

carolinasp golf

OFFICIAL MAGAZINE of the Carolinas Golf Association

Winter 2012/13

OUTER BANKS EXCURSION

EXPERIENCE THE BARRIER
ISLAND'S OFF-SEASON



- **RECESSION BUSTERS**
CLUBS FIND WAYS TO KEEP
AFLOAT IN A TOUGH ECONOMY
- **GIFT GUIDE**
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THE GOLFER IN YOUR LIFE

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The prevailing winds and sandy beaches on the Outer Banks drew the Wright brothers to make the first manned, powered flight in 1903. But the winds still take center stage — especially for golfers who make the off-season trip to avoid the summer crowds of surfers and sunbathers.



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Currituck Beach Lighthouse

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The Outer Banks' Currituck Club. Photo courtesy of the course.



2012 In Review

/ by J. RICHARD DOSEK, President, Carolinas Golf Association

When one watches a CGA tournament, he expects certain things. Intensely competitive participants, creative strategies, well-played shots. Ultimately, "the thrill of victory and the agony of defeat" are parts of the landscape at a high-level event. I observed these things, and more, this season.

In May, Paul Simson won the North Carolina Senior Amateur at Oak Valley GC in Advance. It nearly wasn't played. Six inches of rain shortened the championship to 36 holes. After two rounds, Simson was tied with CGA senior rookie Jim Grainger. As Simson's 15-foot birdie putt fell into the cup on the second playoff hole, he let his putter fall, thrust his arms in the air, and let out a sigh.

Simson became the CGA's all-time leader with 25 career victories, one more than the legendary Dale Morey. At the trophy presentation, Simson's paid tribute to Morey, and said it was a humbling moment. He handled it like a champion, 25 times over.

In July, 17-year-old Carson Young came from behind with a fourth-round 64 at Charlotte CC to capture the 98th Carolinas Amateur. He had completed play and was behind the clubhouse as the last group finished. When it became apparent no one could overtake him, I offered my congratulations. He was appreciative and respectful. At the trophy ceremony, the high school senior showed maturity beyond his years as he thanked the right people: his mom, Charlotte CC, the CGA; and expressed his fondness for one of his "newest favorite tournaments."

My vocation is orthodontics. When chatting with Carson, I formed my opinion of him as a young man of purpose, determination, and commitment. He was wearing braces on his teeth. Here, at his moment of victory, he had on his rubber bands.

The Carolinas Amateur runner-up was Scott Harvey. He entered the final round with a 3-shot lead, seeking to become the first repeat winner in 24 years (what his father, Bill, had done in 1964-65). As Scott returned his scorecard, one could sense his disappointment. He facetiously asked if there was a nearby lake to see if his recalcitrant putter would float. But after signing his scorecard, he thanked the CGA for a great championship and sought out Carson Young. I saw Scott greet Carson, introduce himself, and give him a congratulatory handshake and embrace.

By the end of June, Matt Crenshaw had won three CGA Championships. In early August, he won the North Carolina Match Play. A few days before the event, Crenshaw lost one of his best friends — a dog he had owned more than 10 years had died. The loss weighed heavily, but he played anyway. He missed the qualifying medal by 1 stroke and moved through match play. In the final match, he dispatched the Carolinas' No. 1 ranked amateur, Scott Harvey, 2 up. At the trophy presentation, Matt seemed emotional, but in control.

When one watches a CGA tournament, he expects certain things. And from what I saw this season, I can say that amateur golf in the Carolinas is in very good hands, indeed.

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NEWS & NOTEWORTHY EVENTS AROUND THE CAROLINAS

› Ray Novicki, CGA director of championships, is retiring (see "Final Word," page 28), and Andy Priest will assume his duties. The CGA hired Rusty Harder as Tournament Director and Thomas Johnson and Scott Gerbereux as GHIN Services Managers.



› Rusty Harder (left) comes to the CGA from the Alabama Golf Association, where he was Tournament Director/Course Rating Director. During his time in Alabama, he was appointed to the USGA Senior Amateur Committee and officiated at the 2008 U.S. Junior and Senior Amateurs. He grew up in Efland, N.C., and is "very excited to move back to North Carolina and continue working in the game I love." He received a degree in Business Management with a minor in Leadership Studies from UNC at Wilmington. He has worked in the industry since he was 16, from Finley GC and a driving range in Durham to the Country Club of Landfall's maintenance staff and at Cape Fear CC's tennis shop. "I really got interested in the behind the scenes of golf when I was a standard bearer at the 1999 U.S. Open," Harder says. He was also a USGA Operations Intern at the 2004 U.S. Open at Shinnecock Hills and Pinehurst Championship Management Intern at the 2005 U.S. Open at Pinehurst.

› Thomas Johnson (below right) received a BS in Management from Appalachian State University, and grew up in Greensboro. Prior to joining the CGA, Johnson was an Adjunct Professor at Wake Forest School of Law, and also worked at the law firm of Womble Carlyle Sandridge & Rice in Winston-Salem as a Litigation Support Specialist. "I love the traditions and the history of the game," Johnson says. "I love golf because every venue is unique, because it is a game that can be enjoyed for a lifetime, and because the handicap system creates a fair competition for all."



› Scott Gerbereux (left) comes to the CGA from the New York State Golf Association (NYSGA), where he was a Membership & Foundation Director. The Southampton, N.Y., native received a double major in Business Administration and Sport Management from Ithaca College. At the NYSGA, he was in charge of administering the USGA Handicapping System, including the GHIN service. "I enjoy time on the practice range to clear my head and work on my game," he says. "I am a self-taught golfer by reading the swing tips of all-time greats like Ben Hogan. A well-struck golf shot is such a pure feeling."

› **Rick Cloninger** from Fort Mill, S.C., won the 61st Senior North and South Amateur. He has two CGA titles, the 2003 Carolinas Mid-Amateur and the 2012 Carolinas Senior Amateur. Multiple CGA champion **Patty Moore** won the Women's Super Senior Division; she won the women's open division in 2000 and 2007.

› **Paul Simson**, 61, of Raleigh, N.C., won the 2012 USGA Senior Amateur for the second time in the last three years. He is the 14th player to capture at least two Senior Amateur titles. He also holds 25 CGA titles, and is the reigning CGA Senior Men's Player of the Year — a title he has held for six straight times.

› **Charles "Chick" Hunter Jr.**, 77, of Charlotte, N.C., died in October. He attended The Citadel, where he was a member of the golf team. He graduated with a degree in engineering, served in the Army, then co-founded Southern Irrigation Co., which installed golf course irrigation systems. He joined RL Carlson Co., beginning a 38-year sales career. He was a longtime member of Myers Park CC where he served as a board member

and won two club championships. He also qualified for the U.S. Amateur and two U.S. Senior Amateurs. Memorials may be sent to Carolinas Golf Foundation, PO Box 319, West End, N.C., 27376.

› **Vance Heafner**, a former PGA Tour player and director of golf at Prestonwood CC in Cary, N.C., died at age 58. Heafner was born in Charlotte, and was a three-time All-American at NC State before turning pro in 1978. He played 267 PGA Tour events, winning the 1981 Walt Disney World National Team Championship with Mike Holland. He won the N.C. Amateur and the Carolinas Open, and was a member of the 1977 U.S. Walker Cup team. Heafner's late father, Clayton, was a two-time U.S. Open runner-up.

› Golf instructor **Jim Flick** died in November at age 82. A native of Bedford, Ind., he attended Wake Forest on a basketball scholarship and once roomed with Arnold Palmer. He wrote five books, most recently, *Jack Nicklaus, Simply the Best. Golf World* named him one of the top 10 teachers of the 20th century.

A Strong Foundation

Inaugural Reunion Raises Funds — and Fun

The CGA turned 103 years old this past year. In reviewing old photos and/or reading about CGA members' golf experiences over the last century, three constants seem to captivate golfers: a) camaraderie, b) food and drink, and c) fun competition.

So it seemed like a natural formula to follow when the Carolinas Golf Foundation created its first-ever "Reunion" fundraising event.

The Carolinas has such a rich heritage in golf, so it made sense to gather many of our CGA friends — professional and amateur, male and female, young and old — while raising needed funds. The results came in the form of the inaugural event, The Reunion, at Pine Needles this past October.

Before we expound on how much fun the event was, let's back up for a moment and review its purpose.

In 1977, the CGA started the Carolinas Golf Foundation. We call this our "sister" organization, and it has generously doled out more than \$1.5 million to some 80 charities, including turfgrass scholarships, local and regional junior golf programs, women's golf, and much more. The word "foundation" is appropriate; for the last 35 years these grants have helped solidify or



stabilize many organizations. While the CGF has done a lot of great work, these accolades flew below the radar for many years. Why? The CGF was primarily funded by the CGA and was not promoted a great deal; and there never was a big push to market the CGF as we had things in order and flowing nicely.

But more recently, that changed. The economic downturn forced many larger donors to reduce their contributions to the CGF. At the same time, the CGA, one of the CGF's largest supporters, decided to re-direct some of its monies toward a new and exciting project — the Carolinas Golf House.

Armed with these new realities, the CGF made a conscious effort to take matters into our own hands. And The Reunion was born.

Our first-year goal was to raise a few

dollars and spoil the golfers so they would have something to boast about when they left. We think we accomplished both.

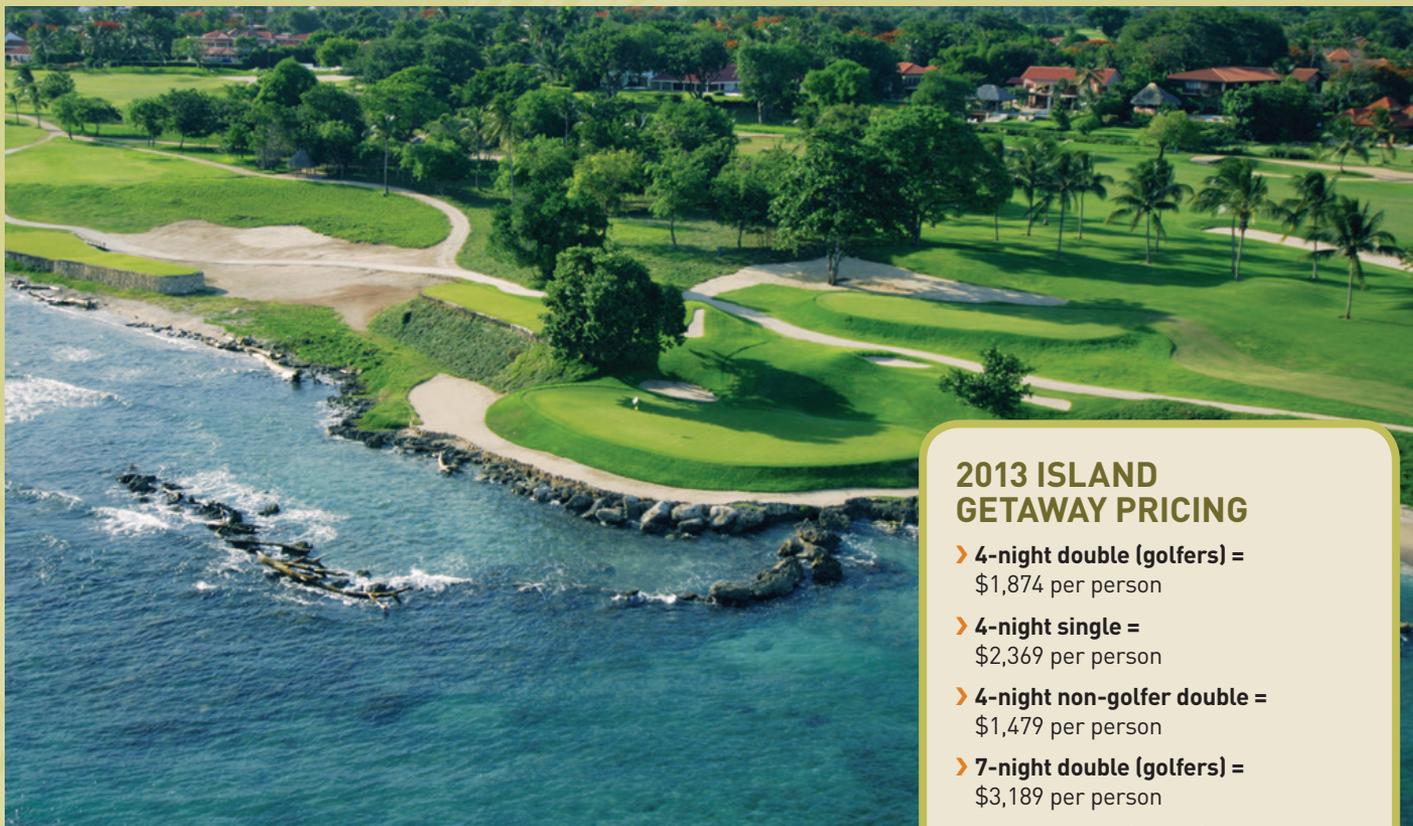
Attendees included golf media stars, former and present LPGA and PGA Tour celebs, successful business people, and everything in between. We mixed it all together and came away with a great start to what we hope will be an annual event.

The player gift bags were nothing to sneeze at either. With the help of friends and sponsors, we were able to present each player with a goodie bag worth more than \$600!

It's safe to say we are off to a great start, and plans are already under way to do it again — and then some — in 2013! The icing on the cake will be an appearance by Vince Gill (calendar permitting).

Get in line for next year's event, and let's enjoy that camaraderie, food and drink, and fun competition that makes golf in the Carolinas so special. — *Jack Nance*

Look for updates on next year's Reunion in future issues of Carolinas Golf and online at carolinascgafoundation.org.



Get Away from the Chill!

CASA DE CAMPO TO HOST 17TH ANNUAL CGA ISLAND FOUR-BALL

Paradise awaits! Leave the chilly Carolinas winter behind for a luxurious getaway tournament at **Casa de Campo Resort in La Romana, Dominican Republic**. Four-night (Feb. 19-23) or seven-night (Feb. 16-23) travel packages are available. You can stay longer by adding additional nights before and after the package dates (see pricing at right). Space is limited to the first 96 golfers who register, and a few spots are available!

The Island Four-Ball is a three-day, four-ball (better-ball) partners event for golfers. For non-golfers, it is a chance to escape to warmer climates in February. Teams are pre-flighted by handicap within their divisions. Teams may choose to play in the Championship division or Tournament division (shorter tees).

Casa de Campo is home to three Pete Dye-designed golf courses — the

brehtaking Teeth of the Dog, Dye Fore, and Links courses offer distinct challenges.

The getaway package includes the tournament entry fee, lodging in a standard category room for four or seven nights, a resort golf cart, three meals a day, unlimited drinks at all hotel restaurants and bars, three tournament rounds, unlimited green fees, range balls on all three resort courses, club storage, transfers to and from La Romana/Santo Domingo/Punta Cana airports, golf staff gratuities, taxes, and service charges. Attendees are responsible for their own air transportation to the Dominican Republic.

➤ *For more information and a tournament application, visit carolinasmgolf.org, or call the CGA at (910) 673-1000. The registration deadline is Dec. 18 or when the trip reaches its full 96 participant total.*

2013 ISLAND GETAWAY PRICING

- **4-night double (golfers) =**
\$1,874 per person
- **4-night single =**
\$2,369 per person
- **4-night non-golfer double =**
\$1,479 per person
- **7-night double (golfers) =**
\$3,189 per person
- **7-night single (golfer) =**
\$4,069 per person
- **7-night non-golfer double =**
\$2,434 per person

***Extra Nights =**
\$298 double or \$419 single

Prices are all-inclusive and include airport transfers from La Romana (LRM), Santo Domingo (SDQ), and Punta Cana (PUJ) airports. **Note:** Airfare is not included in pricing. Participants are responsible for air transportation.

**Extra nights are all-inclusive except for golf. Elite room upgrade is available for \$95 per night per room.*

➤ Time to Play

Not playing golf? There are other exciting ways for adults to play all day. Whether you practice a sport you already love or want to try something new, Casa de Campo offers round-the-clock options ranging from tennis and trail riding to sport fishing and skeet shooting. If you're not the sporty type, looking sporty is always in fashion, and the shopping throughout Casa de Campo is an activity unto itself. Whether you get geared up to play or parlay, breezy venues where you can sip a cool beverage and feel fabulous are near every sports facility. Be sure to treat yourself to a spa massage, too.



› Old Tabby Links, Hole No. 9

› Old Tabby Links Reopens

The Old Tabby Links golf course in the South Carolina Lowcountry community of Spring Island reopened this fall after a seven-month restoration. Headed up by the course's original design firm, Arnold Palmer Design Co., the restoration is considered a "refreshing" of the original design.

Spring Island opened in 1992. It boasted a natural aesthetic, environmental stewardship, and low-impact development philosophy. The 2012 restoration heightened the strategic interest of each hole, and included greens and greens surrounds, bunkers, fairways, and roughs. Greens were re-contoured to allow additional pin locations, bunker square footage was reduced while enhancing the remaining bunkers' strategic value, and

fairways were widened while reducing the amount of irrigated turf.

"This restoration is another step in the continuous improvement of Spring Island to meet the needs and desires of current and future owners," said Spring Island General Manager Tom Noyes. "Other recent steps include our state-of-the-art sports and fitness complex and ever-growing arts and nature programming."

Old Tabby Links was listed at No. 58, among *Golfweek's* 2013 Best Residential Courses. Spring Island is a 3,000-acre island community that offers championship golf, fresh- and saltwater fishing, equestrian, tennis, croquet, quail hunting, and more. It includes 1,200 acres that are protected as nature preserve. For more information, visit springisland.com.



› Top, Old Tabby Hole No. 11, bottom, Old Tabby Hole No. 17

FAST FACTS

\$634,571 Amount raised for local South Carolina charities during 2012 BMW Charity Pro-Am presented by SYNEX Corp. The 12th annual golf tournament raised \$634,571 for 27 upstate charities. Since 2001, the BMW Charity Pro-Am has raised more than \$9.25 million for 150+ charities. The tournament is a leading charity event on the Web.com Tour, and attendance topped 50,000. Next year, The Reserve at Lake Keowee will join Thornblade Club and Greenville Country Club's Chanticleer course in a new course rotation for the 2013 BMW Charity Pro-Am presented by SYNEX Corp. The event is scheduled May 16-19, 2013.

How Long Does it Take for Grass to Recover on Golf Greens?

written by / LEON T. LUCAS, CGA AGRONOMIST

I visited courses this year with serious green damage: **bentgrass problems caused by heat stress, soil drainage, and disease; bermudagrass problems caused by winter damage, soil fertility, and nematodes.**

Golfers often ask how long it takes for greens to recover.

Bentgrass is a cool season grass and grows well during the spring and fall. It does not do well in hot, summer weather. Superintendents have to do proper aeration and fertilization in spring to improve bentgrass survival in our searing heat.

Often, it is difficult to convince golfers that spring aeration is necessary. But making small holes when the grass is “perfect” provides good drainage and more air in the soil. Bentgrass often declines in the summer without spring aeration. There is no method to keep perfect bentgrass all times of the year.

Where bentgrass died in late summer, anticipate about three months for recovery when planting new seeds. It might not recover well if these tender areas are not taken out of the mowing pattern and new seedlings are mowed too low.

A pre-emergent herbicide cannot be used in late summer to prevent annual bluegrass if bentgrass seeds are planted, resulting in more problems with this weedy grass the following spring.

New bentgrass sod is often installed in dead-grass areas in early fall, resulting in good quality turf in about two weeks. It usually grows well but dies the next summer. It is difficult to maintain new sod when greens are being scalped all winter (about 1/8 inch). Some areas might be mowed too low — by only a few thousandths of an inch.

A different soil type on the sod, or sand spread under the sod, will smooth the soil, but can result in soil layers. These cause problems with new root growth and water movement, resulting in weak bentgrass the next summer.

Even though golfers do not want more disruptions, course

superintendents should aerify new sod as soon as it has enough roots. High demand for perfect greens in the fall and winter can lead to negative turf quality the following summer.

The age of instant gratification and rapid results just does not work. It is difficult for some golfers to accept that putting surfaces are a living system. Stress (usually from weather) occurs, and your superintendent cannot control it. The latest management methods and pesticides can help prevent problems. But many maintenance budgets have been reduced so much, it is difficult to do what’s necessary to maintain the greens. It takes time for bentgrass to recover from summer stress.

Many Carolinas courses converted to new ultradwarf bermudagrass greens in recent years. These have provided good putting surfaces in most cases. But problems with soils that are too dry or wet, nutritional deficiencies, and diseases have developed.

Bermudagrass does not grow well on greens with high percolation rates, usually from high sand content, which is more favorable to bentgrass. This is why many greens have been converted from bentgrass to bermudagrass with the “no till” method that maintains the organic matter accumulated from the old bentgrass over the years.

It takes about eight weeks for new bermudagrass sprigs to be ready for play. More weeks are added to the conversion, depending on how much preparation time is needed before planting. This process should be done in early summer — usually a busy golf time.

Bermudagrass has died on some greens even in mild winters. This happens with relatively cold temperatures (below 25 degrees for several days) and by desiccation during cold, dry, and windy weather.

Covers should be pulled over bermudagrass greens when it’s cold. People often question why a superintendent waters “brown grass” in winter. The grass is dormant, but it’s still alive and needs water.

Several diseases, including spring dead spots and nematodes, have been found on bermudagrass greens. We will see if currently available pesticides control these problems.

Sod offers quicker results than sprigs, but putting surfaces might have severe “grain” problems for several weeks. Heavy verticutting is

required, followed again by time.

Our superintendents have done a superior job of providing good golf greens. But expect *any* turfgrass to have problems in the Carolinas. We are in a transition zone — at times it is too hot for bentgrass and too cold for bermudagrass.

➤ CGA staff agronomist **Leon T. Lucas** is available to help CGA member clubs with their turfgrass dilemmas. Contact him at (919) 779-3241 or leon.lucas@carolinascg.org.





> Sea Pines to Build New Clubhouse for Heron Point, Ocean Course

The Sea Pines Resort on Hilton Head announced plans for a new golf clubhouse to serve its Heron Point and Ocean courses.

The 16,000 square-foot clubhouse is slated to be completed in late 2013, and will be located on the site of the current Plantation Club. Planned amenities include an expansive pro shop, bar and grill, a meeting/event space, and locker rooms.

The new clubhouse follows several revitalization projects at the Lowcountry destination that also includes Harbour Town Golf Links (home of the PGA Tour's RBC Heritage). There have been interior updates to the Harbour Town Conference Center, new cart paths on Harbour Town, and marsh restoration off the famed 18th Hole. Plans also call for a new Sea Pines Resort Fitness Center. For information, visit seapines.com/golf or call (866) 561-8802.

> NASCAR Legend Childress Buys Sapona CC

NASCAR legend Richard Childress has purchased Sapona CC, and renamed the Lexington, N.C., private club Sapona Ridge CC. According to news reports, the club faced foreclosure if a buyer wasn't found. Childress, a longtime club member, stepped in to purchase the club in August.

Sapona Country Club, Inc., owned the club from 1986 to 2012. It was designed by Ellis Maples. Recently, NewBridge Bank owned the note on the property. Childress has other interests outside of racing, including Childress Institute for Pediatric Trauma (CIPT) at Wake Forest Baptist Medical Center, Childress Vineyards in the Yadkin Valley, and Yadkin River Angus.

WELCOME NEW CGA MEMBER CLUB

Mountain Brook Golf Course
Albemarle, N.C.

Photography courtesy of the course

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Recession Busters





CONSOLIDATIONS, RESTRUCTURING, AND MORE HELP KEEP CAROLINAS COURSES AFLOAT IN A TOUGH ECONOMY

/ written by LEE PACE / illustration by KYLE RAETZ

The Great Recession took a bite from the golf business like Rory McIlroy ripping the turf with his 7-iron. **The National Golf Foundation reports there was a cumulative net reduction of 358.5 golf courses nationwide** (measured in nine-hole increments) since the peak year of 2005 through 2011. Rounds played dipped to 463 million in 2011 from 500 million six years earlier.

Many private clubs have gone daily-fee. Golfers aren't replacing their drivers every season — and aren't buying as many call-brand cocktails and Cuban cigars at the 19th hole. Professional tours hiccupped when financial service companies and the auto industry dropped sponsorships.

“There’s nothing wrong with the game of golf,” longtime amateur champion and USGA committeeman Gordon Brewer said at a 2010 meeting of industry officials and top amateur players. “But we do have problems in the business of golf.”

Golf course owners, operators, club officials and members across the Carolinas have relied on consolidation, belt-tightening, sweat

equity, and — in some cases — a little serendipity to rally from financial stress to stability.

A New Business Model

Take the case of Hillandale Golf Course in Durham, N.C., for example.

Hillandale was Durham’s first course, opening with nine holes in 1912. The present course was designed by George Cobb and opened in 1961. The course was owned and operated out of the Hillandale Trust, a foundation established by original owner John Sprunt Hill.

The quintessential public course located near Duke University featured tight fairways and small greens, and appealed to all levels of golfers for many decades. Its golf shop was

the precursor to the modern big-box shopping experience, with pro Luke Veasey generating upwards of \$1 million in annual sales and earning numerous PGA Merchandiser of the Year awards before retiring in the late-1980s.

“Hillandale was the most diverse place you can imagine,” says Zack Veasey (no relation to Luke), who worked in the golf shop as a teenager in the 1970s and replaced Luke as director of golf and general manager in 1989. “I would sell golf clubs to a doctor from Hope Valley one day and to the mechanic who fixed his Mercedes the next.”

However, the recession and a cumbersome business structure put the operation in dire straits. The Hillandale Trust owned the golf course and took receipts from green fees and paid for labor, course maintenance, and capital improvements. A separate company controlled the golf shop and made profits from equipment sales, range balls, food and beverage, and lessons.

The arrangement worked in good times,

such as those in early 2007, when Karl Kimball joined the golf staff to take over many responsibilities from Veasey, so that Veasey could spend more time on his interests in Global Golf USA, an internet golf retail operation headquartered in Raleigh.

“Back in the day when you were taking money to the bank in a wheelbarrow, you didn’t think long-range,” Kimball says. “What happens if the economy is hit? What happens if you roll back prices? The foundation was out of money to maintain the golf course. The structure for the entire operation was simply not working.”

By the fall of 2011, the Hillandale Trust could no longer afford to operate the golf course. Closing was scheduled for Oct. 31, 2011.

A fateful meeting of Kimball and a Brazilian grocery store magnate, though, provided the

company, Amerazil Golf, that would become the new operator of the golf course and pro shop. The Hillandale Trust donated the property to the city of Durham, which in turn is leasing it to Kimball and Hannud.

The new partners took over management in November 2011. They closed the course in the summer of 2012 and put a half-million dollars into capital improvements, including rebuilding all the greens and planting them with Champion Dwarf bermudagrass. Several tees have been rebuilt, five greens were reshaped, and new maintenance equipment was acquired.

“Juliano’s interest in Hillandale is strictly to make sure it’s here for patients and family of the hospital to use it,” Kimball says of the course’s new lease on life. “My job is to make it successful.”

Pooling Resources

In Chapin, S.C., about 300 members pooled not only their financial resources to buy Timberlake Country Club, but have also contributed their time and muscle to maintain the course.

“The recession changed everything,” member Michael Kletter told *The New York Times*. “The golf course was in danger of closing. It’s not a golf community without a golf course. We had to do something.”

The members rake bunkers, plant bushes, dig weeds, and use chain saws to fell ailing trees.

“The economic reality is that we had to protect our lifestyle and investment,” said another member, Jon Pierce.

Bucking the Trend

While some private courses have opened their doors to public play, one venerable Sandhills

“When golfers have choice, the operator has to make a way to stand out. We can’t let our amenities dilapidate. We need to stabilize prices so that we can reinvest.” —Bob Mauragas

spark that has kept the golf course open.

In 2008, Juliano Hannud had brought his 8-year-old son Henrique to Duke Children’s Hospital from their home in Sao Paulo for treatment of leukemia. Juliano believed golf would be therapeutic for his son, particularly given that doctors had restricted the boy’s access to restaurants, movie theaters, malls, and other places where people congregate in tight spaces. They soon became fixtures at the course, and the Hillandale staff gave Henrique his first set of clubs.

“Golf has many wonderful qualities, and one is that it’s very good for sick children,” Kimball says. “Juliano would park his cart 30 yards away and make Henrique walk to the cart. Sometimes he would drive off and wait for the boy to catch up. Golf built up his strength; it got him out into the fresh air.”

Henrique was released from the hospital after three bone marrow replacements, and he and his father returned to Durham periodically for follow-up treatments, visiting Hillandale each trip. In due course, Hannud learned of Hillandale’s financial distress. Soon he and Kimball hatched a plan to create a new

The Consolidation Solution

The Grand Strand area running from Calabash, N.C., to Georgetown, S.C., has seen its golf inventory contract with the closing of nearly 20 courses, including the renowned Marsh Harbour, three courses at Bay Tree, and two at Deer Track. One solution to keeping other courses healthy is ownership and management consolidation.

National Golf Management was created in March 2012 via a joint venture between Burroughs and Chapin Golf Management and Myrtle Beach National Co. It has an interest in 22 of the 90 courses along the Grand Strand. The company owns 15 courses and operates seven more. Among them are Pine Lakes International, King’s North, Grande Dunes, and Pawleys Plantation.

Company president Bob Mauragas feels the merger and placing so many courses under one umbrella provides an economy of scale crucial for success in a challenging environment.

“When golfers have choice, the operator has to make a way to stand out,” he says. “We can’t let our amenities dilapidate. We need to stabilize prices so that we can reinvest.”

area resort did just the opposite. Kelly Miller, president of Pine Needles Lodge & Golf Club in Southern Pines, created a plan for a private club component to Pine Needles and Mid Pines, its sister club, several years earlier when a mixed-use development called Pine Needles Village was on the drawing board. The plans were never approved by the town of Southern Pines, but Miller rekindled the idea when the resort was affected by the recession.

Miller launched the Pine Needles Club in the summer of 2010 and had no trouble building to a current level of 275 members. Local members paid an initiation fee of \$6,000, which has now doubled to \$12,000. Several levels of memberships are available, including a popular national membership that requires a \$1,500 initiation fee and allows members a 50 percent discount on lodging rates at the resort.

“We thought we’d do well to get 50 or 60 Founding Members,” Miller said. “It turned to be very easy to get that and more. If you have a great product at a great price, you’ll do well, particularly in these times.”

➤ Lee Pace is a frequent contributor to *Carolinas Golf*.



Outer Banks Excursion

EXPERIENCE THE BARRIER ISLAND'S OFF-SEASON

/ by J. ERIC ECKARD

In December 1903, the Wright brothers made the first manned, powered flight in the world on the Outer Banks, chosen for its sandy beaches and prevailing winds. » More than 100 years later, **the winds on the Outer Banks still take center stage — especially for golfers who make the off-season trip** to the beach to avoid the summer crowds of surfers and sunbathers.

“We do get a lot of wind here,” says Doug Kinser, head pro at the Pointe Golf Club in Powells Point. “There’s a reason the Wright brothers chose this area.

“But during the off-season, with the reduced traffic,” he notes, “our golf courses are very accessible.”

The winter months along North Carolina’s barrier islands don’t require battling scores of SUVs filled with Frisbees, beach chairs, and kids along Croatan Highway or the Beach

Road. Combine that easier trip from a rental condo to the course with days that often can consistently stay in the 60s or even 70s, and an off-season drive to the OBX becomes even more attractive for golfers looking for a wintertime getaway.

But make no mistake. As quickly as the days turn sunny and 70, they also can change to windy and 40.

“The challenge is the weather,” says Ben Bridgers, general manager of Nags Head Golf

Links. “You definitely have to pay attention. One day, we might have no winds, and then the next day, we’ll have 15- to 20-mph gusts. You might have to go up a club or a club-and-a-half because of the wind.”

“We’ve got six really good golf courses here,” Bridgers says of the Outer Banks. “There’s good food, good golf. And plus, there’s no traffic in the off-season.”

Nags Head Golf Links

Nags Head Golf Links features fairly narrow fairways on a par-71 course that measures a little more than 6,100 yards from the back tees. Designed by Bob Moore, this ClubCorp course opened in 1986 and features bermudagrass fairways and bentgrass greens.

With its shorter length, Nags Head can be a scorer’s golf course – unless you pick a day when the winds pick up.



> Nags Head Golf Links (above and bottom right) was designed by Bob Moore. The Pointe Golf Club (upper right) was designed by Russell Breeden. The Outer Banks is also dotted by lighthouses (right) and Wright brothers historical markers (middle right).

Hole Nos. 5, 6, 8, and 9 on the front nine meander along the Roanoke Sound, offering both spectacular views and more challenging shots on gustier days. The back nine plays a little harder and features views of the Sound from No. 14 to the clubhouse.

If Bridgers had to pick a signature hole at Nags Head, he'd choose two – No. 15, a long par 3 that features a small pond and culminates with a small green, and No. 18, a tough 560-yard par 5.

“If you can make par there, you can make par anywhere,” Bridgers says.

Nags Head’s closing hole features an elevated tee box, from which you can see Manteo. Two pot bunkers and houses on the left and the Roanoke Sound on the right make the tee shot crucial.

“But if the wind is blowing off the Sound, you need to hit toward the water and let the wind bring it back,” Bridgers says.

The fairway then narrows downhill with hazards all the way down the right side until



you reach the green, which is protected by a couple of pine trees.

“It’s an awesome little golf course,” Bridgers says. “The greens are in really good shape in winter, and we can golf year-round.”

Kilmarlic Golf Club

Kilmarlic Golf Club in Harbinger was cut out of about 600 acres of wetlands located just past the Wright Memorial Bridge at the northern end of the Outer Banks. About half of the Kilmarlic complex has been designated as a nature preserve.

Designed by Tom Steele, Kilmarlic opened



in 2002 – a 6,560-yard par 72 that features plenty of water hazards and some fairly open fairways. Although Kilmarlic has residences, houses can be seen from just six holes.

“It’s a nice risk-reward course,” says Bryan Sullivan, Kilmarlic’s director of golf. “But our course is the most protected on the Outer Banks. In the wintertime, other courses are a little more demanding because of the wind.”

Sullivan’s favorite hole is No. 9, a 545-yard par 5 that features one of the few holes on the course with noticeable elevation changes.

“It sort of reminds me of Pinehurst, with the hole cut through the pines,” he says.



> Currituck Club (left) is a Rees Jones design. Kilmarick Golf Club (below left) was designed by Tom Steele. The Bodie Island lighthouse (above) was built in 1872.



“With the natural terrain we have on the Outer Banks, you have so many different styles of golf courses.

“And with the variety of golf courses available, you can play all the courses and not play the same type twice.”

The Pointe Golf Club

The Pointe was built in the 1990s on the main farm for Keith Hall’s turf company, United Turf. Designed by Russell Breeden, the land was relatively flat and open, and plenty of earth was moved to give the course some definition.

“In the beginning, it played like a links style course because it was so open,” Kinser

says. “Now that the trees have grown up, the holes are a lot more defined. It’s really matured well.”

The par 71 6,300-yard course features five par 3s and four par 5s. With Hall’s background in turf building, Kinser says, he ranks the Pointe and its sister course, the Carolina Club, as two of the best-conditioned courses in the area.

Open in 1995, the Pointe was one of the first courses in the United States to feature A-1 bentgrass on all of its greens.

“But it’s still bentgrass, so it’s susceptible to heat in the summer,” Kinser says. “In the fall and winter though, it likes the cooler temperatures.”

Carolina Club

The Carolina Club in Grandy is another of Hall’s courses that’s known for its well-maintained bermudagrass fairways and bentgrass greens. Originally designed by Breeden in 1998, the Carolina Club was renovated in 2002 by Bob Moore, who switched the 9th and 18th holes.

A year ago, the course underwent more changes when several bunkers were shrunk or completely eliminated.

“I think the Carolina Club has a better layout because the terrain is a little better, so we’re able to have a little more character,” Kinser says. “You get a feeling that you’re on a larger course.”

A little longer than the Pointe, the Carolina Club plays at almost 7,000 yards from the tips. But with five sets of tees, an average golfer still has an opportunity to reach some of the par 5s in two, Kinser says.

No. 8, a 371-yard par 4, was one of the holes that changed last year. Both a fairway bunker and greenside bunker were made smaller. But one of Kinser’s favorites is the 166-yard par 3 7th, with its island green.

“During the off-season, our courses are still in good shape,” he says. “In fact, I think our courses have the best conditions year-round.”

Sea Scape Golf Links

Playing the role of the old man in the group, Sea Scape Golf Links opened in 1965, designed by 1959 Masters champion Art Wall Jr. In 2005, a \$2 million renovation project featured new tees and greens, and almost half of the holes were re-routed.

The par 70 course also plays a little more than 6,100 yards, with six par 3s and four par 5s.

Taking a page from Great Britain golf courses, Sea Scape named its 18 holes, including Roon the Ben, a tip of the tam-o'-shanter to golf's Scottish roots.

Roon the Ben, or No. 5 for the Americans, is a par 5 dogleg left. The hole features a thatch of trees in the middle of the fairway before the "ben."

Sea Scape's opening hole, aptly named Long, is the No. 1 handicap hole on the course. Avoid the wire grass found along coastal areas on the 579-yard par 5, and you're fine.

Sea Scape plays like a links course, especially when the wind is blowing. But there is plenty of natural vegetation surrounding some of the holes that reminds golfers of maritime forests in the area.

Currituck Club

The Currituck Club is another ClubCorp course on the Outer Banks, located at the northern end near Duck and Corolla. Designed by Rees Jones, the par 72 layout plays 6,888 yards from the back tees.

Bridgers spent about three years at the Currituck Club before moving to Nags Head Golf Links, and he calls it "a testy little championship course."

"There are lots of bunkers, and (Nos.) 4, 5, and 6 are probably the toughest holes on the golf course," Bridgers says.

Hole Nos. 4 and 5 – both par 4s – share a pond, and No. 6 is a short par 3 that also features a pond. Once you make it to the seventh tee box, you'll have a clear view of the Currituck Sound.

The view is such that the club recently began offering a space near No. 7's tee box for wedding ceremonies.

The back nine features the course's hardest hole – No. 12, a 457-yard uphill par 4 that can require you to play driver and long iron to get to the green.

➤ **J. Eric Eckard** is a North Carolina-based freelance writer and photographer.



Teeing it up in the Outer Banks? Tee it Forward

The "Tee It Forward" initiative, advocated by the major golf organizations, including the PGA of America and the USGA, has had broad success. It is essentially easy to accomplish: pick your normal set of tees and step forward a set. A lot more fun.

Similarly, the CGA rates all sets of tees at 6,000 yards or longer for women who like to step back a set of tees.

The **OBX (Outer Banks)** courses listed have several sets of tees for you to tee it forward.

Nags Head GL has four sets of tees that measure from a little more than 6,100 yards to about 4,400 yards. Blue and white tees are rated for women.

Kilmarlic GC has five sets of tees, the shortest just shy of 4,700 yards. White tees are rated for women.

The Pointe has four sets that range from 6,300 plus yards to 4,800 plus yards with blue and white tees rated for women.

The Carolina Club has five sets, all rated for men and three rated for women. The range is from almost 7,000 to 4,700 yards.

Sea Scape has four sets, all rated for men. White tees also are rated for women. Yardage ranges from 6,100+ yards to 4,800+ yards.

Currituck has four sets of tees between 6,888 and 4,766 yards. White tees are rated for women.

All six of these OBX area clubs, along with the private **Duck Woods CC**, are CGA member clubs.

2012 CGA Championship Schedule*

/ CHAMPIONSHIP	/ SITE	/ DATES	/ WINNERS
4th Carolinas Young Amateur	Pinewild CC (Magnolia), Pinehurst, N.C.	1/2-3	Katherine Perry/Jordan Walor
North Carolina High School Invitational	Treyburn CC, Durham, N.C.	4/2	Westchester Country Day, High Point
35th Carolinas Club Championship	Carolina GC, Charlotte, N.C.	4/9	Alamance CC: McLaughlin/Crenshaw
32nd Carolinas Mid-Amateur	Orangeburg CC, Orangeburg, S.C.	4/13-15	Scott Harvey
9th NC Women's Senior	Greensboro CC (Irving Park), Greensboro, N.C.	4/17-18	Pat Brogden
44th Carolinas Senior Four-Ball	Governors Club, Chapel Hill, N.C.	4/17-19	P. Simson/D. Detweiler
61st Carolinas Four-Ball	Camden CC, Camden, S.C.	5/2-6	M. Crenshaw/B. Bowland
7th Vicki DiSantis Junior Girls'	Pine Island CC, Charlotte, N.C.	5/5-6	Katelyn Dambaugh
27th NC Senior Amateur	Oak Valley GC, Advance, N.C.	5/15-17	Paul Simson
40th SC Amateur Match Play	Cobblestone GC, Blythewood, S.C.	6/13-17	Matt Laydon
52nd NC Amateur	Treyburn CC, Durham, N.C.	6/14-17	Matthew Crenshaw
NC Junior (45th Boys, 16th Girls)	Carmel CC, Charlotte, N.C.	6/19-22	Carter Jenkins/Isabella Rusher
56th Carolinas Junior Girls	Longleaf CC, Southern Pines, N.C.	6/26-28	Lucia Polo
6th NC Boys 13 & Under	Asheboro GC, Asheboro, N.C.	7/9-10	Chris Kim
15th Carolinas Women's Amateur Match Play	Cowans Ford CC, Stanley, N.C.	7/10-12	Dawn Woodard
98th Carolinas Amateur	Charlotte CC, Charlotte, N.C.	7/12-15	Carson Young
SC Junior Match Play (35th Boys, 12th Girls)	Lake Marion GC, Santee, S.C.	7/17-20	Carson Young/Morgan Webber
4th Carolinas Super Senior	Mimosa Hills G&CC, Morganton, N.C.	7/18-19	John Walters
46th Twin States Junior Girls	CC of Lexington, Lexington, S.C.	7/24-25	Sydney Legacy
63rd Carolinas Junior (Boys)	CC of SC, Florence, S.C.	7/24-26	Keenan Huskey
46th Carolinas Father-Son	Pinehurst area courses	7/27	Walter/Walt Todd
15th Carolinas Parent-Child	Longleaf CC, Southern Pines, N.C.	7/27	Gary and Elizabeth (Lauren) Robinson
7th Carolinas Pro-Junior	Prestonwood CC, Cary, N.C.	7/30	Jack Fleissner/Alex Hefner
3rd NC Amateur Match Play	Forest Oaks CC, Greensboro, N.C.	8/1-5	Matthew Crenshaw
35th Carolinas Women's Four-Ball	Green Valley CC, Greenville, S.C.	8/7-8	Brooke Baker/ Lea Venable
8th Dogwood State Junior Championships	Starmount Forest CC, Greensboro, N.C.	8/7-9	Carter Jenkins/Victoria Allred
12th NC Senior Four-Ball	Rolling Hills CC, Monroe, N.C.	8/7-9	Jim Grainger/James Pearson
7th Carolinas Mixed Team	Myrtlewood GC (Pine Hills), Myrtle Beach, S.C.	9/1-2	Anthony and Debbie Adams
19th NC Mid-Amateur	Benvenue CC, Rocky Mount, N.C.	9/14-16	Scott Harvey
51st Carolinas Senior Amateur	Forest Creek GC, Pinehurst, N.C.	9/19-21	Rick Cloninger
14th Carolinas Women's Senior Amateur	Rumbling Bald Resort, Lake Lure, N.C.	9/25-26	Pat Brogden
5th NC Super Senior	Pine Island CC, Charlotte, N.C.	9/26-27	Larry Boswell
1st Carolinas Super Senior Four-Ball	Camden CC, Camden, S.C.	10/16-17	Ernie Newton/ Jim Prigden
17th NC Four-Ball	River Landing (River), Wallace, N.C.	10/26-28	Logan Harrell/Jason Robinson
2nd Carolinas Net Amateur	Myrtlewood GC (PineHills), Myrtle Beach, S.C.	11/17-18	

NOTE

* A complete list of 2012 results, plus updates on 2013 CGA qualifying sites, CGA one-day tournament schedules, CGA senior four-ball tournament series schedules, CGA Interclub schedules, schedules for the Tarheel Youth Golf Association tournaments, USGA Championship qualifying sites, and player and team rankings are available at carolinasmgolf.org.

Reminder: [MyCGA users can register for tournaments online.](#)

2013 CGA Championship Schedule (partial*)

/ CHAMPIONSHIP	/ SITE	/ DATES
5th Carolinas Young Amateur	Pinewild CC (Magnolia), Pinehurst, N.C.	1/3-4
CGA Island Four-Ball Getaway	Casa de Campo Resort	2/20-22
36th Carolinas Club Championship	Treyburn CC, Durham, N.C.	4/8
33rd Carolinas Mid-Amateur	Raleigh CC, Raleigh, N.C.	4/12-14
45th Carolinas Senior Four-Ball	Dataw Island Club (Cotton Dyke), Dataw Island, S.C.	4/16-18
10th NC Women's Senior	Raintree CC (South), Charlotte, N.C.	4/23-24
62nd Carolinas Four-Ball	Camden CC, Camden, S.C.	5/1-5
8th Vicki DiSantis Junior Girls'	Pine Island CC, Charlotte, N.C.	5/4-5
28th NC Senior Amateur	Myers Park CC, Charlotte, N.C.	5/14-16
87th Women's Carolinas Amateur	Treyburn CC, Durham, N.C.	5/21-23
41st SC Amateur Match Play	Musgrove Mill GC, Clinton, S.C.	6/12-16
53rd NC Amateur	Forsyth CC, Winston-Salem, N.C.	6/13-16
46th Boys NC Junior	Prestonwood CC, Cary, N.C.	6/18-21
16th Carolinas Women's Match Play	Cowans Ford CC, Stanley, N.C.	7/9-16
SC Junior Match Play (36th Boys, 13th Girls)	Lancaster GC, Lancaster, S.C.	7/9-12
99th Carolinas Amateur	The Ocean Course, Kiawah Island, S.C.	7/11-14
5th Carolinas Super Senior	Hilton Head National GC, Bluffton, S.C.	7/16-17
9th Dogwood State Junior Championship (Boys, Girls)	River Landing, Wallace, N.C.	7/16-18
17th NC Boys 13 & Under Championship	Asheboro Municipal GC, Asheboro, N.C.	7/22-23
16th Carolinas Parent-Child	Longleaf G&CC, Southern Pines, N.C.	7/26
47th Carolinas Father-Son	Pinehurst area courses	7/26
12th Mid-Atlantic Challenge Junior Girls Team	CC of NC (Cardinal), Pinehurst, N.C.	7/27-28
64th Carolinas Junior (Boys)	High Point CC (Willow Creek), High Point, N.C.	7/30-8/1
4th NC Amateur Match Play	Carolina CC, Raleigh, N.C.	7/31-8/4
36th Carolinas Women's Four-Ball	MacGregor Downs CC, Cary, N.C.	8/5
13th NC Senior Four-Ball	Bermuda Run CC, Bermuda Run, N.C.	8/13-15
31st Carolinas-Virginias Junior Matches (Boys)	Boonsboro CC, Lynchburg, Va.	8/17-18
20th NC Mid-Amateur	Porters Neck CC, Wilmington, N.C.	9/6-8
52nd Carolinas Senior Amateur	Camden CC, Camden, S.C.	9/10-12
6th NC Super Senior	Carolina Trace (Lake), Sanford, N.C.	9/24-25
19th NC Four-Ball	River Run CC, Davidson, N.C.	10/4-6
68th Captain's Putter Matches (Carolinas-Virginias)	Grandfather G&CC, Linville, N.C.	10/11-12

* Updates on 2013 CGA qualifying sites, schedules for CGA one-day and senior four-ball events, and more are on carolinascgolf.org

NOTE

CGA Interclub Series Sign-up Begins in February

Sign-up for the 2013 CGA Interclub match series — which turns 17 in 2013 — begins in February. First matches are played in May and playoffs start in September. The fee is \$300 per club.

The CGA Interclub is a favored team golf attraction throughout the Carolinas. The 2012 season began with 55 teams, and “these clubs really get into the fun and the competition,” notes Interclub Director Tom Thorpe. “It’s a fine combination.”

Each club joins a “pod” of four clubs and participates in six matches (three away; three at home) against clubs in its pod.

In 2012, 38 teams participated in the playoffs, culminating with November semifinal and final rounds at Mid Pines.

Teams are comprised of 12 players in the regular season but expand to 16 players for the playoffs. A player must be male, at least 21 years old and have a USGA handicap index of 18.4 or less. One club professional was added to the potential mix in 2012, and “that was a real attraction to some teams,” Thorpe noted.

Visit the carolinascgolf.org and click on Carolinas Interclub matches for more information.



HOLIDAY GIFT GUIDE

STOCKING STUFFERS AND MORE FOR THE
GOLFER IN YOUR LIFE / written by ADAM SCHUPAK

Shopping for that golf-obsessed someone in your life can be trickier than a sidehill putt. You don't give our kind a dozen roses for Valentine's Day. You give us a dozen golf balls. We not only slow down at every golf and sporting goods store, we slam on the brakes and make illegal U-turns. **We're always seeking the latest and greatest, anything to gain the slightest edge.** For the holiday season, here's a range of offerings to make any golfer go ga-ga — from modest stocking stuffers to the more extravagant — with a technology bent promising to ring in the New Year with the sound of a ball finding the cup. And if some of these gifts can't improve our game by February, we prefer pink carnations to roses anyway.

Club Glove Last Bag (1)

Your golfer will feel like a pro wheeling this premium large collapsible travel bag through the airport. Trusted by more than 80 percent of PGA Tour pros, Club Glove fits any golf bag with up to a 47-inch driver and loads easily into the trunk of most vehicles. Its water resistant, durable fabric is made in North Carolina. Available in 16 colors and may be personalized too. \$299 / clubglove.com

Bushnell Golf Neo + Golf GPS Rangefinder Watch (2)

Know a golfer who never can figure out the right distance to the hole, needs a prod to wake up and make it to the tee on time, and wonders how many miles it was to walk the course that day? This watch can do it all. Simple to operate and comfortable to wear it gives accurate front/back/center and shot distance measurements on 25,000 pre-loaded courses with no membership fees. The watch alarm will jar the sleepest golfer awake, and the odometer calculates every footstep. \$199.95 / bushnellgolf.com

Buy the Book:

Golf In The Carolinas

The only bragging we allow is how great golf is in this part of the country. Need a bit more ammunition? Try Lee Pace's celebration of the rich heritage and history of Carolinas golf. Featuring stories of the region's famed professional and amateur champions and players, it includes profiles and photographs of the many golf courses and clubs throughout the region, and is a complete history of the 100 years of the CGA. \$20.12 / carolinagolf.org

Pro Mental Coach (3)

Neuroscience and golf meet in this 18-step personalized mental coaching program. Golfers who struggle with the mental side of the game can now have a sports psych by their side. All it takes is an hour a day at home with a computer (PC or Mac versions) to build concentration, mental endurance and manage stress levels. It promotes on-course confidence and focus during a round, and who couldn't use more of that? \$139.95 / promentalcoach.com

Butch Harmon About Golf presented by Titleist (4)

Tiger, Ernie, and Phil have all benefited from the instruction of Butch Harmon. Give this two-disc DVD set to your favorite golfer and consider him booked for 250 lessons with arguably the country's best teacher. Harmon describes the fundamentals, the specialty shots, short game, sand play, putting techniques, and even physical fitness, as if you were by his side on the practice tee at Augusta National. \$79.95 / butchharmondvd.com

Look Like a Pro

The young guns on Tour these days have a style all their own. There's more to Rickie Fowler's wardrobe than just orange. He will be sporting Puma's Ombre Tech polo (\$80, shop.puma.com) in the coming year, and so can your favorite golfer. Its COOLcell technology draws sweat away from skin and has air flow features for superior temperature regulation to keep golfers cool and dry.

Want to dress like the World No. 1? Rory McIlroy wears this Oakley "Must Have Polo,"



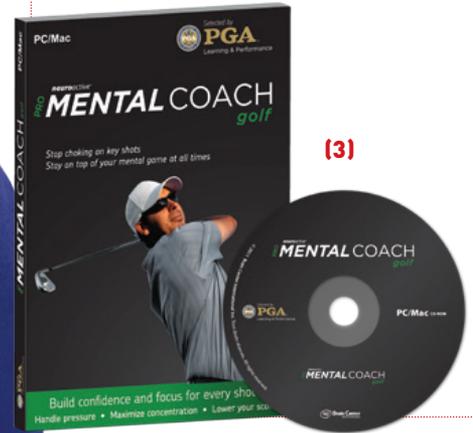
(5)



(1)



(4)



(3)



(2)



(6)

featuring O-Hydrolix moisture management system and UV protection (5). It retails for \$60 and is available at select Oakley retailers and Oakley.com.

Stocking stuffers? Consider the sports wristband McIlroy and many pros wear. The Trion-Z Flex Loop bracelet is more versatile, has more magnets, and contains more powerful ions than previous models. Perfect for everyday use, this stylish and water resistant bracelet

is available in eight unique color variations. \$34.99 / trionz.com.

Designer belt buckles are all the rage these days on tour. Puttermaker Bob Bettinardi offers the same attention to detail in a buckle (6) available in two brushed finished sizes: 1-1/4" and 1-1/2", which can be customized to your taste and specifications, including three-letter initialing, design engraving, and hand-painted elements. \$199 / bettinardi.com

CGA License Plate (North Carolina residents only)

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Charming Competitor

LEA ANNE BROWN SPORTS A LENGTHY, AND SUCCESSFUL, GOLF RESUME / written by REID NELSON

Spend even a few short minutes with Lea Anne Brown and you'll be captivated by her warm, outgoing personality, quick smile, and crystal blue eyes. But spend those same few minutes with her on a golf course, and you'll just as quickly realize that this completely charming lady has the heart of a fierce competitor. And that **competitive spirit has driven Brown to put together one of the most enviable records in Carolinas women's golf history.**

"She's the nicest person in the world, but when it comes to golf, or anything for that matter, she's competitive," says her husband, Hart Brown, the head professional at the Country Club of Charleston since 1988.

Brown's impressive playing résumé began to take shape when she won the 1977 State Junior Girls title in her native Kentucky. After two years at Western Kentucky, she transferred to the University of Kentucky, where she led the Wildcat women to a spot in the NCAA finals as a senior.

Since then, she has added 13 Charleston City Amateur titles (1984-1992, 1994, 2005-06, 2008) despite not playing in the tournament for 10 years (1995-2004); three Women's SCGA Stroke Play (1991, 2003, 2005) and three Women's SCGA Match Play (1991, 1992, 1994) crowns; three S.C. Mixed Team titles (2004, 2005, 2006), the 2009 S.C. Four-Ball championship, the 2010 S.C. Senior Amateur, and the Carolyn Cudone Invitational in 2007 and 2008.

It should be noted that in 1991, when she won the SCGA Stroke and Match Play championships, she became the first woman to win both titles in the same year.

In addition to all her victories, Brown has qualified and played in three USGA Women's Mid-Amateurs, two USGA Senior Women's Amateurs — including this year's at Hershey (Pa.) Country Club — and five USGA State Team Championships.

Closer to home, she has earned a spot on the Carolinas team for 10 Carolina-Virginias Team Matches. For the past two years, she has served as playing captain of the Carolinas team, and thus far, she's sporting a perfect 2-0 record, including a 58½-49½ victory this summer when the matches were played at Brown's home Bulls Bay Golf Club. The Mount Pleasant resident is the membership director at Bulls Bay, a private Mike Strantz design located just north of historic Charleston.

So it should have surprised no one when Brown was inducted into the South Carolina Golf Hall of Fame in January, joining such noteworthy players with Charleston ties as former Masters and PGA Champion Henry Picard, LPGA Hall of Famer Beth Daniel, and Bulls Bay Director of Golf and General Manager Terry Florence in the hall.

Whether on the course or off, "L.A.," as she's known to those close to her, seems always to be sporting a smile. But her pleasant and amiable demeanor in no way dulls her competitive spirit.

"Anything she gets involved in, she wants to be the best. She's always been like that," husband Hart says.

But try to talk to her about her accomplishments in golf, and Brown reroutes the conversation to the broader subject of the game, rather than her own titles and trophies.

"I can't imagine my life without golf. I met my husband through golf. I went to college through golf. I'm in Charleston through golf. Most of my friends, I met through golf," she says.

Brown places the people she's met and the relationships she has forged through the game of golf higher on the priority scale than the game, itself.

"I think it's the people; yes, definitely the people. And you realize how short life is when some of your friends are having strokes and, well ..."

Brown pauses, no doubt thinking about those she had met and come to know because of golf but now lost. Close friends like designer Strantz, who succumbed to cancer in 2010 at age 50, or Bulls Bay member Bubba Hightower, a former South Carolina Amateur champion and twice her partner in vic-

tory at the South Carolina Mixed Team Championship, who passed away in May at 59.

"Yeah, life is very short," she repeats. The same cannot be said for Brown's golf résumé ... or for the way she cares about others.

➤ Reid Nelson is a frequent contributor to *Carolinas Golf*.



Great Expectations

FOCUS ON 'HOW' TO ACHIEVE RESULTS RATHER THAN THE OUTCOME

/ written by MATT CUCCARO / illustration by KEVIN FALES

Is it effective to have expectations set before heading out to the golf course? Professional golfers often comment after shooting a low round, "I went out there with no expectations today." Did they truly have "no expectations" established when competing in a tournament round with millions of dollars on the line?

Students at Hank Haney International Junior Academy on Hilton Head Island, S.C., have expectations established for each semester, practice session, and tournament. But it's how these expectations are framed that has a great influence on their performances.

Focusing on shooting a certain score (break 100, 90, 80, etc.), hitting a pre-established number of fairways or greens, or having a specific number of putts in mind can actually be a distraction to reaching your goals. More desirable results will be obtained by concentrating on an effort-based key to performance, otherwise known as a "process goal." These process expectations place the focus on "how" to achieve results, rather than on the outcome itself.

Think 'Process' Instead of 'Outcome'

Examples of effective process goals include having a target for each shot, staying in the same rhythm with every club, or taking a deep breath to relax before — and after — each shot. These expectations are fully under the individual's control and are directly tied to effort. They allow the individual to focus more on the task at hand while reinforcing personal keys to performance.

Alternatively, expectations based on outcomes can lead to fluctuating effort levels and require continuous evaluation of the goal throughout the round, based on external changes in weather, course conditions, etc. This often causes the golfer to think too much about how he or she has done in the past — or what to do in the future — to reach their pre-established expectation.

As shown on the chart below, outcome-based expectations can add pressure and actually become distractions to performance. By setting process-based expectations, golfers can increase confidence, reduce stress, and post more consistent scores.

What will your expectations be the next time you step up to the first tee? Mental skills take practice just the same as physical ones, so continue to find what works best for you.

► **Matt Cuccaro**, Ed.M., is Director of Mental Training at Hank Haney International Junior Golf Academy in Hilton Head Island, S.C. His clients include PGA Tour, Buy.com Tour, LPGA Tour, and Champions Tour players, as well as college and amateur golfers. He is an active member of the Association for Applied Sport Psychology (AASP) and has presented his work at numerous local, regional, and national conferences. Follow Matt on Twitter at @MentalCoachMatt.



Process Expectations	Outcome Expectations
Have a target on every shot	Break 90
Maintain the same rhythm with every club	Hit 10 fairways
Commit to each swing	Have 32 putts
Relax between shots	Eliminate penalty strokes
Leads to...	Leads to...
Limited pressure	Added pressure
Present-mindedness	Thinking about future or past shots
Emotional stability	Emotional instability
Consistent effort	Fluctuating effort levels

Shanks for the Memories

REFLECTIONS ON 20+ YEARS OF RUNNING CGA TOURNAMENTS

/ written by RAY NOVICKI / illustration by KEVIN FALES

Editor's Note: Ray Novicki, the CGA's director of championships, is retiring after more than 20 years. He will be replaced by Andy Priest (see "Milestones" page 6). Here's his parting "tournament memo."

After nearly 22 years on the golf course, it looks like I am finally going to turn in my scorecard. It will be attested by my boss and good friend, CGA Executive Director Jack Nance, as well as my coworkers and tournament volunteers — the finest, most competent, and dedicated group anyone could hope to work with. The CGA will be in good hands — and still be the best golf association in the country — after I leave.

To all the wonderful players I have had the privilege of harassing and helping on the course and at the scoreboard, I offer my deepest thanks for your patience and, in most cases, friendships that will last the rest

of my life. I will see you old guys as a fellow competitor if I ever get rid of the shanks and the yips with the chips.

To the hundreds of golf professionals with whom I have worked, I can never adequately tell you how much I appreciate your putting up with my invasion of your facilities, cluttering your offices, and throwing your routines into chaos. I also hope you remember your generous offers that I can come back and play anytime, as I will probably be on food stamps soon.

To the golf course superintendents and staffs who were mowing greens and cutting holes while I was sipping my 6 a.m. coffee, the

dedication and pride you take in your courses never fails to amaze me.

I've been asked what I plan to do now. First, I have to finish the remodeling work on my house. And since I do all the work myself, it's taking forever. I hope to be done by the end of March.

Next will be a motorcycle trip around the country. I'm calling it my "Mooch Across America Tour." I have friends everywhere who own washing machines, showers, beds, and kitchens. My only regret will be not getting the opportunity to visit the home planet of one of my coworkers.

When I return late next June, I intend to give golf another try. And yes, I know the people who beat my brains in when I was 30 will be waiting to do the same in senior golf.

Michael Dann, my editor, suggested I include a humorous story. Though there have been hundreds, one stands out. At the 1991 South Carolina Junior, a future winner of the U.S. Open was competing in the Pee Wee Division and came to the board to inform me he had to withdraw due to a pulled groin. I wrote WDI (Withdrew Injury) next to his name and watched him limp off.

A short time later, two fellow competitors were looking at the board and one asked what WDI meant. I explained that the player had pulled his groin. The boys nodded solemnly then turned to walk back to the clubhouse. Since I was through with morning scoring, I fell in behind them in time to hear one ask, "What did that man say was the injury?" "He said Lucas pulled his groin," was the reply. To which the first one said, "He's not old enough to have a groin." I'm not sure what he thought a groin was, but I laughed so hard the Coke I was drinking came out my nose.

In closing I owe a special debt of gratitude to Hale Van Hoy for taking a chance so many years ago and giving me a career that was never a job at all. It's true that if someone loves their job, they never work another day the rest of their lives. I'm a lucky man. I hit the jackpot.

P.S.: Thanks, Mom, for making sure that since I was 8 years old I was never without a job. Got any suggestions for me now?

