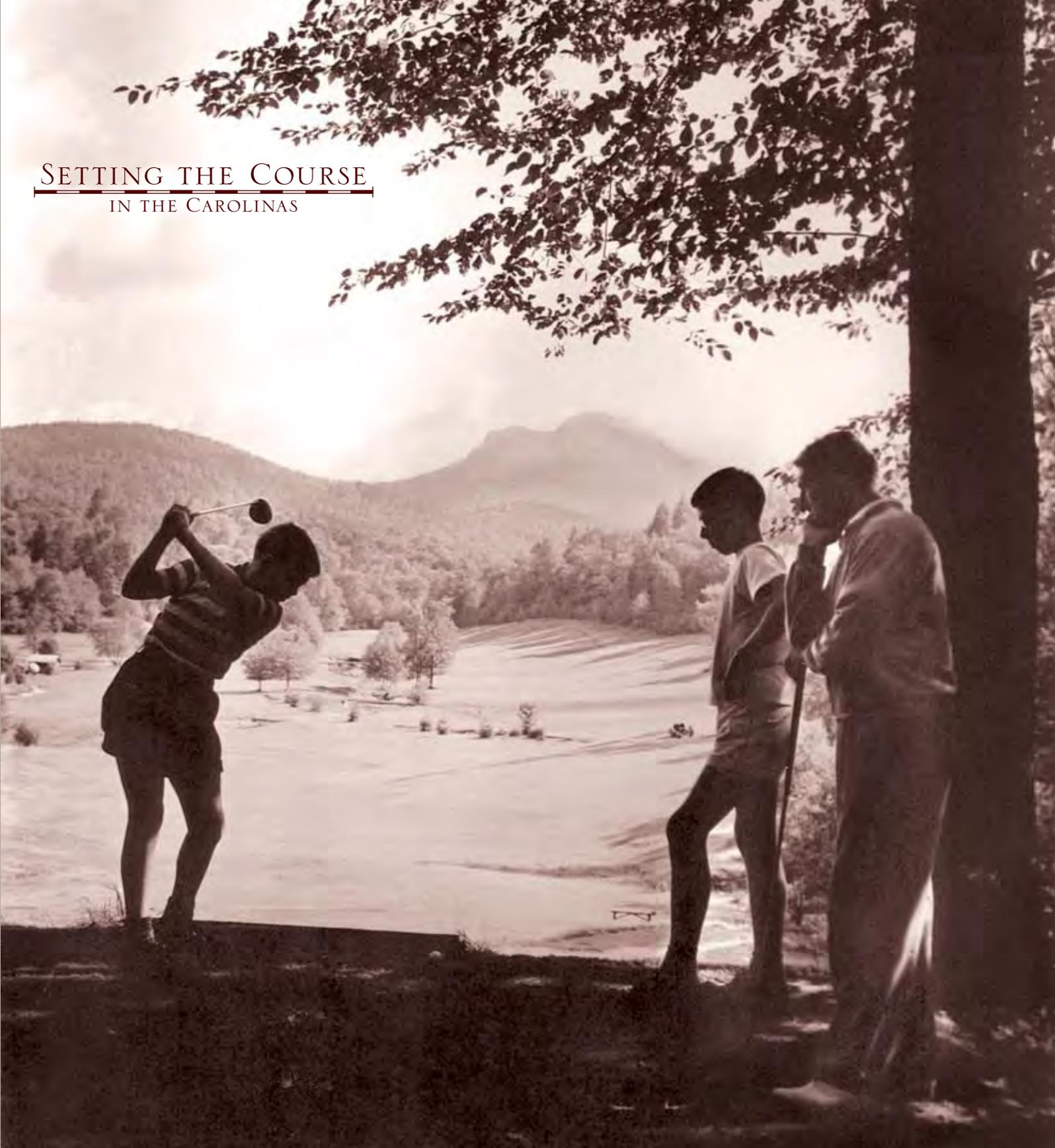


SETTING THE COURSE
IN THE CAROLINAS





For some people, golf is a game.

For others, it's a quest.

*A journey that leads us to
open spaces and drives us over
beautiful, challenging terrain.*

*A commitment to master
both our swing and our conduct.*

*A competition that grounds us
in the moment and teaches us
about ourselves, each other
and life. This philosophy*

*inspired the creation of the
Carolinas Golf Association to*

*further the ideals of our
beloved game in the Carolinas*

and around the world.





Linville Golf Club enjoyed a 14-hole layout (with four holes played twice from different tees) until Donald Ross built a new 18-hole course in 1924.



At the inaugural Carolinas Amateur in 1910, golfers gathered on the steps of the Sans Souci Clubhouse in Greenville, South Carolina.

DRIVING THE BALL.

When golf first impacted the Carolinas in 1743, it was loosely organized and played over open fields rather than designed layouts. Golfers played in places like Harleston Green in Charleston, where the shout of “fore” warned golfers and non-golfers alike of an approaching feather-stuffed ball of leather. The first club of golfers was formed 43 years later in South Carolina, but the game did not catch fire as the infant country grew. By 1907, there were five golf clubs in the Carolinas. These clubs competed annually for the Withers Cup. In 1909, these clubs organized formally as the Carolinas Golf Association (CGA) to “promote the true spirit and best interests of golf for the common good of the people of North Carolina and South Carolina.” They marked the formation of the Association a year later with the first CGA Championship.



Members of the South Carolina Golf Club, formed in 1786, played on Harleston Green. Artist: Barbara Shipman. Credit: Paul Boehm.



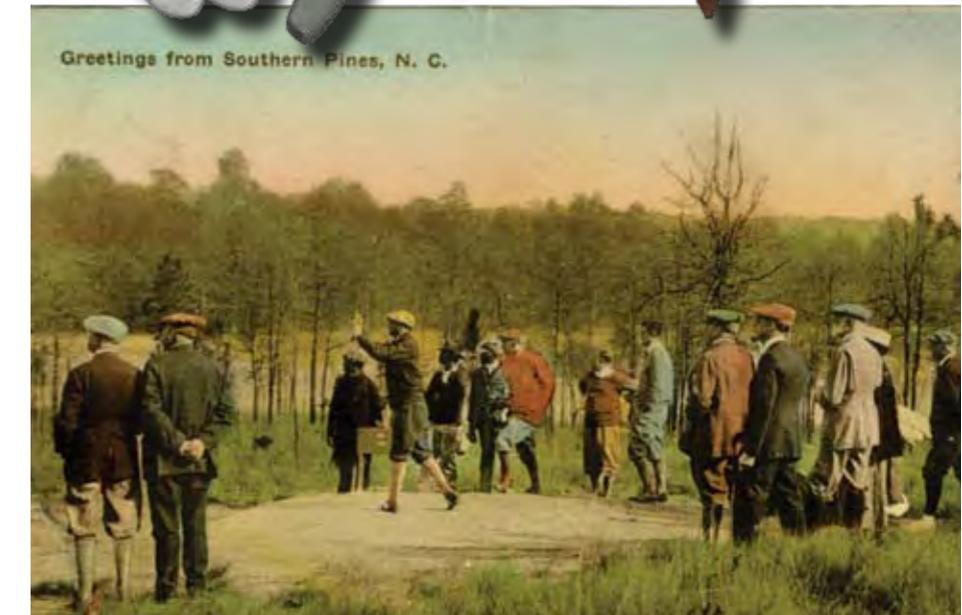
The Richard S. Tufts trophy is presented annually to the Carolinas Amateur Champion.

The First Golf Cart | From that first tournament, the CGA has continued its vision: promoting the best interests of our game. For example, in 1914, Dr. J. Wilkie Jervey was unable to walk in his Carolinas Amateur match against John Milam. So he built a cart for himself and his clubs. A friend pushed the first golf “cart” around Asheville Country Club as Jervey won his match, 4 and 3.

The First PGA Tour Golfer of Color | In 1961, North Carolina’s Charlie Sifford broke the color barrier on the PGA TOUR. Born in Charlotte in 1922, Sifford caddied at Carolina Country Club from age 10. By 1939, his game developed so well that he turned professional. He competed on the black-only tour of the time. In 1960, under pressure, the PGA of America dropped its “caucasion-only” clause from the tour. The next year, Sifford returned to North Carolina to

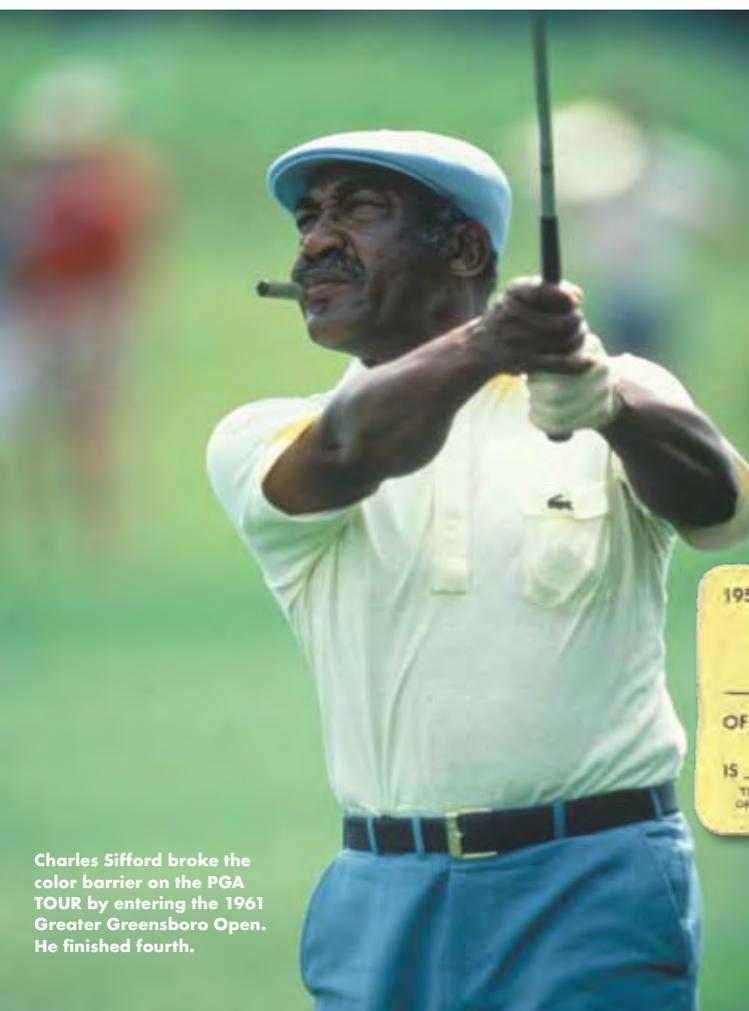


Left: The Carolina Golf Association was formed in 1909.





The Long Cove Club course, designed by Pete Dye, hosted the Carolinas Amateur in 2007.

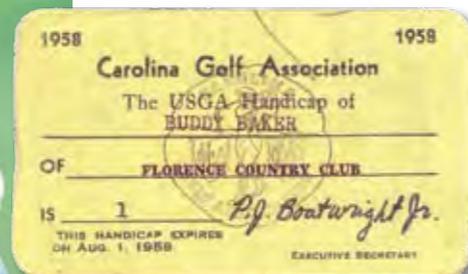


Charles Sifford broke the color barrier on the PGA TOUR by entering the 1961 Greater Greensboro Open. He finished fourth.

play in the Greater Greensboro Open, opening the door for future African Americans on TOUR.



The First Electronic Handicap System | With the advent of the mainframe computer, the CGA was one of the first state or regional golf associations to calculate golfer handicaps electronically in 1958. By the mid-1990s, the CGA was revising nearly 200,000 golfer handicaps per year. Today, the CGA provides at-club computerized handicaps and one of the most efficient programs in the U.S.



The First Staff Agronomist | As the CGA grew, the association sought more ways to serve its member clubs. In 1982, the CGA retained

Dr. Carl Blake as a staff agronomy specialist to become the first state or regional golf association to have a “grass man” on staff. In 1998, Dr. Leon Lucas succeeded Blake. The CGA agronomist works directly with superintendents and club green committees. Dr. Lucas, a Ph.D., uses the analysis services of North Carolina State University and Clemson University, two renowned turfgrass schools; and he works with a variety of grasses and their problems, from the coast to the mountains. Under Dr. Lucas’ eye, the CGA funds turfgrass research projects that benefit CGA member clubs.



“We need to continue to offer these opportunities, while finding new ways to improve our outstanding golfing tradition in the Carolinas.”

- Jonathan Byrd





The Ralston Creek course on South Carolina's Daniel Island is a true Lowcountry classic designed by Rees Jones.



Richard Tufts (above L), former president of the CGA, the USGA and Pinehurst Resort, and Donald Ross (above R), the game's most revered course architect, worked to enhance Pinehurst for three generations.



Peggy Kirk Bell (left), a legend in golf teaching circles since 1954, is the grand dame of women's golf in the Carolinas. Her Pine Needles course has hosted three U.S. Women's Opens.

PLAYING TO WIN.

After its inaugural Carolinas Amateur in 1910, the CGA has led the game by adapting events for its golfers in North and South Carolina. The CGA now boasts events played at gross and net, for men and women, juniors and seniors, individuals and teams. This tradition is enhanced by the abundant variety of courses, styles and architecture at CGA member clubs.

An Extraordinary Start | Ground-breaking architects like Donald Ross, Seth Raynor, Perry Maxwell, A.W. Tillinghast, William Flynn, Ellis and Dan Maples, Robert Trent and Rees Jones, Tom Fazio and Gene Hamm have left their creative marks in all corners of the Carolinas. Ross brought his knowledge of architecture from Scotland to the United States. His first designs were at Pinehurst Country Club; but over five decades,

his course creations covered not only the Carolinas but the entire country. Richard Tufts, grandson of the founder, was an early CGA titan, serving as secretary-treasurer for 31 years. He later became president of the USGA and is considered the father of the USGA's philosophy for the Rules of Golf.

A Championship Tradition | Carolinas courses have hosted dozens of national events: U.S. Opens, U.S. Amateurs, U.S. Womens' Opens, the U.S. Senior Open and many other USGA championships; a Ryder Cup, a PGA TOUR Championship and a PGA Championship. The CGA also has a rich tradition. The Carolinas Amateur was first played in 1910; the Carolinas Junior in 1949; the Carolinas Four-Ball a year later. Stars whose names grace CGA

Championship trophies include Billy Joe Patton, E. Harvie Ward Jr., P.J. Boatwright Jr., Beth Daniel, Charles Warren, Scott Hoch, Chip Beck and Jonathan Byrd. Led by 32 major CGA championships annually, the list of tournament entries has grown to more than 14,000 who compete for glory.

"Our society needs golf more than ever now."

- Chip Beck

Chip Beck (L), from Fayetteville, North Carolina, and Jonathan Byrd (R), from Columbia, South Carolina, serve as co-honorary chairmen of the "Setting The Course" campaign. Both men won Carolinas Amateur and Carolinas Junior championships.





HITTING THE FLAGSTICK.

CGA services go far beyond competitions, fulfilling its purpose as an educational institution, serving more than 180,000 golfers who represent more than 700 member clubs.

An Educational Approach | The association publishes the quarterly *Carolinas Golf* magazine, delivering information about many facets of the game directly to the homes of CGA golfers. The magazine focuses on our rich golf history, courses, rules, handicapping, competitions and Carolinas golf personalities as well as equipment, instruction and travel.

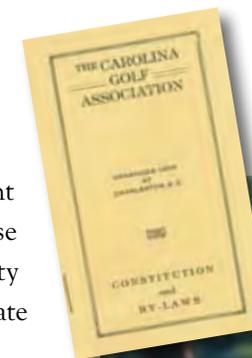
Additionally, the CGA offers educational seminars to clubs and schools on various topics including rules and handicapping and is noted to have one of the most active junior golf programs in the U.S.



Greensboro, North Carolina's Bill Harvey (L), who defeated Dillard Traynham (R) of Paris Mountain, South Carolina, collects the trophy for winning the 1964 Carolinas Amateur at Pinehurst No. 2 from Clyde Mangum (C).



Acres of Innovation | The Carolinas Golf Foundation continues to fund research to find new grasses and new treatments to help our courses flourish. It continues with scholarships for turfgrass management students – our future Carolinas course superintendents – who attend a variety of schools such as North Carolina State University and Clemson University.



“The CGA makes golf in the Carolinas.”

- Bill Harvey





Old North State Country Club.

SHAPING THE FUTURE.

For one hundred years, the CGA has been a steward of golf in the Carolinas. The first thirty years, the association was run entirely by volunteers and still boasts one of the largest volunteer networks in the country, from the CGA Executive Committee to rules officials to course raters. For the last seventy years, the CGA has a staff that grows as services expand, although the association remains governed by a volunteer board.

From Frank Capers to Richard Tufts to P.J. Boatwright to Hale Van Hoy, volunteers and staff directors, CGA leaders have always been visionary.

The focus continues today with golf visionaries from all corners of the Carolinas: Johnny Harris from Charlotte, who leads many golf initiatives, including the PGA TOUR's Quail Hollow Championship; Pat McKinney from Charleston, SC, a past USGA Executive Committee person; Jim Hyler of Raleigh, NC, current president of the USGA and a leader in the U.S. Open Championships held at Pinehurst Country Club; Cecil Brandon of Myrtle Beach, SC, a creative magnate for resort advertising and destinations; and Bobby Long of Greensboro, NC, who helped move the Wyndham Championship to PGA TOUR prominence.

A Home Course | Those who shape the CGA today, across North and South Carolina, are dedicated to furthering the needs of golfers and the goals of the association. To achieve these, the CGA has started the "Setting the Course"

campaign. It is committed to raising funds to build a home for golf which will include a Carolinas golf headquarters for the CGA and the Carolinas Golf Foundation. In a nod to the USGA, our new building will be called "Carolinas Golf House."

A Carolinas Legacy | With your help, Carolinas Golf House will be a home for the legacy of golf in the Carolinas.

An educational wing will house classrooms for rules and handicapping seminars, junior and adult education and development, community programs, and tournament staging areas for its 180-plus annual golf tournaments. A museum and library will display our rich Carolinas Golf Legacy – the stories, artifacts, and pictorial record of the people and events that make golf our greatest game.

Carolinas Golf House will be a focal point for golf in the Carolinas embracing

allied golf associations, First Tee programs, youth events and educational meetings. The presence of Carolinas Golf House will assure the CGA's leadership in turfgrass environmental issues and competitions, sustaining our commitment to grow and serve the game.

"It does me a lot of good to see four kids walking and carrying bags... that's the future of golf."

- Leonard Thompson



Harvie Ward gets a celebratory lift from his fellow University of North Carolina students after he defeats Frank Stranahan to win the 1948 North & South Amateur Championship.





SETTING THE COURSE IN THE CAROLINAS

Ben Hogan tees off on
the first hole at Biltmore
Forest Country Club.



The Carolinas Golf Association and the Carolinas Golf Foundation will nurture future growth of the game. The “Setting the Course” capital campaign will create a Carolinas Golf Endowment to fund junior golf and other programs vital to the continued success of golf in the Carolinas.

An Unforgettable Game | For a century, the Carolinas Golf Association and Carolinas Golf Foundation have sustained the game in North Carolina and South



Carolina, to the notice of golfers throughout the U.S. The CGA is a national leader with its rich legacy and championship traditions. With the support of large volunteer networks, an unwavering dedication to turfgrass research and development, and a continuous commitment to junior golf programs, the CGA is, literally, helping to shape the future of the game. Join us in giving back to the game that has given each of us so much. Help us set the course for golf in the Carolinas.

With its rich legacy, championship traditions and continuous commitment to the future of the game, the Carolinas Golf Association has been advancing the game in North and South Carolina for more than a century. Help us set the course for golf in the Carolinas.

- Carolinas Golf Association -



5/11/2009 12:18:2009

THE FRONT ELEVATION
CAROLINAS GOLF ASSOCIATION
HEADQUARTERS





135 North Trade Street | West End, North Carolina 27376 | www.carolinagolf.org | 910.673.1000