

# On Course

News & Thoughts from Forrest Richardson & Associates, Golf Course Architects

Winter 2014

## THE NEW MOTTO: MOW WHAT MATTERS



CONCEPTUAL IMAGE BY FORREST RICHARDSON & ASSOC.

*At the Shawnee Country Club we have set a course for changing maintenance on a day-to-day basis... the end result is not only a new look and feel — it's a whole new culture about the way the club spends its time and money.*

Nearly all golf courses have areas that are small and seemingly insignificant, yet are continually mowed, fertilized, watered and maintained. These add up.

Through careful design, and by selecting appropriate grasses and vegetation, we can

find ways to create a win-win situation. Energy gets spent taking care of greens instead of way-out-of-the-way roughs. Dollars can be focused to places where it matters most.

“Mow What Matters” is a simple way of expressing how we can enhance the face of a course while freeing up resources to take care of essential things that make for happy players.

Along the way, there is often room to restore strategy, uncover history and make improvements that improve the asset.

*By transforming managed turf into a more passive and natural landscape, we can change the look, lower the budget and breathe new life into golf courses that may have lost some of their appeal.*

Before: 2 ¼ acres of turf



The Look After: Just ½ acre of turf

*The story of Shawnee Country Club outside Oklahoma City begins in 1909.*

*But, it was in 1923 that the renowned designer Perry Maxwell began his work there, bringing a legacy to the club that is now being uncovered. By creating a “new” era of maintenance, we will open the door to restore much of the philosophy and magic that Maxwell brought to his celebrated designs.*



### SALT LAKE CITY GOLF PLANNING

*Master planning and long range strategy is underway for nine municipal courses. Forrest Richardson & Associates, working in conjunction with the National Golf Foundation, is helping to build a roadmap for course and clubhouse improvements.*



### PROGRAM DEBUTS for POSITIVE CHANGE

Our new “Transform a Single Hole” program is called *Honors Hole*. Remodeling one hole can be a great way to build enthusiasm among members. It gets the process moving to bring positive change to the golf course. Some projects have been estimated for as little as \$25,000, enabling clubs to consider a demonstration project of how the final, full funded project will look and play.

**FORREST RICHARDSON & ASSOC.**

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