in Teaching. But McCartin, who works within the Billy Casper Golf (BCG) management organization, follows the BCG mantra of “becoming a hunter-gatherer” of clients and customers. “The days of learning your craft as a golf instructor then letting the business come to you are in the past,” he affirms.

Perhaps because he has so many global companies nearby in downtown Chicago, McCartin describes his teaching practice in ways that recall the pre-2008 era of the corporate golf market. For example, he will hear about XYZ Corporation having an employee golf outing because a group of staff members who don’t play much will call looking for a short clinic series to help prepare them. Other calls from young executives will echo the career-ladder imperative heard so often a decade ago.

“Whether they are Millennials or a little older, they will often be calling soon after their perform-

ance review,” says McCartin. “The review will be all good, but at the end they’ll be told, ‘You need to learn how to play golf.’”

In particular the big accounting and consulting firms are putting emphasis on golf. “I did a big program with Deloitte last year,” McCartin says, “and this year we’ve got a lot of activity with KPMG.” What golf should pay attention to, in McCartin’s view, is how socially responsible big companies have become—by necessity, because their workforce and the consumer demand it, and because it gets so much media attention. “Golf lines up perfectly with that need to be a good corporate citizen because of its fundraising ability, it’s creates a chance to give back. Beyond that, it helps with all the relationships the company needs to build with clients and partners.”

The relationship business – that’s what BCG, in its training and messaging down the line, continually tells its golf professionals they are in. McCartin was that way by nature, it’s clear to see. “A lot of people can teach golf,” he says. “But not everyone can genuinely make the golfer feel important. It has to naturally excite you to see them hit the ball better.”

Chicagoland Golf Academy has seen a moderate return of cooperate business, particularly with accounting/consulting firms Deloitte and KPMG.

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JEFF DUNOVANT
PGA Head Professional,
The First Tee of East Lake/
Charlie Yates Golf Course,
Atlanta, Georgia



► First Tee to Division I

Few golf stories from the late 20th century have the heartwarming appeal of East Lake Golf Club's fight to survive and its ultimate triumph as a property where PGA Tour competition meets social progress for minority communities. Jeff Dunovant, younger half of the only African-American father-son tandem in PGA of America history, runs the The First Tee of East Lake as well as The First Tee at the Charley Yates Golf Course – all under the beneficial umbrella of the East Lake Foundation.

This spring, three high school seniors who experienced “cradle to college” tutelage from The First Tee of East Lake signed letters of intent to attend college on full-ride golf scholarships. The girl in that trio, Jakari Harris, is headed for Hampton University and Division I NCAA competition. One of the two boys, Aubrey Graves, will attend Prairie View A&M, following the University of Arkansas

at Pine Bluff coach who recruited him and then accepted the Prairie View coaching position.

The other rising college freshman, Bashir Chuma, shifted his college plans and—intent on medical school four years down the road—will study at prestigious Pepperdine University, perhaps with ideas of walking on the golf team, no easy task.

“Bashir and I had a sit-down talk about this decision,” explains Dunovant, whose youth-mentoring skills are by this time highly developed. “Since we started The First Tee at East Lake, we’ve impacted 900-plus children, supporting their efforts to get to college with whatever financial help might be out there,” he says. “They’ve had golf in their life for 12 years by the time they leave, and it shows in their character and in their confidence.” Those are attributes for a lifetime, to go along with the game for a lifetime.

Pictured with Jeff Dunovant (third from left) from left to right: Jakari Harris, Bashir Chuma and Aubrey Graves all earned Division I golf scholarships after participating in The First Tee of East Lake.



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DON LEONE
PGA Director of Instruction,
Coyote Creek Golf Club,
Morgan Hill, California



► Adapting to the Changing Market: A Shift Towards Youth Golfers

In team sports, especially at the highest level, players and coaches have to recognize what's happening and make adjustments. Don Leone, PGA director of instruction at Coyote Creek Golf Club in Morgan Hill, California, sees something similar happening in golf instruction.

"A few years ago I would sell out all my adult golf schools," says Leone. "Now that category is very weak but my Saturday one-day clinics are filling up. There's demand, there's interest, but things change fast and as a golf instructor you have to keep experimenting." Even within that Saturday clinic niche, Leone's short-game offers do better than full-swing—another factor he has recognized and adjusted to.

The biggest discovery this veteran professional has made involves middle-school students. Two

seasons ago, Leone approached the school district with an offer to bring golf instruction into the physical education rotation at area middle schools. "I got nowhere, so I approached the athletic directors individually, and they said 'yes' immediately," reports Leone. He goes into gymnasiums with a full SNAG package, for starters, and fills a need created by education funding shortfalls. As a result, middle schools and high schools are contacting Leone.

"I don't make money when I go to the schools, but I've now got 80 kids coming to Coyote Creek as a result of my middle-school activity." Ocean-crossing outreach to contacts in the Chinese business community has also bared fruit. "I'm starting my first camp for Chinese juniors—10 sign-ups—and they don't even live in this country," says Leone. His market, in other words, is where he finds it.

After going into middle schools and introducing kids to golf using SNAG equipment two seasons ago, Don Leone is starting to see more juniors at his golf course.



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A Month at the Majors

By GARRETT JOHNSTON

July brought us two majors, The Open Championship and PGA Championship, here are a few observations from the two events



ProTracer technology was featured on the practice range during the Open Championship at Royal Troon.



THE
OPEN

For the first time in a major championship, ProTracer provided a live visual board on site that showed the real-time yardage, carry, launch angle and much more at the Open Championship's range at Royal Troon (pictured). It was able to do this with one player at a time.

ProTracer CEO Daniel Forsgren was pleased with his product at work.

"It's been very engaging for the fans to watch, they've been looking at the longest drives, we have a leaderboard and the fans have been cheering for the players," Forsgren said.

Long bomber Jason Day had the longest drives of the day for five of the seven days of Open week.

Forsgren is hoping to incorporate his technology into future practice ranges at other big events, as well.

Open Championships are often more affected by the elements, but at Troon this year the practice range was essentially playing downwind all week. Most players didn't even attempt to hit lower shots on the range with the exception of Gary Woodland and Padraig Harrington.

"It's tough this week because the range is straight downwind so you can't really get a lot done," Brandt Snedeker said. "You're just trying to get some rhythm going and just hit shots." >>

Baltusrol's iconic clubhouse has served as the backdrop for 11 major championships.



Jim Furyk echoed Snedeker's observation.

"The hard part about hitting balls over here or preparing on a range for a course is you're just stuck with the same shot over and over again," Furyk said of the range at Troon.

It took a unique player to go against the grain. Troon member and veteran Colin Montgomerie was impressed by Phil Mickelson's dedication.

"The wind on the range is normally down and out of the right, but that's why Phil Mickelson has been very sensible and he goes to the other end and hits into and out of the left which is a much tougher wind," Montgomerie said.

Montgomerie made the point that the first seven holes played to the same wind, but by the time you got to the eighth and ninth and you turn through the back nine you were facing a wind direction into the face that you haven't dealt with all day. Mickelson found a way to work around this.

But on Championship Sunday, strangely enough, Mickelson returned to the regular part of the range and warmed up downwind with the rest of the mortals. It didn't seem to impact his performance, however, as he and Henrik Stenson paired for one of

the most compelling final rounds of major championship golf in recent memory.

As professional golf headed to its next major, it seemed that players didn't take too much of a different approach to their range sessions during the PGA Championship at Baltusrol.

The range at Baltusrol was built onto the first hole of the Upper Course, a short par 5 lined with trees. Players appreciated a tight target practice layout versus a wide-open range.

"I kind of like that when you have trees right there and you can fade it around or draw it around and have some good sight-lines," Harris English said. "I like that better than just having a straight open range. It's like you're playing a hole."

As third round leader and eventual winner Jimmy Walker warmed up before his final round, he began hitting a number of draws with all of his woods, setting up for some of Baltusrol's tee shots.

"That's my normal ball flight, that's the shot I like to hit is a tight draw so that's what I was working on," Walker told *Golf Range Magazine*. "My normal good hard shot is a draw."

Thanks to that draw, Walker hoisted the Wanamaker.





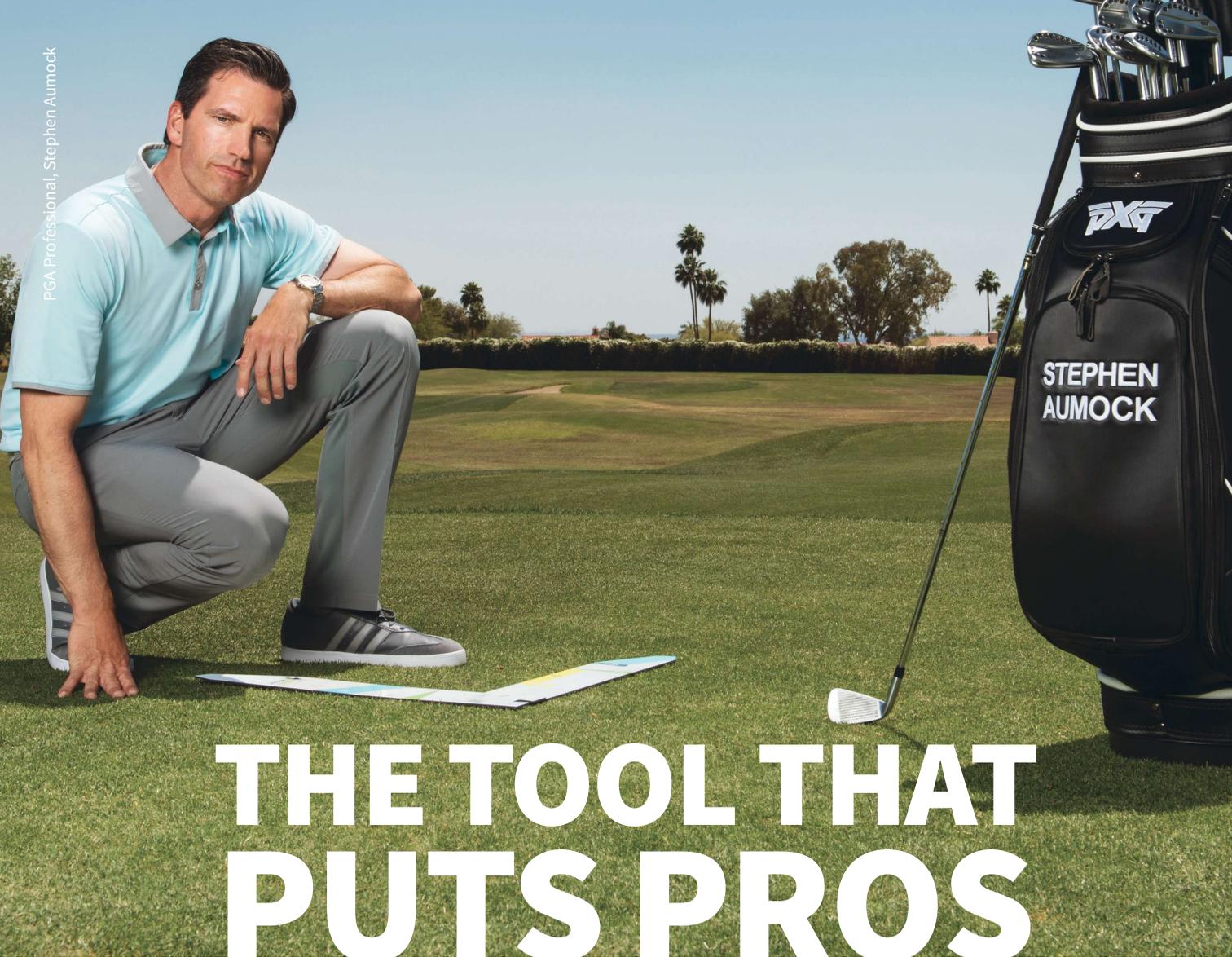
Korea's Ben An's 347-Yard Drive Wins PGA Long Drive Championship

Ben An's 347-yard drive on No. 1 of the Lower Course at Baltusrol Golf Club rolled past both Northern Ireland's Rory McIlroy (345 yards) and Belgium's Nicolas Colsaerts (341 yards), to capture the 2016 PGA Long Drive Championship at the 98th PGA Championship.

Following in the tradition of the Championship, the top three finishers received a gold, silver and bronze money clip (respectively), inspired by the one that Jack Nicklaus received when winning the first of his two consecutive PGA Championship Driving Contest titles, in 1963. That year, Nicklaus, using a persimmon driver and wound golf ball, hit a winning drive

of 341 yards. Additionally, through PGA REACH, the charitable foundation of the PGA of America, the top three finishers were granted charitable donations of \$25,000, \$15,000, and \$10,000, respectively, to the player's designated charity of their choice.

The Long Drive Competition has gained in popularity since returning to the PGA Championship in 2014. Regardless of skill level, what golfer doesn't love the chance to grip it and rip it? For range operators, the long drive contest can be a great way to increase traffic, provide a fun competition for golfers and perhaps even raise a little money for charity.



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RECREATION COLLEGE GO

By John Torsiello

ACTING THE



ONAL OLFER

Through partnership with Nextgengolf and a renovated practice facility, Brookline Golf Course is bringing Millennials to the game

For the Millennial college student who enjoys golf but doesn't necessarily have the skill to play for the university team, options are limited. Of course, there's the time constraint. The mix of rigorous academia, extracurricular engagements, work (in some cases) and keg stands leave little time for anything else. Then there's the cost barrier, as many college students struggle to find pizza money let alone scrounge up \$50 for a green fee.

In steps Nextgengolf, a Boston-based company aimed at providing affordable golf membership programs for recreational college golfers. Under CEO Kris Hart, the organization began as CollegeGolfPass before expanding nationwide after a merger with The National Collegiate Club Golf Association in 2013. The company focuses on helping students form club teams at their respective universities, forging affordable rates at nearby facilities, while also providing a fun and competitive playing environment.



“At the core of our organization, we are in the golf experience business,” says Hart. “Our mission is to provide golfing opportunities and make the game more relevant for college students and young adults.”

In Boston alone there are roughly a quarter-million college students, and Nextgengolf has been at work partnering with local facilities where these students can practice and play the game. One such facility: Brookline Golf Course, which has been affiliated with Nextgengolf for the last five years supporting various tournaments, golf clinics and other initiatives.

“The relationship has helped us bridge the gap between the Millennial player and the golf facility,” says Tom Ellis, the PGA head professional at Brookline. “With more than 100 colleges and universities in and around the Boston area, as well as a large young professional population, we’ve benefited greatly from the programs offered by Nextgengolf, while also providing an affordable golf option to young people.”

Options provided by Brookline are expanding, as this month the facility is opening its newly renovated practice range. The design flows with the natural contours of the land, utilizing mounding and rock outcroppings. Measuring 125 yards wide by 275 yards deep, the teeing area will include 24 hitting stations with artificial turf. Additionally, the practice tee will have 12,000-square-feet of natural turf that can be used for special events, demo days or recreational gatherings. With additional space to expand, there are plans to include a separate teeing ground, as well as chipping and putting areas in the future.

“The goal of Brookline and our goals are aligned, given we both have a mutual interest. Tom and his staff are great to work with. They treat

young adults really well and are the go-to facility for young adults living in Boston,” says Hart, who came up with the idea for Nextgengolf following his own golf experience at Bryant University in Rhode Island. “I wish every golf course was so accommodating to the younger customer.”

Beyond providing college students with a place to practice and play, Hart believes that the new range will also make a huge impact on the city of Boston as whole – since there are only a handful of ranges within 30 minutes of the city “and they are difficult to get to with traffic.”

Ellis agrees that the new range will be a great amenity for the city, adding, “We want to provide a new asset to the community, where families can gather for enjoyment whether or not they play golf. We also hope to enhance the player experience for the recreational golfer, while at the same time increasing our revenues in an effort to fund capital improvement projects to the golf course and to our clubhouse.”

The growing partnership with Nextgengolf will also be a viable contributor to the Brookline’s financial success. For example, in 2015, the facility had over 1,000 rounds played through Nextgengolf. The majority of those rounds were played during the shoulder seasons when golf facilities, especially in the Northeast, are looking for creative ways to increase play.

“Our relationship will certainly continue to grow with the addition of the new practice range, as our facility will be more attractive to players of all skill levels,” says Ellis. “Not only are we able to provide more opportunities for members of Nextgengolf, but we’re able to increase our programming and rounds of golf as a result. Overall, we’ve forecasted a 15 percent increase on rounds played thanks to the addition of the practice facility.” ■

Brookline Golf Course has become the facility of choice for many recreational college golfers in the Boston-area, thanks in part to its relationship with Nextgengolf.

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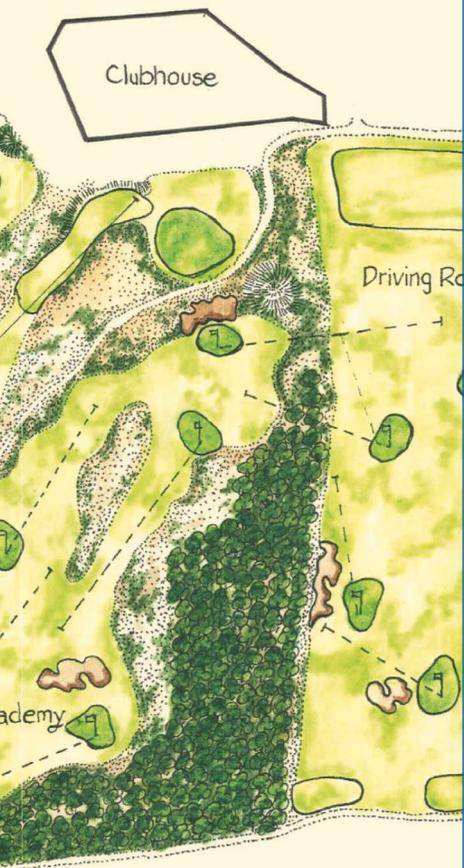


May 2016
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Amy Alcott

Gil Hanse

Designed by Hanse Golf
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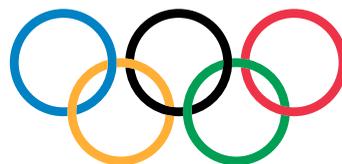
Olympic
Course
da Tijuca
Rio de Janeiro, Brazil

A PRACTICE RANGE

MADE FOR OLYMPIANS

By Sally J. Sportsman

Golf Course Architect Gil Hanse designed the Olympic Golf Course and Practice Facility for the 2016 Summer Games



UNTIL NOW, GOLF HAD BEEN part of the Summer Olympics only twice: in 1900 at the Compiègne Club, near Paris, and in 1904 at Glen Echo Country Club, in St. Louis.

The hiatus is over, and the purpose-built Olympic Golf Course, designed by renowned architect Gil Hanse with Hall of Fame player Amy Alcott as a consultant, marks golf's return at the 2016 Olympics in Rio de Janeiro.

Hanse took every detail into account when transforming the picturesque plot within the Marapendi Natural Reserve in the Barra da Tijuca zone of Rio de Janeiro into a venue worthy of Olympians.



“You can hear the waves from the practice range,” says Hanse, a member of the American Society of Golf Course Architects.

The course begins and ends adjacent to the range, bordering the shore of Lake Marapendi – a long inland lake that runs along a barrier island with the Atlantic Ocean sitting just beyond. Spectators are able to see the practice range and the short game area from the grandstands.

Contested this month, the Games of the XXXI Olympiad includes separate men’s and women’s golf competitions involving 60 players each in a 72-hole stroke-play format. Players will avail themselves of the practice facility at the golf course, which currently is the only public regulation 18-hole layout in all of Brazil.

“The size of the tee area at the range is bigger than usual because we anticipate more action,” Hanse says. “Our approach was a tournament focus first, while knowing that public play after the Olympics will be a crucial element.”

According to the International Olympic Committee, after the 2016 Summer Olympics, the course will be used as a public facility with the chief purpose of promoting golf in Brazil and around the globe, representing one of the most important

Olympic legacies for sport development to come out of the 2016 Games.

Hanse and his team also constructed a four-hole academy course, where beginners can learn to play in a compact, friendly environment – reflecting the concerted effort to grow the game in Brazil. The academy course, like the 18-hole layout, has a natural links feel, as do the contours of the practice range.

“That’s the look and feel we wanted to promote,” says Hanse, who invited his associates to design one hole each on the academy course, drawing on their experience in Scotland.

The short game center, with four practice greens and a chipping area, is attached to the academy course and adjacent to the practice tee, with the clubhouse in the background.

Aside from the required dimensions, Hanse and his crew had full liberties in designing all aspects of the practice areas. Hanse saved native vegetation by shifting the far end of the range east of its originally-planned location. A stand of trees between the range and the academy also was preserved, reaffirming Hanse’s environmentally responsible aesthetic. The range was the last part of the project to be grassed.

“It was a tight construction process,” Hanse says, “and we wanted grass on the golf course first, to provide additional maturation time.”

The Zeon Zoysia turf, provided to the Olympic facility by Green Grass Sod Farms of Brazil, is environmentally friendly and drought resistant. It is hoped that this turf will be used as a benchmark for golf courses in Brazil if the game takes hold throughout the country.

Hanse and his family lived in Rio for seven months as the Olympic golf facility took shape.

“We practiced and played the course,” Hanse says. “The golf course will be a key piece of the legacy of these Games, but the academy and the range will be equally important.” ■



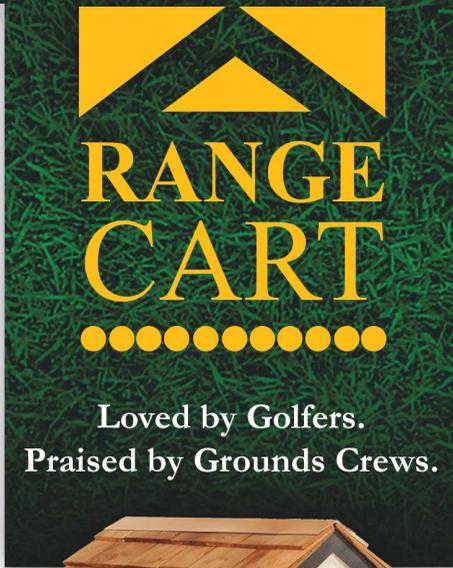
The Olympic Golf Course in Rio de Janeiro debuted this month in the XXXI Olympiad.

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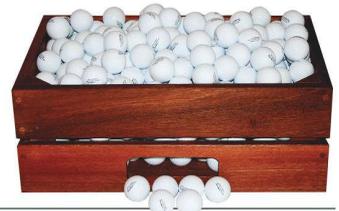
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“We have the full line of RangeCart products. RangeCarts-AppleCrates-RangeStands and now the SpikeWash at Baltusrol Golf Club. All of these products have drastically improved our range while our members can conveniently access needed amenities for a quality practice session or warmup. Our staff loves the convenience and mobility that allows for easy setup and recalibration of the range each day. I highly recommend all RangeCart products.”



— Doug Steffen, PGA Professional, Director of Golf Baltusrol Golf Club



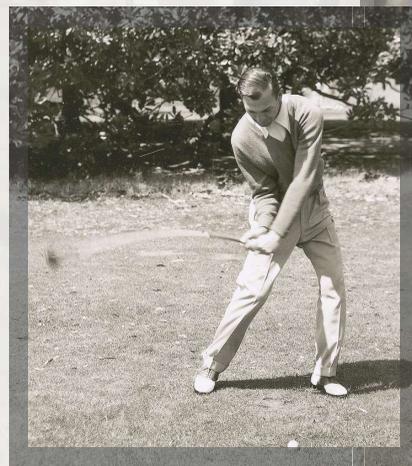
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Helping Students Build a Solid Foundation

BodiTrak provides an accurate way to measure weight distribution during the golf swing, from the ground up

The golf swing is built from the ground up. It's a philosophy made popular by one of the most revolutionary swings in the history of the game, belonging to the legendary Ben Hogan (*right*). Hogan was average in stature, standing only 5 foot 9 inches. But he generated great power by creating leverage and transitioning his weight from his back foot onto his front foot during the downswing. His motion became the foundation of the modern golf swing, and it's a great principle to help your students build a solid foundation for their golf swing.

In today's world of golf technology, almost everything is measurable – including how your students interact with the ground throughout their swing. With BodiTrak – a portable and durable mat with pressure-sensing nodes that detect how a golfer transitions their weight during the swing – instructors can provide tangible and visual feedback to demonstrate what the student feels while swinging.



The device accurately depicts how pressure is dispersed on each foot at every moment of the swing. The advanced technology scans the surface over a hundred times per second, reading how an athlete applies pressure to the surface below. Custom algorithms read that change in conductance and provide calibrated force values – which are rendered in different intuitive ways by the software, mainly in color-coded depictions where the green space indicates the highest-pressure areas (*pictured at the bottom of page 63*). The wireless device can sync to a laptop or tablet to output data in real time.

Hogan's swing was ahead of his time. If you're a student of the game, you have to be curious: What would Hogan's BodiTrak reading look like?

While we may never know (unless the company comes up with an algorithm to replicate Hogan's motion), PGA Professionals and instructors of the game are continuing to find ways to use BodiTrak to help their students improve and better understand nuances of the game. Following, we have a Q&A with Graham Cunningham, the 2015 New England PGA Section Teacher of the Year and 2014 Youth Player Development award winner, on how he uses the device with his students and how it's impacted his business.



Using wireless technology, BodiTrak displays weight distribution on a tablet or laptop.





Q&A WITH

New England PGA Teacher of the Year, Graham Cunningham

Golf Range Magazine: As a teacher, what are the greatest benefits you see from BodiTrak?

Graham Cunningham: Pressure mapping tools like BodiTrak provide great insight into how a player works against the ground and can be very revealing when it comes to understanding a player's swing patterns. Almost always, this pressure pattern is responsible for a faulty pivot and/or club delivery. Great sequencing is created by understanding when and where the pressure should be throughout the swing, and tools like BodiTrak help instructors and students make great strides to improve sequencing, body function and, ultimately, club delivery.

GRM: Are the benefits easily communicated to your students? Are they able to see and understand the tangible impact of using BodiTrak?

Cunningham: BodiTrak is a powerful tool in that it provides a visual to your explanation, helping the player understand his or her current pressure pattern and how changing that pattern can have a great impact on their golf swing. When a player is able to start improving their pressure pattern, see the changes to their mechanics and club delivery and, furthermore, experience a ball flight they never have before, they become fully bought into the benefits of the technology and you as an instructor.

GRM: In what ways does the device impact your business? Does it have a strong ROI?

Cunningham: BodiTrak is a simple and powerful tool to help golf instructors look under the hood of a golf swing. Implementing a pressure system like BodiTrak will provide you with critical information to make you a more effective instructor. For a small investment, BodiTrak has made me a better instructor, has made my players better and as a result has increased business.

GRM: Do you use it to analyze your own game and weight distribution?

Cunningham: When I'm controlling the golf ball and swinging well, I have used it in my own game to map pressure traces to use as a reference point in the future if needed.



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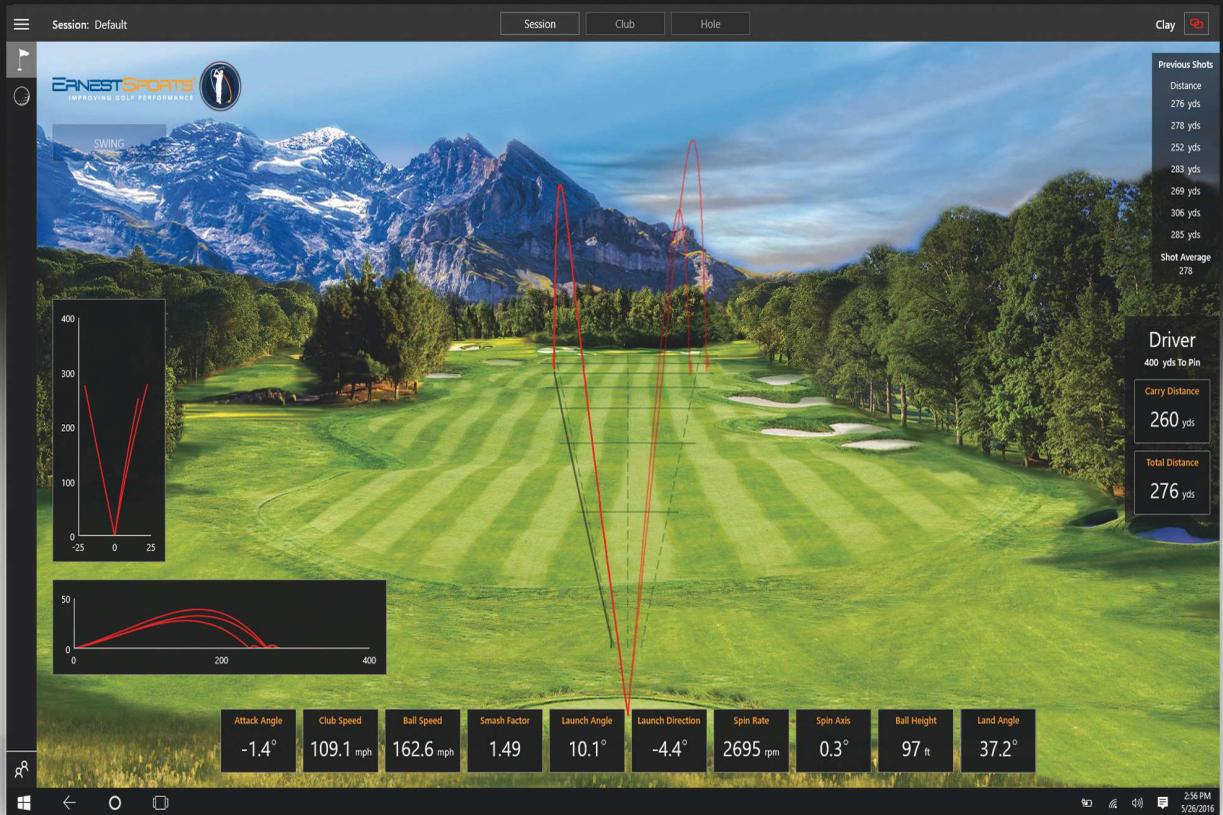
"I can't begin to tell you how impressed everyone here in Michigan is with the new ES16! Your team has hit a home run with this unit!!! The numbers were within a decimal point of Trackman and just as good with the Foresight GC2. I think the styling and concepts are pioneering, and I truly believe you are going to be turning heads in the industry. You have my vote for Best Product of the Year!"

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Notes from the Manufacturer

This thin, portable system captures weight distribution and transfer during a golf swing. It can be used indoors, outdoors, uphill, downhill, on the putting green or in a bunker. It's flexible, roll up design makes it very easy to setup, use and move to the next hole or golf course. Outside of golf, BodiTrak balance systems have been used for nearly a decade in medical rehabilitation research.



Training Aids to Watch For: Tour Striker Power Impact Pro

The Tour Striker Power Impact Pro (PIP) is a unique system with multiple functions that can improve strength, consistency and overall technique. It can be used at home, at the office or on the road. Renowned PGA Professional Martin Chuck and Glen Fries – an avid golfer and architect, who originally designed it for his personal use – developed the device. Through resistance and feedback, the Tour Striker PIP grooves sound technique and a consistent stroke. By guiding golfers through muscle memory, the PIP provides a way to gauge improvement and identify the areas that need additional training. See the video (*right*) for a complete demonstration.



The Golf Range Association of America

Top 25 Teaching & Training Aids

The 2016 list was selected by the country's top teachers

25 TOP GRAA
TEACHING &
TRAINING AIDS
2016

- | | | | |
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| 1. Orange Whip Swing Trainer
www.orangewhiptrainer.com
1-877-505-9447
info@orangewhiptrainer.com | T8. Orange Whip Orange Peel
www.orangewhiptrainer.com
1-877-505-9447
info@orangewhiptrainer.com | 15. V1 Golf Academy
www.v1sports.com
1-800-777-7721
sales@ifrontiers.com | 22. Eyeline Golf: Golf Metronome
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. BodiTrak
www.boditrak.com
1-800-644-2044
salesadmin@vista-medical.com | 16. Momentum Weighted Iron
www.momentumgolf.com
1-800-524-6068
bettergolf@momentumgolf.com | 23. Momentum: Power Hitter Driver
www.momentumgolf.com/
power-hitter-driver
800-524-6068
bettergolf@momentumgolf.com |
| 3. V1 Pro
www.v1sports.com
1-800-777-7721
sales@ifrontiers.com | 10. TrackMan Pro
www.trackmangolf.com
1-810-225-9855
sales_us@trackmangolf.com | T17. FlightScope X2
www.flightscope.com
407-967-7121
elyse.rowe@flightscope.com | T24. Ernest Sports ES14
www.ernestsports.com
855-354-4653
info@ernestsports.com |
| 4. The Putting Arc
www.theputtingarc.com
1-800-898-0701
sales@theputtingarc.com | 11. Eyeline Golf: Ball of Steel
www.eyelinegolf.com
1-800-969-3764
contact@eyelinegolf.com | T17. SAM Putt Lab
www.scienceandmotion.com
+49 (0)6145 933 8700
info@scienceandmotion.com | T24. Hudl Technique
www.hudl.com
(402) 817-0060 |
| 5. SNAG Golf
www.snaggolf.com
310-291-3142
JL8n@snaggolf.com | 12. Gary Wiren Power Fan
www.golftrainingaids.com
1-800-367-4279
orders@golftrainingaids.com | T19. Eyeline Golf: Balance Rod
www.eyelinegolf.com
1-800-969-3764
contact@eyelinegolf.com | |
| 6. Swingyde
www.swingyde.com
1-800-346-7788
info@swingyde.com.au | T13. SKLZ Smash Bag
www.sklz.com
1-877-225-7275
customerservice@sklz.com | T19. Eyeline Golf: Putting Impact
www.eyelinegolf.com
1-800-969-3764
contact@eyelinegolf.com | |
| 7. Eyeline Golf 360-Degree Mirror
www.eyelinegolf.com
1-800-969-3764
contact@eyelinegolf.com | T13. Tour Striker
www.tourstriker.com
480-664-1002
orders@tourstriker.com | T19. GAME GOLF
www.gamegolf.com
888-245-3433
Dealer@gameyourgame.com | |

The Next 10:

- | | | | |
|----------------------|------------------------------------|--------------------------|----------------------------|
| • Medicus Dual-Hinge | • Randy Myers Golf Stretching Pole | • Mike Bender BenderStik | • Bee Line Putting String |
| • The Impact Ball | • Orange Whip Putting Wand | • JC Video Arc-30 System | • Eyeline Golf Speed Board |
| | | • MorodZ Alignment Rods | • PutterWheel |



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www.champspikes.com</p> <p>3. Coastal Netting
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www.coastalnetting.com</p> <p>4. DryRainge
(877) 918-3888
www.dryrainge.com</p> <p>5. Ernest Sports
(855) 354-4653
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(844) 352-8228
www.flatcatgolf.com</p> | <p>7. Foresight Sports
(858) 880-0179
www.foresightsports.com</p> <p>8. Golf Slot Machine
(888) 796-7139
www.golfslotmachine.com</p> <p>9. Golf Web Design
(888) 287-2614
www.golfwebdesign.com</p> <p>10. J&M Golf, Inc.
(800) 346-7788
www.jandmgolf.com</p> <p>11. Links Technology
(847) 252-7600
www.linkstechnology.com</p> | <p>12. Mizzen+Main
(469) 759-0302
www.mizzenandmain.com</p> <p>13. Power Tee
(877) 769-3781
www.powertee.com</p> <p>14. Prestwick Golf Group
(844) 334-0085
www.prestwickgolfgroup.com</p> <p>15. Range Servant
(800) 878-8050
www.rangeservant.us</p> <p>16. RangeCart
(800) 706-1336
www.rangecart.com</p> | <p>17. SKIN Sunscreen
(855) 624-7111
www.skinsunscreen.com</p> <p>18. Sterling Cut Glass
(859) 283-2333
www.sterlingcutglassawards.com</p> <p>19. Tex-Net
(800) 541-1123
www.texnetusa.com</p> <p>20. Tour Striker
(480) 664-1002
www.tourstriker.com</p> <p>21. UST/Mamiya
(800) 277-0534
www.ustmamiya.com</p> <p>22. Wittek Golf Products
(800) 869-1800
www.wittekgolf.com</p> |
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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:

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