



Ponte Vedra 

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## Navigating THE PLAYERS

What's new at  
TPC Sawgrass  
Plus our popular  
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for 2017!

THE  PLAYERS

THE PLAYERS 2016  
Champion Jason Day



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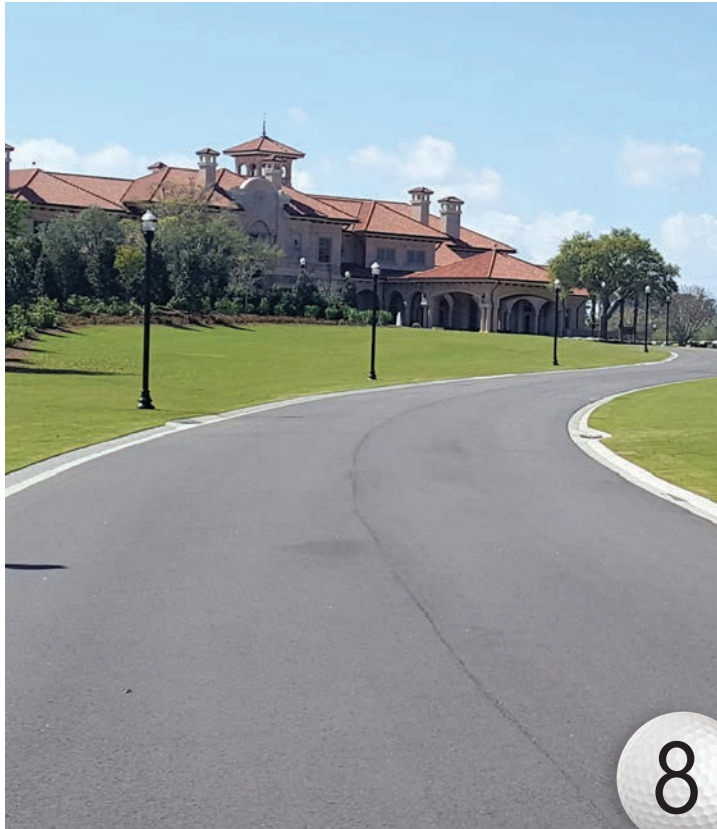
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# THE PLAYERS CHAMPIONSHIP



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Ponte Vedra 

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THE PLAYERS Championship is a showcase of excellence with the strongest field and the purest test in golf. Fans on site are privy to the very best fan experience in the sport and have the chance to witness history, as another worthy champion is crowned to join the likes of Tiger Woods, Jack Nicklaus, Greg Norman and Fred Couples.

With those elements combined, THE PLAYERS is the ultimate showcase of Northeast Florida, as more than 1 billion households worldwide receive the tournament broadcast each year. The competition only lasts one week, but preparation for THE PLAYERS is a year-round endeavor and involves the tireless work of PGA TOUR staff, dozens of local and national vendors, hundreds of area charities and thousands of volunteers – all coming together to produce our area’s most exciting and treasured event.

THE PLAYERS is so much more than just great golf – it is the social event of the year as well as an economic engine for our community and a major benefactor to local charities. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than \$84 million since the event moved to Ponte Vedra Beach in 1977, including a record \$8.5 million generated in 2016. In April 2011, THE PLAYERS announced a new charitable focus, committing to generate \$50 million for youth-related charities over the next 10 years. That goal is only

attainable with the support of local companies and individual ticket buyers.

Our philosophy at THE PLAYERS is to make sure every year is better than the year before, and that starts with enhancing the experience for our players and our spectators. This year, a sweeping renovation to the course, the practice facility and the area around the clubhouse further elevates this championship in Northeast Florida and in the larger sports landscape. As you will also see in the coming pages, we are adding new fan-friendly venues, showcasing local restaurants, highlighting a unique charity each day and offering affordable deals that the entire community can enjoy. And, as always, career military personnel and their dependents, as well as all children 18 or younger (with a ticketed adult!), get in for free. One of our key messages as always is to make sure fans purchase and download their parking passes in advance.

THE PLAYERS is the place to be, and be seen, May 9-14. I encourage you to bring your friends, family and colleagues to the Stadium Course to witness history this May. See you at THE PLAYERS.

*Jared Rice  
Executive Director  
THE PLAYERS Championship*



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# What's new at THE PLAYERS: Big changes await visitors to TPC Sawgrass

■ BY KATHY BISSELL

Every year, there are minor adjustments to the course and surrounds at TPC Sawgrass. This time around, a couple are absolute shockers.

The biggest visual change has absolutely nothing to do with play: The entrance to the clubhouse itself from the TPC Boulevard side. If you usually enter the course from one of the gates near the 17th hole or near the 8th hole, you won't even notice this astounding modification unless you make a special effort to stroll down to the first hole and the main road, which is called Championship Way. Believe me when I say it's like you've been transported to a different planet than the one you've been living on for the past 35 years.

If you ever entered the course via Championship Way, you'll remember all the trees along the roadway on both sides, the meandering sidewalk on the right that led from PGA Tour headquarters up to the clubhouse. You'll remember the shady areas and shrubs and, closer to the clubhouse, a stream. You'll remember the security gate in front of a wooden bridge that allowed you to cross the stream and walk over to get to the first hole. No more. Gone. Vaporized.

It's a big, big visual surprise. In its place, there's a massive expanse of green grass rolling from the base of the clubhouse entry area all the way to the first hole. The first thing I thought of was Augusta National, just because of the seemingly never-ending grass.

Now where did they get that dirt to level out the area that is on the right side of the road? Ready for change number two?

Remember that huge mound between holes six and seven where, if you climbed it, you could watch play on both holes?

Gone! It's now a lake. The dirt went to fill in the creek and other low-lying stuff in front of the clubhouse to make that vast expanse of green. The ranger who gave me a ride back from the sixth tee when I went out to look at hole told me that.

While it doesn't really change the way the holes play – except for someone who produces a wild hook off the sixth tee – having no mound there is, well, different. My humble opinion is it might have been better to keep some of the mound and maybe slide in a few spectating areas in that location. I was told it was more spectator friendly this way. If you can walk on H O, it's spectator friendly. If you are like the rest of us, it's one less place to watch play.

There's apparently a little more room back of the seventh tee, which has always been a bottleneck for Tiger/Phil sized crowds. It will still be a bottleneck is my guess, but not quite as enormous a bottleneck.

The seventh is mainly the same. Just the mound on the left is gone. So visually you have to kind of paint it in and then erase it. You should be able to see all the way to the fifth green from just beyond seven tee, depending on whether or not a scoreboard goes up to block that view.

The third area of change affects the players, mainly, and that is the total redo of the practice areas. Some of the targets look more like real greens for one thing. In addition, the practice putting greens now have identical grass and green speed to those on the course and are maintained the same way. This is important to the players, because for a golfer, there's nothing more annoying than having a practice green at a stimpmeter reading of nine and getting to the first green and discovering it's a 13.

CONTINUED ON PAGE 10 ■



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That's a bad surprise, because your second putt is likely to be longer than your first putt.

The biggest change to the golf course proper is the 12th hole. You remember it. Short, dogleg left, with the green hidden behind the mounds on the left so it's invisible from the tee? Kind of a potential birdie hole between the par five 11th and the really hard, par three 13th?

Well, the 12th green has moved about 30 yards to the golfer's right so you can see it from the tee. It's straightaway. It's drivable at a length of about 300-310 yards. Not drivable to you? Well, the average drive at the Arnold Palmer Invitational on one of the par five holes was 300 yards, according to an NBC graphic. So, based on that, I'm saying it's super drivable. Personally, I can't fathom 300 yards being an average drive, but then I'm from back in the Jurassic era. I remember persimmon drivers.

The mounds on the left of 12 are gone. Poof! Like the golf fairy showed up and magic wanded them away. Where the mounds and green used to be there is a new water hazard, so if a guy is going to try to drive the green, he better have his alignment correct or err toward the right side.

As spectators, we may need sky hooks to get from the 11th to the 13th. That is a to-be-determined situation, so beware of that change when you go for a walk. Send a buddy in first to check it for you. Of course, if you can spectate from the water on six and seven, you'll have no trouble with the new water feature at 12.

Jason Day, our defending champ, likes the change at the 12th, as he explained during media day.

"Ten, 11, 12 are very gettable birdie holes," he said. "Obviously, this is depending on where and what you do and how you

go about it. "

What he means is it's hard to birdie the 10th from deep in the trees on either side, but it's a short hole, so not impossible. Eleven is a par five, not impossibly long, and if you hit a good tee shot, the green is reachable in two, giving a golfer a look a possible eagle and more likely birdie. Then there's the new 12th.

Finishing the nine, the 13th, he pointed out, is very tough. So is the 14th.

"Then 15 one can go either way, depending on how you drive it," he added. He has holed out from off the green on the 15th, he said, but when that happened, he said it could easily have been bogey or double.

"So you've got that bit of a stretch where it's very difficult, so you can get on a run, you can kind of just need to survive through there, and then you can get a birdie on 16, and then you've got 17 and 18 with - I mean, there's a lot of history behind 17 and 18, definitely," he said.

Strategically, he likes the position of the 12th and where it falls in the round because of its potential for birdie.

"It's going to be interesting where they position the tee," Day suggested. "Obviously, a lot of guys hit it straighter than me, but it'll be interesting to see if a lot of guys go for it. I think the biggest thing is that left-hand side."

The left side has water along the green, and the green has a slope that feeds down into the water hazard.

"If balls are bounding down there, will they go in the water or not, that will determine a lot of guys," he continued. "I think you've got to go 20 to 25 yards between the mounds and the fair-

CONTINUED ON PAGE 12



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way where it kind of runs down, so you've got to be pretty accurate."

But there is also a strategy where someone might not want to drive the green.

"If you lay back far enough, you can shoot yourself straight up the green," he explained. "If you lay back, but you're too far up here, then you've got that 45 degree over the mounds, and you can possibly go in the water. A lot of thinking, which is what they probably wanted, especially when you're standing on the tee on a Sunday."

In other words, there are a myriad of ways this hole can wreck your score. It's no longer a long iron and wedge to 10 to 12 feet and try for a birdie. It's a little more nerve wracking than that.

On no warmup, Day hit shots that landed everywhere from the water to the bank beyond the water, to bunkers by the green, to trees right of it. In other words, the world is in play on this hole, depending on the degree of accuracy golfer has that day.

"I think on the weekend you'll see a lot of guys probably go for it if they're early on because they're just like, let's just get through it," Day predicted. "I think if we play from where we were (305 yards), I think there's going to be definitely lot of guys go for it. I think it's a good risk-reward hole to go for it."

He said if the hole plays longer, it changes things.

"If it's pushed back a little bit, that makes it a little bit tougher because it brings in a driver for most guys," he explained.

The up tee takes driver out of hands of longer guys, but brings it into play for shorter guys. So, in this instance length is rewarded.

"I don't know how far it is from the back tee to carry (to the green)," he added. "But it's one thing that you don't really want that shot if you pull up short in that fairway bunker, you don't want a 60-yard shot into a green like this."

The tee position will be crucial.

"I think there's going to be a lot of guys go for it," he added.

Well, the PGA Tour thinks so too, and they've set up a new spectator area and bleachers, which may not be large enough for the number of people who want to watch how many guys hit the green, how many guys hit the bunker and how many guys go in the water. It could be as wild a ride as watching the 17th, but different, because of the position on the course. If this were the 17th hole, it would be packed with sadists hoping for a splash! Get your seats early.

According to Day, the 12th hole will make this part of the back nine more exciting.

"Shots can go either way on the golf course," Day said about TPC Sawgrass as a whole. "Leads can change quickly. It's what fans want to see, not so much what players want to see but what fans want to see, definitely."

While the hole has changed at 12, Tacos on 12 remains, although its location has shifted slightly with the reconfiguration of the green, according to THE PLAYERS Executive Director Jared Rice.

"TacoLu is very well known here in Jacksonville, as well as many of the other restaurateurs that we have out here," Rice said. "There's a host of them, whether it's Medure, M Shack or Medure brand, Mojo's. That is remaining, and will continue to be a centerpiece of fan amenities behind the 12th green."



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### Thursday, May 11

- Gates open at 6:15 a.m.
- First round of competition begins at approximately 7:30 a.m. (threesomes off of No. 1 and No.10)

### Friday, May 12

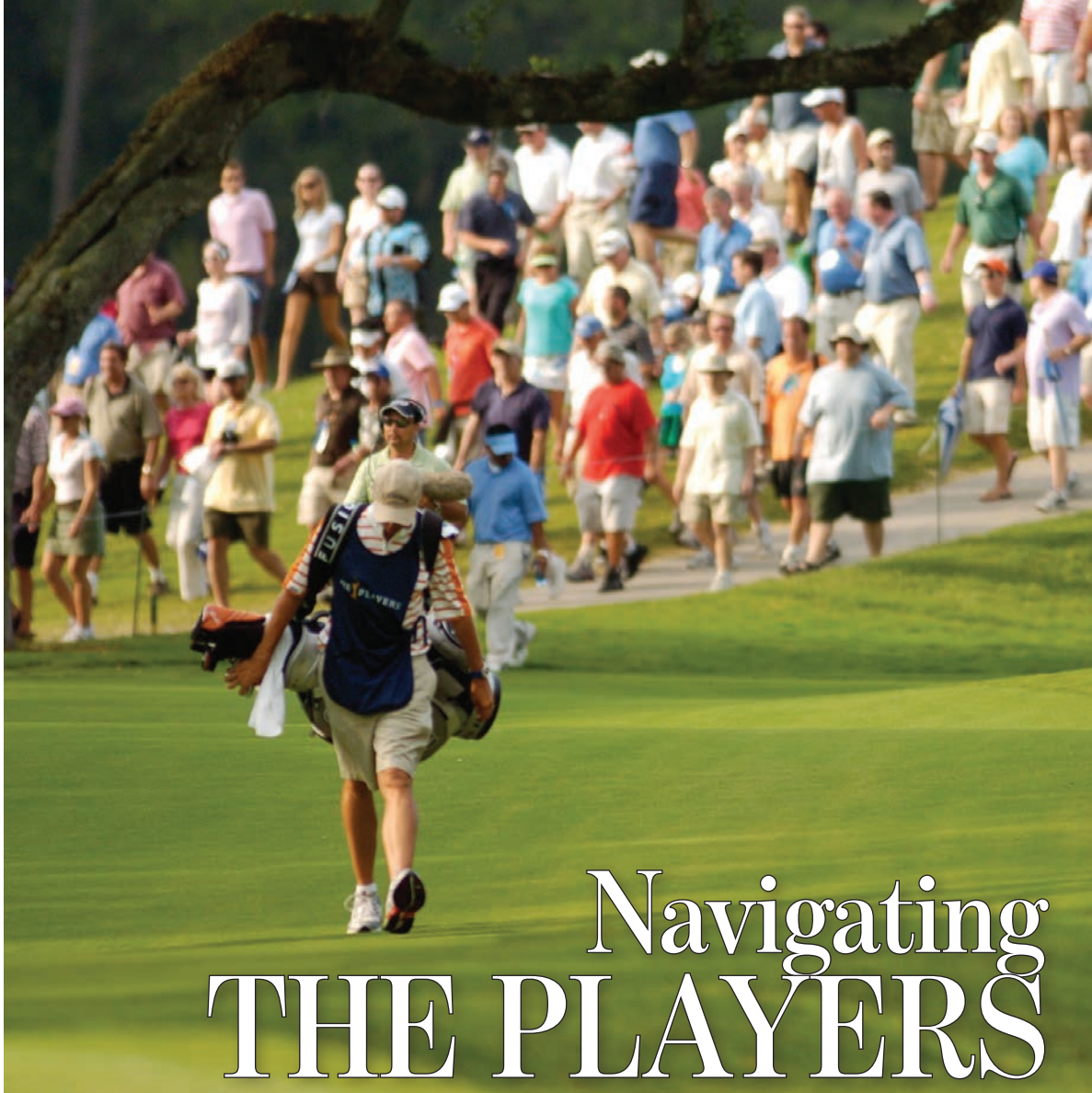
- Gates open at 6:15 a.m.
- Second round of competition begins at approximately 7:30 a.m. (threesomes off of No.1 and No.10)

### Saturday, May 13

- Gates open at 7:30 a.m.
- Third round of competition begins at approximately 8:30 a.m., depending on the size of the cut (twosomes off No.1)

### Championship Sunday, May 14

- Gates open at 7:30 a.m.
- Final round of competition begins at approximately 8:30 a.m., depending on size of the cut (twosomes off No.1)



# Navigating THE PLAYERS

## TICKETS

Tickets for THE PLAYERS 2017 are on sale at [THEPLAYERSChampionship.com](http://THEPLAYERSChampionship.com) as well as at 55 Publix stores throughout Northeast Florida and the surrounding areas, including two locations in Georgia.

Stadium Passes are \$25 for Tuesday, \$20 for Wednesday; \$60 Thursday and Sunday, \$65 for Friday and \$70 for Saturday. Fans can also purchase a weekly Stadium Pass for \$225, which includes admission Tuesday-Sunday. Stadium Pass prices are exclusive of sales tax and do not include parking.

## FAMILIES

Taking the kids to THE PLAYERS? You're in luck: Youth 18 and younger are admitted free of charge when accompanied by a ticketed adult, and there is no limit to the number of youth fans admitted with that ticketed adult. That means youth sports coaches, for example, can bring the whole team with one paying adult.

What's more, the "Family Plan" offers addi-

tional savings. Families receive two adult Stadium Passes, unlimited youth admission at the gate and two \$10 concession vouchers. Family Plan packages are \$120 for Thursday and Sunday, \$130 for Friday and \$140 for Saturday (taxes not included). Family Plan packages are available online at [THEPLAYERSChampionship.com](http://THEPLAYERSChampionship.com) as well as at 27 participating Daily's convenience stores and online at [THEPLAYERSChampionship.com](http://THEPLAYERSChampionship.com).

Parking passes cost extra, but any car with four or more passengers parks for free under THE PLAYERS' "Four for Free" policy. To take advantage of the parking offer, download a voucher at <https://theplayersparking.clickandpark.com>.

## MILITARY/VETERANS

The First Coast is home to more than 250,000 active-duty and retired military, and to show its appreciation THE PLAYERS Championship will once again provide complimentary and discounted admission to career military and veterans.



THE PLAYERS provides all career military – including active duty, Reserve, military retirees and dependents – with complimentary admission to the tournament throughout the week, while veterans receive discounted admission. Career military and veterans also receive access to the Birdies for the Brave® Patriots' Outpost – a hospitality tent reserved exclusively for the military that offers complimentary food, beverages and activities.

To receive a voucher for complimentary or discounted admission, visit [THEPLAYERSChampionship.com](https://theplayerschampionship.com) and click on the Tickets & Parking link.

Parking is not included in the complimentary or discounted ticket price. Parking passes may be purchased at <https://theplayersparking.clickandpark.com>, or guests may take advantage of the “Four for Free” policy that provides free parking to cars with four or more passengers.

THE PLAYERS Championship 2017 will be held May 9-14 at the TPC Sawgrass Stadium Course.

## PARKING & TRANSPORTATION

All parking passes for THE PLAYERS must be purchased in advance online; parking passes will not be sold at Publix or at the lot on arrival.

As in previous years, on Tuesday and Wednesday fans can still park for free in the general parking lot and no parking pass is required. **Thursday through Sunday, however, fans are required to purchase parking online in advance at <https://theplayersparking.clickandpark.com>.** Parking rates are \$30 per day on Thursday and Sunday, \$35 per day on Friday and Saturday.

## FOUR FOR FREE

As an incentive to carpool, any car with four or more passengers parks for free under THE PLAYERS' “Four for Free” policy. To take advantage of the parking offer, download a voucher at <https://theplayersparking.clickandpark.com>. A new voucher must be downloaded and printed for each day (or saved on an electronic device); there is no limit to the number of days guests can park for free, but there is a limited number of vouchers per day.

## SHUTTLES FROM DOWNTOWN

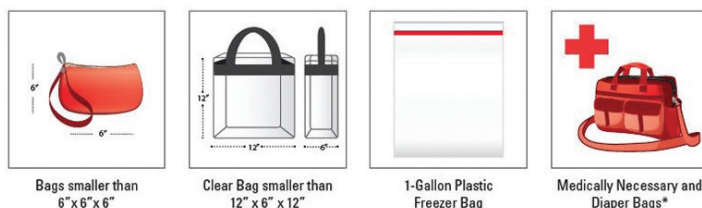
Shuttles are available from downtown-area hotels to TPC Sawgrass for THE PLAYERS, Wednesday through Sunday of tournament week. Shuttles from the Jacksonville Landing, Hyatt Regency Jacksonville Riverfront and DoubleTree Riverfront will be available to hotel guests and for residents to “park and ride,” providing a convenient and cost-effective way for fans to get to and from the tournament. Fans can access the shuttles by purchasing a shuttle pass at the hotel (Omni Jacksonville, Hyatt Regency Jacksonville Riverfront, Lexington Hotel and DoubleTree Riverfront) front desks for \$10.

## ALTERNATIVE RIDES TO THE PLAYERS

THE PLAYERS has designated Coastal Cab as the preferred taxi service. There are designated taxi stands outside the Davis Love Gate (Shuttle B) and outside the Fred Couples Gate near ATP Blvd. (Shuttle ATP). Fans should call Coastal Cab at (904) 246-9999 for taxi service.

Uber will also be offering service to and from THE PLAYERS, with access to a designated pick up and drop off point.

## APPROVED BAGS



Bags smaller than 6" x 6" x 6"

Clear Bag smaller than 12" x 6" x 12"

1-Gallon Plastic Freezer Bag

Medically Necessary and Diaper Bags\*

\*Infant and Medical supplies will be permitted after proper inspection.

## NON-APPROVED BAGS



## FOOD AND BAGS

Opaque bags measuring 6 x 6 x 6 inches and smaller or clear bags 12 x 6 x 12 inches and smaller are allowed inside the course grounds.

Clear THE PLAYERS bags are available at 27 participating Daily's convenience stores for a \$5 donation to The First Tee of Northeast Florida.

THE PLAYERS allows fans to bring in their own food in a one-gallon clear, plastic bag where food items are also wrapped in clear wrap. This policy does not allow fans to bring in beverages. (Please see “Dining” for information on some of the many food options available to guests at THE PLAYERS.)

Guests may also bring their own chairs; bags for collapsible camp chairs, however, will not be admitted.

## MOBILE DEVICE POLICY



- Devices tablet size and below are allowed on site
- Please silence all mobile devices
- Calls are permitted away from play
- Texting/emailing is allowed anywhere
- No photographs of play are allowed Thursday through Sunday
- No video recording is allowed at any time
- Repeated violators face device confiscation or removal from event.

CONTINUED ON PAGE 20 ■

LIVE MAPS AVAILABLE



DOWNLOAD TODAY FOR FREE

OPEN TO PUBLIC

- ADMISSION GATE
- ATM
- AUTOGRAPH ZONE
- CONCESSIONS
- BAPTIST HEALTH FIRST AID
- INFORMATION
- LOST AND FOUND
- PRACTICE GROUNDS
- RESTROOMS
- FAN BLEACHER
- THE OASIS
- THE SHOP
- WHEELCHAIR ACCESSIBLE

PROPER CREDENTIALS REQUIRED

- CHAMPIONSHIP CLUB
- COMMISSIONER'S SUITE
- COURTYARD
- DYE'S PAVILION
- EXECUTIVE CLUB
- PATRIOTS' OUTPOST
- PROUD PARTNERS
- THE PLAYERS CLUB
- PAST CHAIRMAN'S LOUNGE
- THE PLAYERS MARQUEE
- TOUR ACADEMY
- TROPHY CLUB

DISABLED GUESTS

DISABLED GUEST SERVICES SHUTTLE STOP

OPEN TO PUBLIC

**A** WELCOME EXPERIENCE

Activities for the whole family, plus food and drinks for purchase

- Interactive Golf Experience
- The McKenzie Noelle Wilson Foundation Kid Zone featuring the Nickelodeon experience
- The Shop at Nicklaus Gate
- MD Anderson Cancer Center skin cancer screening

**B** FOOD COURT

Local food and drinks for purchase

- Bono's Pit Bar-B-Q
- Daily's
- Firehouse Subs
- M Shack
- Trasca & Co Eatery
- Tropical Smoothie Café

**C** THE WINE LOUNGE PRESENTED BY WILLIAM HILL ESTATE

Enjoy premium varietals from William Hill Estate Winery with great views of 8 Green.

**D** WINE & DINE ON 9

Shaded venue with open-air seating and upscale food and drinks for purchase

- William Hill Estate Wine
- Restaurant Medure
- Permanent Restrooms
- Video Board

**E** STADIUM VILLAGE & PwC'S FIRST TEE CHALLENGE

Tented, climate-controlled venue featuring a variety of fun activities

- Anheuser Busch
- Bridgestone Performance Center
- Geico
- Lexus
- Microsoft
- PGA TOUR Must See Moments
- Skechers Performance
- Topgolf
- Verizon Wireless

**F** THE PATIO

Shaded venue with open-air seating, video board and food and drinks for purchase

- 4 Rivers Smokehouse
- Michelob ULTRA Bar
- Permanent Restrooms
- Social Media Video Board

**G** TRUCKS ON 10

Local food and drinks for purchase

- BUBBA burger
- Cely's Filipino Food Truck
- Mama's Food
- Pele's Wood Fire Pizza
- Up In Smoke BBQ

**H** MORGAN STANLEY EAGLES FOR IMPACT EXPERIENCE

Show off your skills and make an eagle in a state-of-the-art golf simulator to benefit the Ronald McDonald House Charities® of Jacksonville and a chance to win exclusive gear

**I** TACOS ON 12

TacoLu, Jacksonville's most popular Baja Mexicana, will be serving food and beverages. Venue includes seating and shaded areas

**J** FAN BLEACHER PRESENTED BY PUBLIX

Public covered bleacher and deck with views of 12 and 13. Concessions available

**K** TASTE OF JAX

GREY GOOSE® open-air bar, seating, permanent restrooms and shaded area, plus local food and drinks for purchase

- Brucci's Pizza
- Candy Apple Café
- Hawkers Asian Street Fare
- Mojo Kitchen

**L** FAN BLEACHERS PRESENTED BY MD ANDERSON CANCER CENTER

1. Public covered bleacher and deck with views of 16 and 10
2. Public bleacher with covered deck and views of 16, 17 and 18

Concessions available at both locations

**M** THE OASIS

Featuring signature cocktails made with GREY GOOSE® Vodka. Must be 21+

PROPER CREDENTIALS REQUIRED

**N** GREENSIDE LOUNGE

Adjacent to 9 Green with soft seating, HDTVs, upgraded food and premium-bar options

**O** THE BLUE ROOM VIP LOUNGE PRESENTED BY MICHELOB ULTRA

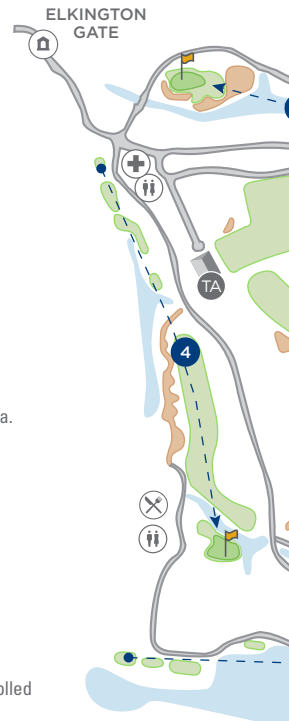
All-inclusive Michelob ULTRA, wine and soda, climate-controlled seating and entertainment. Signature dishes from Ovinité, Bistro AIX and IL DESCO available for purchase

**P** THE TURN FEATURING THE GREY GOOSE® 19TH HOLE

GREY GOOSE® signature drinks, soft seating and HDTVs

**Q** THE BENEFACTOR

Ticketed venue: Design your own Oakley eyewear and enjoy views of No. 17 in the Oakley Lounge. Venue includes indoor/outdoor seating, HDTVs and upgraded beverage bar



TPC SAWGRASS • STADIUM COURSE

HOLE	1	2	3	4	5	6	7	8	9	OUT	HOLE	10	11	12	13	14	15	16	17	18	IN	TOTAL
PAR	4	5	3	4	4	4	4	3	5	36	PAR	4	5	4	3	4	4	5	3	4	36	72
YARDS	423	532	177	384	471	393	451	237	583	3651	YARDS	424	558	302	181	481	470	523	137	462	3538	7189

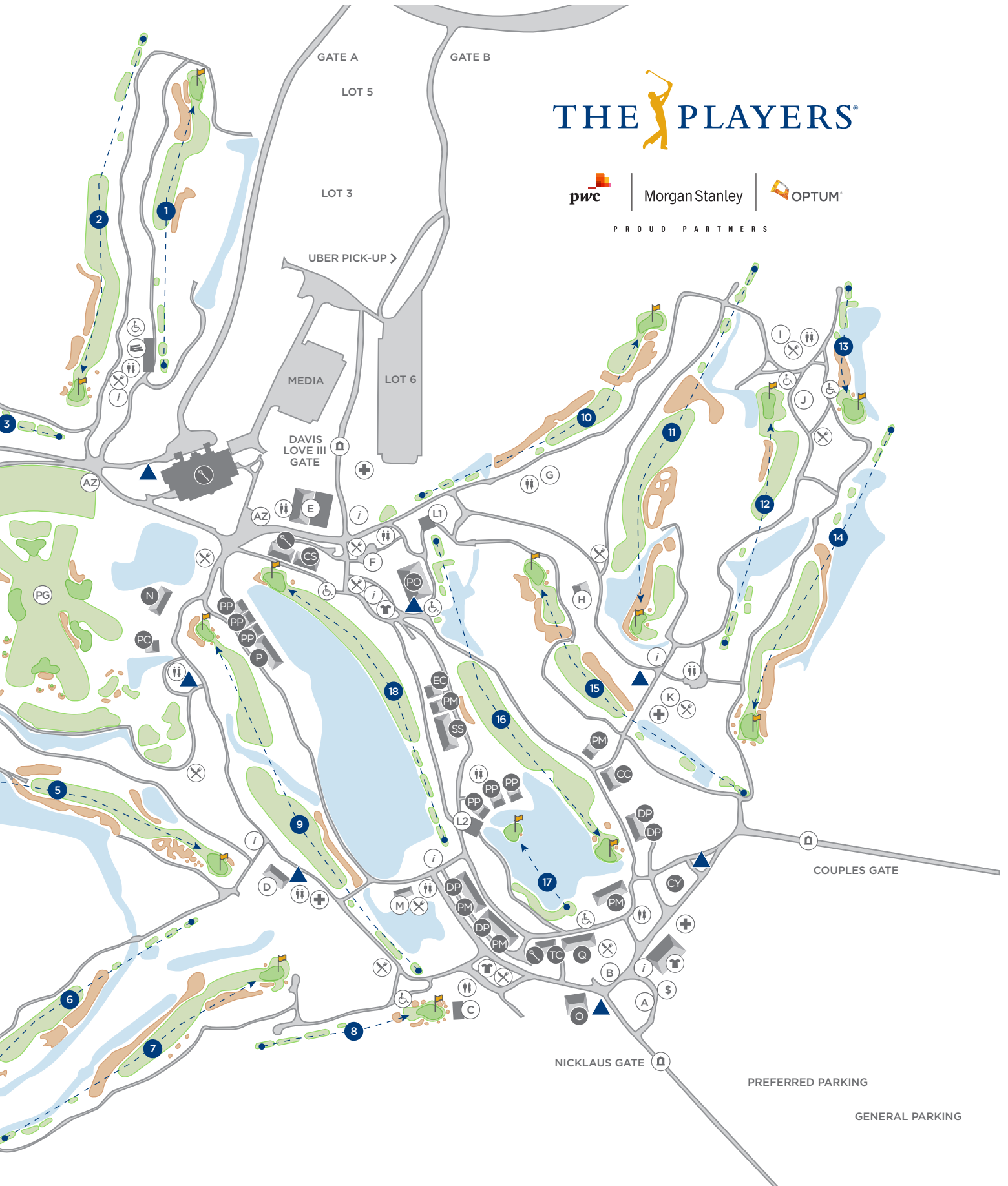
# THE PLAYERS®



Morgan Stanley



PROUD PARTNERS



PREFERRED PARKING

GENERAL PARKING



MOJO



M SHACK



TACO LU



## Sawgrass Splash

1 1/4oz Grey Goose L'Orange Vodka

3 oz Fresh Lemonade

2 oz Fresh Orange Juice

1 oz Fresh Lime Juice

1/2oz Simple Syrup

Served tall over ice, garnish with a slice of lime.

CONTINUED FROM PAGE 17

### DINING

Some of the First Coast's most popular restaurants will be represented at THE PLAYERS Championship this year, with more than a dozen dining destinations from which to choose. Taste of Jax will feature Mojo Kitchen and Hawkers Asian Street Fare, while visitors to the Food Court will have their choice of offerings from Trasca & Co, M Shack, Bono's Pit Bar-B-Q, Firehouse Subs, Daily's and Tropical Smoothie Café.

Those seeking a more upscale dining experience will want to

stop by "Wine & Dine on 9," where noted local chef Matthew Medure will serve up gourmet small plates accompanied by varietals from William Hill Estate Winery in a picturesque garden setting.

Or check out the "Trucks on 10" – with six food trucks and seating for fans – or the popular "Tacos on 12," where TacoLu will be serving up its popular Baja Mexicana in a public venue with seating and shaded areas.

CONTINUED ON PAGE 24



# BERKSHIRE HATHAWAY HomeServices

Florida Network Realty



1303 Ocean Blvd.  
ATLANTIC BEACH  
4 bed / 3 bath,  
2,360 sq. ft.  
**\$997,000**



8445 Papeon Way  
VILLAGES OF SAN JOSE  
3 bed / 2.5 bath,  
2,313 sq. ft.  
**\$382,900**



352 8th Street  
ATLANTIC BEACH NEW  
CONSTRUCTION  
4 bed, 4.5 bath, 3,337 sq. ft.  
**\$1,199,000**



736 Port Charlotte Dr.  
COASTAL OAKS AT  
NOCATEE  
4 bed / 3.5 bath, 3,380 sq. ft.  
**\$685,000**



370 12th Street  
ATLANTIC BEACH  
5 Bed/ 5 Bath / 2 Half  
Bath 4492 Sq Feet  
**\$2,200,000**



844 Stables Rd.  
DEERWOOD CC  
4 bed / 4 bath,  
4,928 sq. ft.  
**\$979,000**

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**\$349,000**



1596 Lancaster Terrace, 2A  
BROADVIEW TOWERS  
3 bed / 2 bath,  
2,650 sq. ft.  
**\$595,000**



1761 Ocean Grove Dr.  
ATLANTIC BEACH  
5 bed / 3 bath,  
2,786 sq. ft.  
**\$985,000**



# BERKSHIRE HATHAWAY HomeServices

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2358 Riverside Ave., #1102  
VILLARIVA – RIVERSIDE  
3 bed / 3 bath, 2,935 sq.  
ft.  
**\$1,195,000**



8103 Ft. Caroline Rd.  
FORT CAROLINE  
5 bed / 4 bath,  
4,420 sq. ft.  
**\$1,195,000**



1697 Atlantic Beach Dr.  
ATLANTIC BEACH CC  
5 bed / 5.5 bath, 3,872 sq. ft.  
**\$1,325,000**



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# The Carla A-List



Marc Fisher, Adalyn cognac

Botkier handbag  
Suzi Roher scarf



Spring is in full swing--which means updating your statement pieces and your shoe game for a new season. The perfect shoe can make or break a look. It can elevate your entire ensemble or add instant edge to an ordinary outfit. Follow along as Rita Toma strolls through SAWGRASS VILLAGE—and discover new ways to take CARLA’s coveted shoe trends to the streets.

## Power Players... Espadrilles

Espadrilles can be your go to look, super high to super cute and comfortable.



Gentle Souls, Charli Red



Toni Pons, Triton

## Slides: A New Classic

The open slide fits any occasion from big bows to jeweled sandals



Donald  
J. Pliner  
Gillian  
sand



Avec les  
Filles  
Marie  
Bow

Right  
Bank Shoe  
Co.



## Sport Chic

Bring your "A" game all day, every day in our chic essentials with athletic-inspired flair.



*Freebird, Denim Sneaker*



*Cloud, Aika*



*Flexx, SneakName*



*Ash, Vipera*

## Carla's Favorites

At Carla's we love shoes with Personality



*Kate Spade, Dellie*



*Donald J. Pliner, Cyndi*



*Avec les Filles, Cayla*



310 FRONT STREET,  
STE 875  
PONTE VEDRA BEACH,  
FL 32082  
(904) 543-1566  
NEW LOCATION IN  
SAWGRASS VILLAGE



Photos by Susan Griffin

CONTINUED FROM PAGE 20

### SHOPPING

THE SHOP at Nicklaus Gate is a 17,200-square-foot tent featuring 16 of the top brands in golf. Located near the Nicklaus Gate, THE SHOP at Nicklaus Gate features a limited-edition PLAYERS section, extensive headwear section and a pink section for Championship Sunday's PINK OUT. Guests paying with MasterCard save 10 percent on concessions and merchandise.

### FAMILY FUN

#### Nickelodeon Kid Zone

The Nickelodeon Kid Zone will feature the Jacksonville

Jaguars Game Truck, a putt-putt course, arts and crafts, face-painting and a rock climbing wall for the kids to blow off some steam. The space will also offer a restroom trailer, videoboard, shaded area and more.

While not a daycare area – parents are required to stay with their children – the Kid Zone enables parents to take a break and relax in the shade while the kids have fun.

The Nickelodeon Kid Zone will be open from 10 a.m. to 4 p.m. Tuesday and Wednesday, and 10 a.m. to 7 p.m. Thursday – Sunday.

CONTINUED ON PAGE 26

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### HARBOUR VIEW DRIVE

Step inside this “Harbour Island Hideaway” & experience the perfect synergy of luxury & comfort in this custom designed European inspired estate.

Enjoy spectacular marsh front views, on Harbour Island. Launch your boat or yacht from your private 40ft. boat slip. Feel the flow of the open floor plan from the soaring ceilings, Italian marble stone floors and generous living and dining areas. The craftsmanship is abundant in this 5,100sf 4BR/4.5BA home with library, 3 balconies, enclosed courtyard, and elevator!

Offered at: \$1,500,000



**BERKSHIRE HATHAWAY**  
HomeServices

Florida Network Realty  
333 Village Main Street, Suite 670  
Ponte Vedra Beach, FL 32082

Janet Westling, REALTOR®, GRI, CIPS  
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# UNIQUE BEACHES PROPERTIES



## THE PLANTATION

This well-designed home offers 5 private bedrooms, an office, an enormous bonus room and a spacious kitchen/dining/family room area. The outdoors is an integral part of this conservation lot!

**\$1,285,000**



## GUANA RIVER HOMESITE

Imagine living on the paradise that is unique to Ponte Vedra Beach: the GTM Reserve. Take advantage of this rare opportunity to build on this estate site!

**\$649,900**



## HARBOUR ISLAND

An entertainer's dream, this very private, classic Mediterranean Rutenberg pool home features a plan that brings the outdoors in. The owner's suite is exceptionally well-appointed. New on the market.

**\$2,350,000**



## MEDITERRA

Peaceful one-story, 3 bedroom condominium home near state park and the ocean! High ceilings, chef's kitchen! This design creates a single-family home feel, in part because of the direct entry 2-car garage.

**\$665,000**



## INTRACOASTAL

Located on Harbourtown Marina, this stylish 4-story townhome is one of only 20 in Northeast Florida. Includes 4th floor media/party room & balcony, amazing Intracoastal views, plus spa, elevator & private 2-car garage.

Boat slip available!

**\$849,000**



## MARSH LANDING

Nestled in the elegant Marsh Pointe neighborhood, this home was designed for its owners to enjoy the beauty of the first hole of Marsh Landing Country Club.

Easy access to great restaurants & Jacksonville via JTB.

**\$1,124,000**



*Clare Berry*

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Ponte Vedra Beach, FL 32082

DISABLED GUESTS

▲ DISABLED GUEST SERVICES SHUTTLE STOPS



**SERVICES FOR GUESTS WITH DISABILITIES**

THE PLAYERS' Disabled Guest Services program provides shuttles during the tournament for individuals with disabilities. For spectators who wish to access the practice area, clubhouse or No. 1 tee, wheelchair-accessible vans will shuttle guests to and from the Accessible Parking area in the General Parking lot and Shuttle Row, located adjacent to Davis Love III Gate.

A total of 16 shuttles will be on course, with carts running from the time the gates open each tournament date until 30 minutes after play concludes. Designated shuttle pick-up and drop-off locations include:

- Behind 16 Green by Couples Gate and The Courtyard.
- Behind 17 Tee by the Food Court and (New) Blue Room.
- Players' left of 9 Fairway by Wine & Dine on 9.
- Players' left of 9 Green by Greenside Lounge and Past Chairman.
- Clubhouse area behind 3 Tee
- Players' right of 16 Tee in front of Patriot's Outpost
- Players' right of 15 Fairway at Taste of JAX

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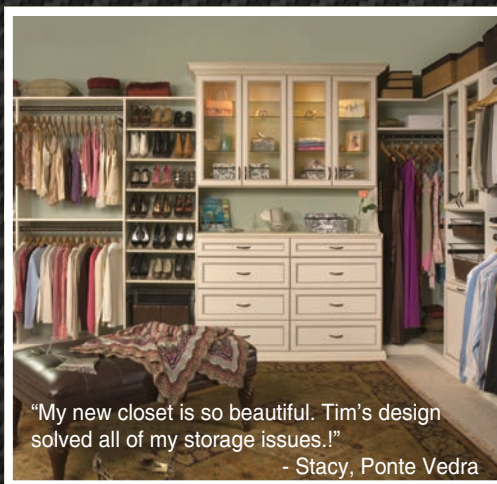
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"My new closet is so beautiful. Tim's design solved all of my storage issues!"

- Stacy, Ponte Vedra

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- Kathy, Jacksonville

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# BERKSHIRE HATHAWAY

## HomeServices

### Florida Network Realty



#### LIVE THE PONTE VEDRA LIFE STYLE!

Completely renovated 4BR/4.5BA pool home is just a short walk to the Ponte Vedra Inn and Club and The Lodge. Offered at \$1,249,000.  
Call Tina Webster 904-982-7330



#### STUNNING LAKESIDE ESTATE

Step inside 1120 Salt Creek Drive and experience a completely updated home with amazing water to golf views! This stunning home features over 4200 sq. ft. with 5BR, 4.5BA and custom kitchen. Offered at \$919,000  
Call Janet Westling 904-813-1913



#### OCEANFRONT CONDO

Light & airy 2BR/2BA oceanfront condo located steps from the beach! Unobstructed views of the Atlantic Ocean! Kitchen has been recently renovated. Unit has an enclosed lanai offering additional living space! Offered at \$815,000



#### HISTORIC ORTEGA RIVERFRONT

Stunning Coastal Federal style home custom built in 2010 combines traditional and modern design for today's lifestyle. Features 4 BR, 4.5 BA, 3858 SF, and top of the line chef's kitchen all with a focus on energy efficiency and sustainability. Offered at \$1,475,000. Call Cheryl Dolan 904-802-0488



#### PONTE VEDRA BEACH LOT

Just Reduced! Build your dream home on this vacant lot steps to the beach in beautiful Ponte Vedra, Florida! East of A1A! Lot size 92x141x90x121. Zoned Ponte Vedra High School. Hook right into public sewer. Easy beach access. Lost Beach Neighborhood HOA only \$850 per year! Call Gary Denman 904-710-6322



#### MARSH LANDING

Stunning 6BR/8BA Harbour Island Estate Home with water views from almost every room. Resort-style outdoor area with Infinity pool and firepit. Includes a 40' boat slip in the marina. MLS# 855049 Offered at \$2,850,000. Call Lisa Barton 904-705-1382



#### THE ESTATES AT PONTE VEDRA

Beautiful 5BR/5.2BA cement block home with water views & fabulous outdoor living spaces including a heated Infinity pool, summer kitchen & fireplace. MLS# 856257 Offered at \$1,150,000  
Call Tonya O'Quinn 904-445-0726



#### MARSH LANDING COUNTRY CLUB

Stunning 4BR/4BA Pool Home in Marsh Landing Country Club with golf course views, new kitchen and brand new roof! MLS# 833675 Offered at \$840,000  
Call Rosemary Kristoff 904-333-4841



#### INTRACOASTAL WATERWAY

Beautiful 5BR/4.5BA pool home directly on the ICW with a new boat lift & floating dock. Wonderful water views from every room. MLS# 863728 Offered at \$1,550,000. Call Marsha Keller 330-232-5343



#### SAWGRASS COUNTRY CLUB

Beautiful renovated home with lovely gourmet kitchen, huge screened pool, hot tub, summer kitchen and 3-car garage. MLS# 878004 Offered at \$1,250,000  
Call Lisa Barton 904-705-1382



#### LAKESIDE IN NOCATEE

Fabulous, 4 BR/3BA home with a flex room. Enjoy cooking in your chef's kitchen with a professional GE Cooktop, ss apron sink, upgraded appliances, cabinetry and more. MLS 866673 Offered at \$369,500. Call Diane Farmer 904-445-8295



#### ADDISON PARK IN NOCATEE

This adorable 4BR/3BA better than new home comes with all the bells & whistles you can imagine. Glistening wood floors, granite California Island gourmet kitchen, wine cooler, custom lighting, surround sound, 7 1/4" baseboards, 8 ft. doors, smooth walls & ceilings are just a few of the upgrades. Offered at \$449,000. Call Deb Petry 904-716-4953



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### PLANTATION OAKS

This stunning home offers 4BR/4BA & 4,300 sq. ft. with a scenic view of the preserve & a heated saltwater pool & spa. MLS# 868870 Offered at \$949,000 Call Marsha Keller 330-232-5343



### COASTAL DESIGNER HOME

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This gorgeous, practically new home sits on an amazing 1.5 acre lot with views of 2 beautiful ponds in the back yard. MLS# 866610 Offered at \$849,000 Call Lisa Barton 904-705-1382



### ATLANTIC BEACH OCEANFRONT

Modern oceanfront 4BR/4BA pool home built from the ground up in 2013. This 3,881 sq. ft. home has a modern kitchen, pool and covered spa with unobstructed oceans from all levels! Offered at \$4,000,000 Contact Lew Walters 904-806-3047





# The Stadium Course: Hole by Hole

Visitors returning to the TPC Sawgrass Stadium Course will find some new views and other course improvements as a result of the extensive renovations to the course completed since the 2016 tournament.

Since then, THE PLAYERS has rebuilt all bunkers and greens, which have been resurfaced with TifEagle bermudagrass, and redesigned No. 12 into a risk/reward drivable par 4, while a new fan bleacher has also been added on No. 12. Expanded greens on holes 1, 4, 9, 11 and 13 allow for new hole locations, and a new lake has been created between holes 6 and 7, which features a repositioned tee.

Newly redesigned practice grounds, meanwhile, have improved the visual elements for what the PGA Tour is calling a world-class practice area.

The renovations build upon the Stadium Course's history as a course designed specifically with the spectator in mind.

Here's what new and returning visitors can expect to find on the new Stadium Course.

## HOLE 1



- **Views:**
  - The large grandstands to the left of No. 1 tee are popular to watch players hit their tee shots with mounds to the left and right of the green for optimal viewing.
  - Limited foliage lets you see a player's approach and putt.
  - This less-crowded location provides a great opportunity to get close to players as they walk from No. 1 green to No. 2 tee.
- **Food & Beverage:**
  - Refreshment stand at 1 tee and 2 green
- **Renovation:**
  - Reduced width of left rough
  - Removed turf strip separating approach and greenside bunkers

- Expanded green front right and back right

## HOLE 2



- **Views:**
  - Elevated mounding behind the green provides a great place to watch players decide whether or not to go for the par 5 in two or lay-up, and then you can keep an eye on them as they head to No. 3 tee to take a shot at the par-3 green.
- **Food & Beverage:**
  - Refreshment stand at 1 tee and 2 green
- **Renovation:**
  - Removed turf strip on right fairway bunker
  - Modified approach mowing pattern

## HOLE 3



- **Views:**
  - Left of the tee box is a great place to view golf, as you are just on the other side of the practice tee, which means you can move back and forth to watch the 3rd hole as well as see players warm-up. This elevated area provides a great line of sight.
  - Extended mounding to the left of the green allows for great views of balls approaching the green and players putting.
- **Food & Beverage:**
  - Refreshment stand at 1 tee and 2 green
- **Renovation:**
  - Recaptured original green size in the front of the green

## HOLE 4

- **Views:**
  - Sit on the bulkhead around the water surrounding the green and dangle your feet (hold on to those flip-flops!).
  - Lowered mounding for improved viewing on 4 tee.

CONTINUED ON PAGE 32 ■



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- Expanded fan walkway.
- **Food & Beverage:**
- Refreshment stand at 4 green
- **Renovation:**
- Modified fairway long left by water hazard for additional spectator viewing mound
- Reshaped right rough/left edge of fairway bunker
- Added bulkhead on water edge along approach
- Expanded green front to the right
- Expanded green back left
- Added closely mown area back right of green

## HOLE 5

- **Views:**
- Find great views of this tough par 4 from the elevated left side of the fairway, where you can also catch a glimpse of players practicing on the back tee of the upgraded driving range.
- Elevated mounding behind the green provides superior viewing angles.
- **Food & Beverage:**
- Wine & Dine on 9
  - Restaurant Medure
- The Wine Lounge Presented by William Hill Estate
  - High-end varietals from William Hill Estate Winery
- Permanent restroom located on 9 fairway
- **Renovation:**
- Modified approach bunker on right side of fairway

## HOLE 6

- **Views:**
- This green isn't very crowded and offers a great place to catch the action up close.
- It's the perfect spot to be near players as they walk from the green to the No. 7 tee.
- **Food & Beverage:**
- Refreshment stand at 6 green and 7 tee
- Permanent restroom located on 9 fairway
- **Renovation:**
- Added spectator mound behind back tee
- Removed mound and created lake left of hole
- Removed turf strip in left fairway bunker
- Reduced width of right rough
- Recaptured original green size in the front
- Added spectator mound left of the green

## HOLE 7

- **Views:**
- The elevated mounding behind the green allows you to see all the way back to the tee box.
- **Food & Beverage:**
- Wine & Dine on 9 located on 9 fairway
  - Restaurant Medure
- The Wine Lounge Presented by William Hill Estate
  - High-end varietals from William Hill Estate Winery
- Michelob ULTRA Mobile Build-a-Bar located at 9 Fairway
- Refreshment stand at 1 tee and 2 green

- Refreshment stand left of 8 green and 9 tee
- Permanent restroom located on 9 fairway
- **Renovation:**
- Added spectator mound left of tee
- Repositioned tee box slightly right and shifted cart path to front of the back tee
- Removed mound and created lake left of hole
- Expanded right approach bunker towards landing area
- Eliminated turf strip between right greenside bunker and right approach bunker
- Reduced size of left fairway bunker past landing area

## HOLE 8

- **Views:**
- Always a fan favorite, you can get close to the action when players hit their tee shots thanks to elevated mounding behind the green (and in the shade of nearby trees).
- This area also allows fans to see shots land and players putt on this undulating green.
- The fan bleacher on 8 green, featuring the Wine Lounge presented by William Hill Estate, offers fantastic views of the 8th hole.
- **Food & Beverage:**
- Refreshment stand near 8 green and 9 tee
- Wine & Dine on 9 located on 9 fairway
  - Restaurant Medure
- Michelob ULTRA Mobile Build-a-Bar located at 9 Fairway
- The Oasis (21+)
- The Blue Room VIP Lounge presented by Michelob ULTRA (upgraded ticket available at [theplayersblueroom.com](http://theplayersblueroom.com)) located behind 17 tee
  - Ovinté
  - Bistro Aix
  - IL DESCO
- The Wine Lounge Presented by William Hill Estate
  - High-end varietals from William Hill Estate Winery
- Permanent restroom located on 9 fairway
- **Renovation:**
- Reduced size of fairway bunker
- Combined two left greenside bunkers into one bunker
- Lowered left side of green

## HOLE 9

- **Views:**
- A great par 5 to watch players hit their tee shots and decide whether or not to go for the green in two.
- Significant amounts of foliage to the left of the green have been removed, and bleachers were added.
- New mounding on 9 green was added so you now have a better view of players' approach shots and putts.
- **Food & Beverage:**
- Refreshment stand near 8 green and 9 tee
- Wine & Dine on 9 located on 9 fairway
  - Restaurant Medure
- Michelob ULTRA Mobile Build-a-Bar located at 9 Fairway
- The Oasis (21+)
- The Wine Lounge Presented by William Hill Estate
  - High-end varietals from William Hill Estate Winery
- Concession Stand located at 18 tee
- Concession Stand located at Four Points



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- Permanent restroom located on 9 fairway
- **Renovation:**
- Expanded approach short left of green
- Expanded green front right and back right
- Converted bunker behind the green into closely mown area

## HOLE 10

- **Views:**
- The elevated mounding behind the tee provides great views of players' tee shots, and you're just steps away from a permanent restroom.
- Enjoy views of 10 tee and 16 tee from the new MD Anderson covered bleacher and deck.
- **Food & Beverage:**
- Stadium Village
- The Patio
- Fan Bleacher presented by MD Anderson Cancer Center
- Trucks on 10
  - Cely's Filipino Food
  - Chick-Fil-A
  - BUBBA Burger
  - Mama's Food
  - Pele's Wood Fire
  - Up In Smoke BBQ
- Michelob ULTRA Mobile Build-a-Bar located at Trucks on 10
- Permanent restroom located at The Patio

- **Renovation:**
- Eliminated turf strip between right greenside bunker and approach bunker

## HOLE 11

- **Views:**
- A fan favorite par 5 where players often go for the green in two, the green is surrounded by sand and water, which provides non-stop drama and excitement.
- The newly enhanced bowl-shaped mounding around the green provides fantastic views of 11 and 12 with great shade.
- Additional mounding for improved viewing on 11 green.
- **Food & Beverage:**
- Tacos on 12
  - TacoLu - Jacksonville's most popular Baja Mexicana, will be serving food and beverages.
- Taste of JAX
  - Mojo Kitchen
  - Hawkers Asian Street Fare
- Trucks on 10
  - Cely's Filipino Food
  - Chick-Fil-A
  - BUBBA Burger
  - Mama's Food
  - Pele's Wood Fire
  - Up In Smoke BBQ
- Michelob ULTRA Mobile Build-a-Bar located at Trucks on 10
- Permanent restroom located at Taste of JAX

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- **Renovation:**
- Reduced size of bunker at beginning of fairway to create spectator cross-over
- Reduced width of right rough at 1st landing area
- Expanded green in front and back left
- Reshaped left side of green to expand fairway
- Created spectator mound back left of green

## HOLE 12



- **Views/Renovation:**
- Added new tee to be set-up as a reachable par 4
- Eliminated mound left of fairway and converted it to a fairway bunker
- Eliminated fairway bunker right side and converted it into rough
- Reshaped green complex
- Added pond left of the green
- Added spectator mounding left of pond, behind green, and right of green
- **Food & Beverage:**
- Tacos on 12
  - TacoLu - Jacksonville's most popular Baja Mexicana, will be serving food and beverages.
- Taste of JAX
  - Mojo Kitchen
  - Hawkers Asian Street Fare
- Permanent restroom located at Taste of JAX

CONTINUED ON PAGE 36 ■

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## HOLE 13



- **Views:**
  - Fans directly behind the green may even see a ball or two roll through the green and end up in collection area just on the other side of the ropes from where they're sitting.
  - The top of the mounding behind the green also provides a nice view of players teeing off on No. 14.
- **Food & Beverage:**
  - Tacos on 12
    - TacoLu - Jacksonville's most popular Baja Mexicana, will be serving food and beverages.
- **Renovation:**
  - Expanded green back and back left
  - Improved spectator mounding behind green

## HOLE 14



- **Views:**
  - A tough par 4 with great, elevated views behind the tee and the right side of the fairway. Errant tee shots to the right often end up right near fans.
- **Food & Beverage:**
  - Taste of JAX
    - Mojo Kitchen
    - Hawkers Asian Street Fare
- **Renovation:**
  - Shifted cart path further from tees to widen player walk path
  - Lowered contours front right of green

## HOLE 15



- **Views:**
  - This par 4 has elevated mounding on the left side of the green, providing good views of approach shots and putting.
  - Additional mounding for improved viewing on 15 green.
- **Food & Beverage:**
  - Taste of JAX
    - Mojo Kitchen
    - Hawkers Asian Street Fare
  - Trucks on 10
    - Cely's Filipino Food
    - Chick-Fil-A
    - BUBBA Burger
    - Mama's Food
    - Pele's Wood Fire
    - Up In Smoke BBQ
  - Michelob ULTRA Mobile Build-a-Bar located at Trucks on 10
  - GREY GOOSE® Bloody Mary Bar at Couples Gate Entrance
  - Permanent restroom located at Taste of JAX
- **Renovation:**
  - Shifted tee back +/- 20 yds
  - Reduced width of left rough
  - Eliminated turf strip between left greenside bunker and approach bunker

## HOLE 16



- **Views:**
  - The Fan Bleacher presented by MD Anderson Cancer Center – a public access shade zone – located behind the tee, provides a great view as players launch their tee shots.

- The elevated mounding on the left side of the green also provides an ideal vantage point for approach shots and putts, as well as a view of the 17th hole.
- This is one of the most iconic par 5s in all of golf, offering opportunities for eagles and birdies with accurate approach shots, but also bogeys and double bogeys with water looming down the right-hand side.
- **Food & Beverage:**
  - The Blue Room VIP Lounge presented by Michelob ULTRA (upgraded ticket available at [theplayersblueroom.com](http://theplayersblueroom.com)) located behind 17 tee
    - Ovinté
    - Bistro Aix
    - IL DESCO
  - Stadium Village
    - The Patio
    - Patriot's Outpost (open to all active duty, Reserve, military retirees, veterans and their dependents)
    - The Patio
  - Fan Bleacher presented by MD Anderson Cancer Center
  - Concession stand located in the Grove behind 16 green and 17 tee
  - The Food Court
    - Brucci's Pizza
    - Bono's Pit Bar-B-Q
    - Firehouse Subs
    - MShack
    - Tropical Smoothie Café
  - Trucks on 10
    - Cely's Filipino Food
    - Chick-Fil-A
    - BUBBA Burger
    - Mama's Food
    - Pele's Wood Fire
    - Up In Smoke BBQ
  - Michelob ULTRA Mobile Build-a-Bar located at Trucks on 10
  - Michelob ULTRA Mobile Build-a-Bar located behind 16 green
  - GREY GOOSE® Bloody Mary Bar at Couples Gate Entrance
  - GREY GOOSE® Bloody Mary Bar at Nicklaus Gate Entrance
  - Permanent restroom located at The Patio
  - Permanent restroom located behind 16 green
- **Renovation:**
  - Added spectator mound in right rough at 1st landing area
  - Reduced width of left rough at 1st landing area
  - Expanded approach width to the left
  - Modified contours slightly back right of green

## HOLE 17



- **Views:**
  - There is not a bad view of this legendary, island green par 3.
  - Cool off in the shade at the Fan Bleacher presented by MD Anderson Cancer Center – a public access shade zone – located behind the green.
  - This is a perfect spot to watch golf and then see players walk off the green and through the tunnel as they head to the 18th tee.
- **Food & Beverage:**
  - Concession stand located in the Grove behind 16 green and 17 tee

## HOLE 18

- **Views:**
  - This finishing hole is one of the most difficult on the PGA TOUR, with water down the left side and an extremely narrow fairway.
  - You'll find great views behind the tee and down the right side of the hole.
  - The elevated area around the green is known as The Bluff, where courtesy folding chairs are provided at no charge, and if you're in your chair when the last putt drops at the end of the day, you can take it home for free!
- **Food & Beverage:**
  - The Oasis (21+)
  - Concession Stand located at 18 tee
  - Permanent restroom located at The Patio
- **Renovation:**
  - Removed several palms back left of tee to improve spectator visibility

- The Blue Room VIP Lounge presented by Michelob ULTRA (upgraded ticket available at theplayersblueroom.com) located behind 17 tee
  - Ovinté
  - Bistro Aix
  - IL DESCO
- The Food Court
  - Brucci's Pizza
  - Bono's Pit Bar-B-Q
  - Firehouse Subs
  - MShack
  - Tropical Smoothie Café
- The Oasis (21+)
- Concession Stand located at 18 tee
- Michelob ULTRA Mobile Build-a-Bar located behind 16 green
- GREY GOOSE® Bloody Mary Bar at Nicklaus Gate Entrance
- Permanent restroom located behind 16 green
- **Renovation:**
  - Removed hedge from behind tee and expanded spectator mound



# Gorgeous Coastal Homes



## 3419 Mourning Dove

Coastal Design home located in the gated community of the Sanctuary. Four bedrooms & 3 1/2 bath built in 2015. This home has the best of everything; 4" wide white oak wood plank floors. Kitchen has 42" upper cabinets with Crown moulding, marble countertops, stainless steel appliances, extra refrigerated drawers in the island. All bedrooms upstairs. Gas fireplace, well for irrigation, 10 ft ceilings downstairs. Recently reduced to **\$599,000**

## 1264 & 1268 Ponte Vedra Blvd.

These lots are across the street from the ocean and back up to the Guana Lake Preserve. Each lot has 100 ft of frontage on Ponte Vedra Blvd. Each lot is over an acre in size. Bring your own builder and build the home of your dreams. About a mile south of Mickler's Beach with parking access. 1268 is listed for \$600,000 and 1264 is listed for **\$575,000**.



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# ‘Winning is never enough’ Jason Day earns the title of 2016 PLAYERS champion

■ BY KATHY BISSELL

Jason Day came to THE PLAYERS 2016 on a roll. He was No. 1 in the world rankings, a title he achieved in 2015 after winning the BMW Championship. He'd already had two victories in the 2016 season. But to say that he was the overwhelming favorite to win THE PLAYERS before the tournament started is an exaggeration.

Even Golf Channel mentioned that his record at TPC Sawgrass was not good.

There are reasons for that, naturally, and one is the difficulty of the golf course. Day also pointed to his 3-wood, which he said wasn't his favorite club. In addition, THE PLAYERS is no cupcake field. It's the strongest all year on a course that doesn't favor anybody.

Even Tiger Woods, for instance, who came to THE PLAYERS numerous times as world No. 1, was only able to win the tournament twice. In fact, world number ones have historically had a tough time winning the event. Before 2016, only two golfers had won THE PLAYERS while being No. 1 in the world and that was Woods and Greg Norman. In fact, Tiger Woods was so remarkable, he was No. 1 both times he won it.

CONTINUED ON PAGE 43 ■



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But while Jason Day was high up on everyone's list because he had already won the Arnold Palmer Invitational and the Dell Match Play, he was not a mortal lock, as former Ponte Vedra resident Dan Jenkins would say.

"I haven't had the greatest finishes here at THE PLAYERS Championship," Day admitted before the tournament started. "But with that said, I feel a lot more prepared this year than I ever have in my career coming into this event."

He was hoping for a better result and vowed to use his 2-iron more than his 3-wood.

"It's a difficult golf course in regards that, for me, not so much trying to hit the driver off the tee, but there's a few 3-woods out there for me that I have to hit, and if there's one club in the bag that's uncomfortable for me at times, it's the 3-wood, just to try and get it in play, so that I can hit the fairways and try and get it on the green and give myself an opportunity at birdie," he said.

Typically, he used 3-wood from the tee at the 1st, 2nd, 4th, 5th, and 10th, he added.

"Then from there on in it's pretty much driver until 18, where I could possibly hit driver or I could hit 2-iron - 3-wood is just an awkward shot there, because you're still bringing in the trouble on 18 up the right side, whereas if you hit 2-iron you can lay it back," he explained.

He noted, however, there's often a 30-yard gap between his 3-wood and his 2-iron, and that can be a problem on holes where he needs to get extra distance. The choice is between hitting the ball farther and risking the rough, and having a shorter next shot or staying in the fairway and having the next

shot longer. The longer the club, the harder it is to control, and players like to hit the shortest club they can into the green.

"I have to weigh out between hitting an iron or 3-wood just because if I miss it in the rough, you're going to get fliers out of here, and if you get fliers out of the rough it's very difficult to hold the greens," he added. "And then if you miss the greens then it's very difficult to try and get up-and-down because of the uncertainty of the lies that you can get around these greens in Bermudagrass."

In other words, the course is hard and not just because of the design.

Regardless, he wanted to win the tournament.

"It's a golf tournament that you really do want to win and have it on your resume at the end of your career because it's such a huge event," he explained. "This is one of those tournaments where, if you're on the border of getting into the Hall of Fame, this could kick it over and get you into the Hall of Fame."

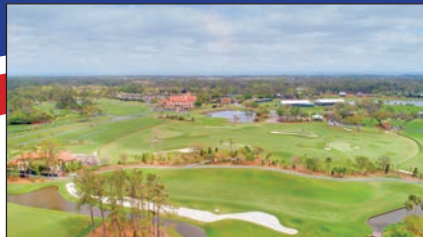
Day mentioned the field, which he agreed was the toughest all year, and the challenge of the course with its reputation for a high degree of orneriness.

"This golf course tests every aspect of your game," Day said. "And it's a good test to see - if you win this, you're amongst some of the - well, a lot of the greats in the game."

Despite his past experiences at TPC Sawgrass, Day started strong - in fact, course-record strong. He posted a 63 in the first round, tying the mark of fellow Australian Greg Norman, who also notched a 63 in the first round in 1994, when he set the tournament record of 24-under that still stands.

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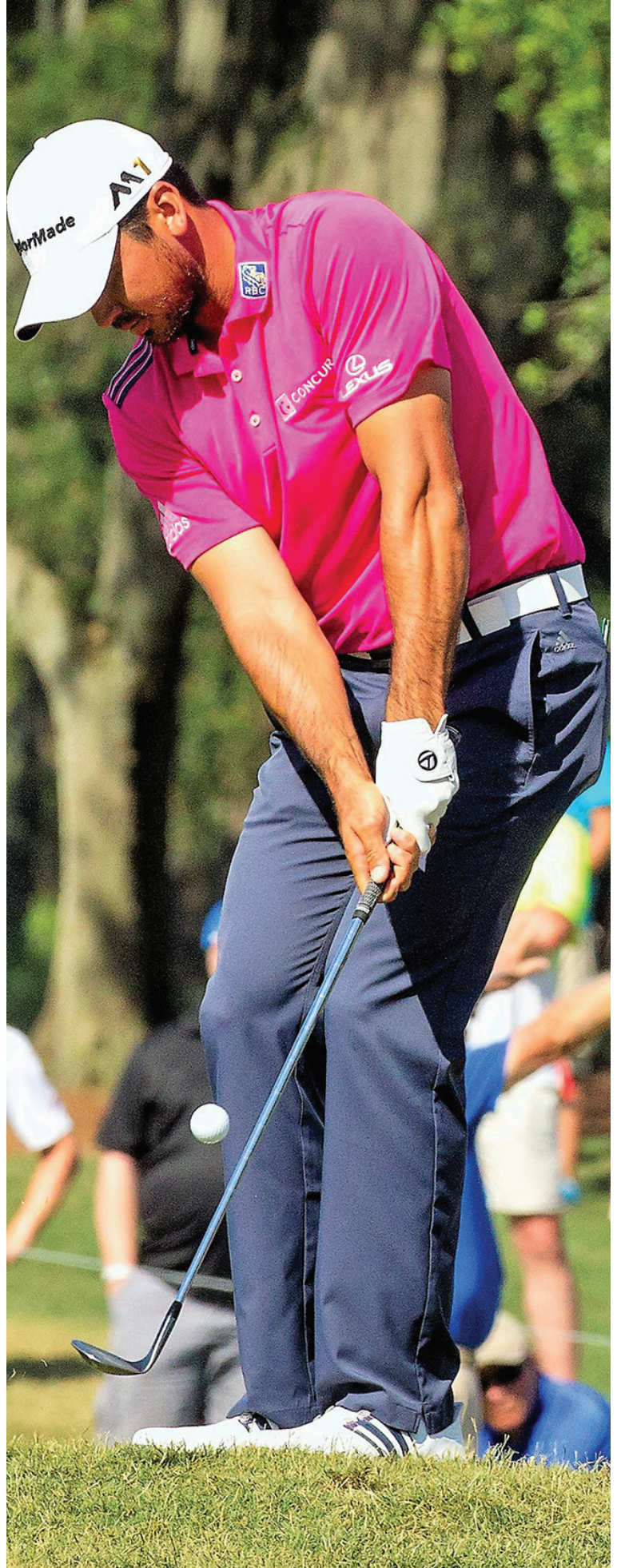


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“I wasn’t really expecting to come out and hole the first one on 10,” Day said about his low score. “I’m not expecting to hole a 25-footer out of the blocks. I would have loved to shoot 10-under and be the only guy to hold that record, but I’m in pretty good company with the guys that have shot that, especially with Greg Norman and the way he played shooting 63 and three straight 67s.”

Tiger Woods sent him a congratulatory text and reminded him it was a marathon.

Others who have shot 63 at TPC Sawgrass include Fred Couples, Roberto Castro and Martin Kaymer. Two of the group, Norman and Kaymer, had gone on to eventual victory. Kaymer, like Day, started with the low number. Norman’s was in round two.

As good as that score was, there were five players who shot 65s, just two shots back: Cameron Tringale, Shane Lowry, Justin Rose, Bill Haas and Brendan Steele. The day seemed ripe for scoring and the course gave up a lot; so much so, that it was the third-easiest first round ever recorded in PLAYERS history, with a scoring average of 71.014.

Dustin Johnson and Phil Mickelson shot 70; Adam Scott, 73. Rickie Fowler, the defending champ, posted even par, as did Jordan Spieth and Rory McIlroy. Think about it. Day had Spieth and McIlroy by nine shots after one round.

Naturally, we can’t get through THE PLAYERS without hearing from Mother Nature. In round two, play was suspended for about two hours, late in the afternoon, due to lightning. But that didn’t stop Jason Day for long. He came back the next morning and finished his second round with a 66, increasing his lead on

the field to four shots

“It was great to come out this morning and hole the one on 15,” he said about the birdie putt. “I’m actually glad that I stopped halfway down the fairway on 15 to come back and hit my wedge shot. Because I don’t think yesterday, if I would have hit that shot, it would have stopped where it was. And I probably would have had a 30-foot putt coming back down the hill.”

At the end of round two, Day’s 66 set a new first 36-hole record for the tournament at 15-under par, one stroke better than Norman in 1994 and Lanny Wadkins in 1979. The Wadkins score was at Sawgrass Country Club, not TPC Sawgrass.

“So, 36-hole scoring record is great and all, but I’m looking at the big picture,” Day said. “I need to knuckle down here and try and keep pushing forward. And we got two more rounds left so there is still a long way to go. It’s a tough golf course. I mean, it feels like a major. There’s a lot of people here already. Those people are going to be amped up this afternoon.”

Other players also posted low numbers. Lowry continued his good play with a 29 on the back side, becoming the first player ever to shoot that low on the final nine, and McIlroy shot 29 on the front.

Not to be outdone, Colt Knost decided to shoot his own 63. He was actually 10 under through 17 holes.

“This golf course is perfect for me,” he said. “You have to hit fairways, you have to hit greens, and I hit so many good iron shots today. I made a lot of 10-footers.”

It would have seemed that Day’s lead should have increased, but he was still four strokes ahead of Lowry, who was followed by Jonas Blixt, Alex Cejka and Cameron Tringale.

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Day became the fifth wire-to-wire winner in THE PLAYERS Championship history, the first since Hal Sutton in 2000.

Records set/tied by Jason Day at THE PLAYERS:

- Tied course record 18-hole score, 9-under, 63, with five players
- Tied low start by a winner, 9-under 63, with two players Greg Norman, 1994, and Martin Kaymer, 2014
- Set, low first 36 holes, 15-under, 129; previously 14-under 130 by Greg Norman in 1994
- Set, largest 36-hole lead, four shots; previously three, by Lanny Wadkins, 1979, and Greg Norman, 1994

source: PGA Tour



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Saturday, things got interesting. Mother Nature had a bad hair day and took it out on the golfers, with winds of 8 to 15 mph and gusts up to 20. The result was the second-highest third-round scoring average in tournament history: 75.592. Only 1999, the year David Duval won, had a higher scoring average for the day, at 76.241.

Many thought the course got away from the PGA Tour staff. The green speeds were like qualifying laps at the Indy 500.

“The front nine was a bit borderline in my honest opinion, but I think a lot of the players probably think that, as well,” Day commented. “I think they said it was 71, the scoring average yesterday, and 76 today or something like that, which is just unbelievable.”

Day managed to hold the damage to a 73, and he did not have the lowest score for the third round. Veteran Ken Duke somehow posted a 65, Hideki Matsuyama a 67.

Ken Duke was impressed with the conditions.

“The first two days, I don’t know where that came from, the soft conditions, and, obviously, the scores really showed it,” he said about the severe conditions. This is THE PLAYERS with the wind and the firmness. It was tough out there. You had to respect the whole golf course.”

He added that the course should be set up as difficult as possible because it was the championship of the PGA Tour.

Day four-putted at six. He said it caught him off guard.

“I hit it to 20 feet and ended up four-putting,” he said. “I heard the crowd, they said, ‘yeah, it’s fast.’ I was walking over and they said, ‘it’s fast, it’s fast, it’s fast,’ they’re yelling at me. Usually when you hear it, you don’t listen to them.”

There was speculation that since the greens were getting

replaced anyway, maybe the staff figured it wouldn’t matter if they lost them or let them at least approach the near dead.

“Golly, I hope not... because that would just ruin everything,” Day said of that theory. “We were out there for nearly six hours today trying to play 18 holes. That was just, it was – talk about slow play; they made the course pretty much nearly unplayable. If they do make it like that, then I’m just going to have to grind my hardest to win the tournament.”

According to the PGA Tour stats guys, the field was a combined 272-under-par for the first two rounds and 273-over par in the third round. Not unsurprisingly, there were no bogey-free rounds.

Four of the 17 balls in the water belonged to Russell Knox, who made a nine on the hole, matching the fourth-worst score on the 17th hole in tournament history. Interestingly, one of the golfers Knox tied was NBC announcer Roger Maltbie, who had a nine there in 1990. A good reason to begin announcing? Bob Tway holds the crown at 17, with a 12 in 2005.

On Sunday, experienced golf people would have looked at the leaderboard and picked Day to go on to victory based on his resume compared with those closest to him. But in golf, especially at the TPC Sawgrass Stadium Course, anything can happen. It must be earned. Nobody gets a gimme for a round, not even Jack Nicklaus and Tiger Woods. Well, maybe Woods in his prime, except that no one in golf history has been generous enough to give a round. A putt maybe, in match play, but not a round.

At the outset, Day led Hideki Matsuyama, Alex Cejka and Duke by four, Francesco Molinari by five and Kevin Chappell

CONTINUED ON PAGE 50

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■ CONTINUED FROM PAGE 48

and Retief Goosen by six shots.

The winds were brisk again on Sunday, 15 to 18 mph and this time from the northeast. It was still in the low 80s, though, so if you weren't playing golf, it was a great day to be outside. The greens were less severe than in the third round, thankfully, or some people would still be out there trying to finish.

Day said he had watched Golf Channel earlier in the week, and the announcers kept commenting that he had not played well at TPC Sawgrass before.

"I think, not only that gave me a bit of extra motivation, seeing that on TV, being the No. 1 player in the world and kind of not being one of the guys to look at to win the tournament, but I think it's more for myself and the hard work that I put into my game coming into this week," Day said after the victory.

In the end, it was Day's seventh victory in previous 17 starts, which is a remarkable percentage for any golfer, particularly any golfer not named Tiger Woods.

It was not an easy round for him. The end of the first nine holes was a near catastrophe, where he took four shots to get into the hole from less than 45 feet. We have all felt his pain.

"If I walk away with a double bogey there, I let everyone in the field back into the tournament), and that gives them a boost of energy, boost of momentum their way," he explained. "I was right there next to the green in two and felt like an amateur, chopping my way to the pin from only 10 yards off the green."

On the 10th, he focused on trying to hit the tee shot into the fairway and the second shot onto the green.

"Once I holed the birdie putt (on 10), that kind of settled everything down, and then I could kind of relax and go about my way," he added.

The nerves were jangly as he came to the finish, because, as everyone knows, the last three holes at TPC Sawgrass can make your life or wreck it, golf-wise.

"You know, 16, 17 and 18, once I got there, I was pretty nervous," he admitted. "It was a great birdie on 16, but 17 and 18 - 17, it's only a 52-degree wedge, but I was close to hitting it in the bloody water there."

The trusty 2-iron was his club off the 18th tee. He hit it 308 yards to the right center of the fairway. Finally, he overcame TPC Sawgrass and earned the title PLAYERS champion.

"It's been a great 10 months that I've had, but the years prior to this 10 months were the foundation were to set me up to this point," Day said. "I had to fail a lot to learn a lot about myself and learn a lot about my game to really kind of propel me forward to be in a position like this, and everything that I do today is going to have an effect on what I do in the future, as well."

Now that it was over, Day said, he would go back at it, working to stay No. 1.

"It's another week that I have to get ready and prepare for the next tournament that's coming up, because it's never enough," he noted. "Winning is never enough, and I've got to try and do it as much as I can before my time is over."

Six months after his victory at THE PLAYERS, Day had problems with his back that caused him to withdraw from the last two tournaments on the 2016 schedule. He rested and rehabbed in the off season, and in January said he was in good shape. It is a problem he has experienced off and on during his career.

"I've been doing everything I can, and I feel pretty good," Day said. "I feel fit and I'm looking forward to a good, solid year."



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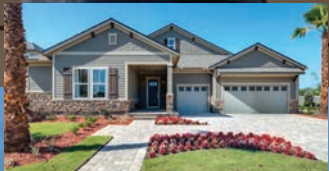
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■ BY KATHY BISELL

You think TPC Sawgrass Stadium is hard, even if you haven't played it. And if you have played it, you already believe that the devil lives in the woods surrounding it. It's one of the toughest golf courses. In fact, it's so hard, it may actually be a golf course instead of a golf course on account of the expletives it causes people to use while playing it.

You've seen the club that goes airborne and lands in the lake. The driver that gets bashed into a tee marker. The iron that gets bent around a tree trunk, not that any of us would ever damage a club in anger. Oh, no. We're too restrained and polite for that, at least until we come up against a course like this.

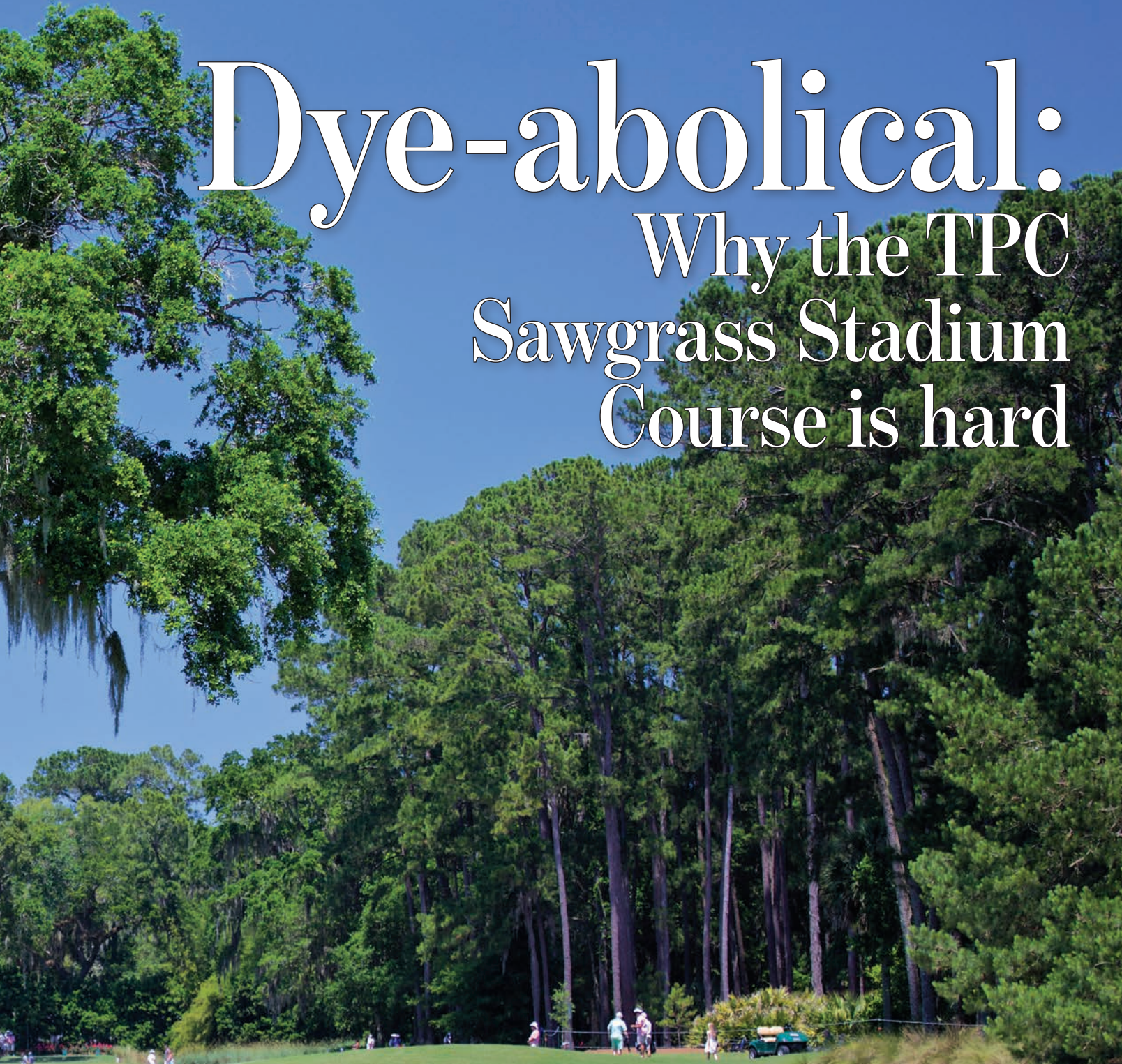
TPC Sawgrass is a golf course that is so hard for most of us, it just plain makes you wonder why the heck you love golf. And

it makes you wonder that for four to five hours every time you play it. It makes you swear that you are giving up the game, an oath that lasts at least as far as the end of the parking lot on the way out. Then you can't wait to get back to take another shot at that ridiculous island green.

All of that anger and frustration is basically a result of what the golf course raters – yes, there's a group of them – call "resistance to scoring." It's also one of the seven characteristics of a great golf course. A great golf course is one that doesn't lie down. It smacks even the best players around a little bit. A bruise here, a cut there, as if they were in a cage match with it.

To shoot a low score on a course like this requires more than a measure of accuracy in shot-making, more than a mountain of thoughtfulness in shot selection. And even with that, it can





# Dye-abolical: Why the TPC Sawgrass Stadium Course is hard

still whip a great golfer until his or her scorecard is black and blue. When you finish it, you know you've played full-contact golf.

Now, most golf courses in the country are not made to be a severe test of golf. Golf, is hard enough by itself without having to fly a shot across the Grand Canyon or the Mississippi River to get to the fairway or the green. But at elite level, the way to separate who is the very best golfer at a point in time is to make them all play a difficult golf course, one that resists scoring. The fun part about golf is that you can test it out for yourself by playing TPC Sawgrass and see just how hard it is and what professionals face when they play.

Some courses can be made difficult by growing up the rough

and shrinking the width of fairways. Historically, that's what has made many U.S. Opens difficult, because even though the courses they select are good, the USGA has to trick them up these days because golf equipment has obsoleted the even the best tracks. The USGA has to artificially add trouble.

Courses can also be made harder by adding length, which Pete Dye calls the easiest way to make a course hard, especially for the average player. Would you want to play a 600-yard par 5? A 500-yard par 4? A 300-yard par 3? Well, that's what it's come to these days, when courses are hosting a U.S. Open or a PGA Championship, all because the USGA didn't control technology in equipment and the distance the ball flies.

CONTINUED ON PAGE 58 ■

Yet TPC Sawgrass still manages to stay formidably exasperating and annoyingly problematic, maintaining an ability to frustrate the bejeezus out of golfers of all skill levels based primarily on one man's brain power: Pete Dye.

Forget Einstein. He's got nothing on Dye.

Dye's brain should be studied by scientists. He is the master of illusion. Creator of confusion. High wizard of trickery. Originator of the artful awful that oughtta be outlawed.

He specializes in creating trompe d'oeil illusions. In customizing angles of play that keep you guessing, that make you wonder if you pulled the right club, that make greens look like small slivers, when, in fact, they are plenty big enough to hit. In showing fairways that look narrow, but in fact are wide. Hiding bunkers behind a mound. The trouble is out there, lurking, ready to pounce and make your score miserable. And then, like the 17th hole, he puts the trouble in your face. Hit this, pardner. Just see if you can do it. I dare you. Then imagine the wicked laugh of Vincent Price from old, old, black and white movies like "The House on Haunted Hill." "Ah, ha ha ha ha! Welcome to TPC Sawgrass."

When you play it, you start to question yourself. Is that fairway out there? Do I have to stay left to keep out of that bunker? I know what the carry is, but it looks like I'm going to hit into the water if I aim that direction. Should I go right of the hazard or left of it? Should I lay up or take a chance that I can cross the hazard and be on the green?

Every shot is a multitude of questions, and that is the essence of Pete Dye golf. Whatever you are looking at isn't what you think it is, like falling down the rabbit hole. It's bigger or smaller

or worse or better than what you see. And where is a mushroom or cookie that makes it right? Not available. It's all a visual trick to mess with your mind, and remember, Pete Dye's next scoring trap is out there just waiting for you to make a mistake.

That's why Dye has been named the Marquis de Sod, why his designs have been called Dye-abolical. Golfers love him and hate him, sometimes simultaneously. And yet he always had one goal in mind when it comes to crafting a course for the elite player.

Dye told me years ago that what he wanted to do was "give today's elite golfer the same challenge that Mr. Hogan faced when hitting that 1-iron at Merion."

The Hogan shot he referred to was played in the 1950 U.S. Open. It was the fourth round, second shot on the last hole at Merion, and Hogan needed par to tie the lead. He hit the 1-iron to the green, and two putted. Next day Hogan won the playoff for the title.

Well, nobody even carries a 1-iron anymore because they are too hard to hit, but you get the idea. Pete Dye wants to make a golfer hit a tough shot to win a tournament. He wants them to have that challenge and relish it.

But when building TPC Sawgrass, Dye had other parameters, as he and Deane Beman, the second commissioner of the PGA Tour, explained in a 2002 press conference to commemorate 20 years of TPC Sawgrass as the host for the biggest event on the PGA Tour.

"Deane was the one that really wanted this golf course and this was his thought about the tournament and the spectators," Dye said then about the flow of the course. "I remember Deane saying, 'Try to have No. 1 be like 10, because you'll have players

CONTINUED ON PAGE 60

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on both sides.' So, he gave it a tremendous amount of thought."

The PGA Tour always plays the first two days with half the field teeing off on the 1st hole and half the field teeing off on the 10th hole.

"I didn't want somebody who drew a 10th tee time, off at 7:30 in the morning or 7 in the morning to have to play a 470-yard hole and the guy going off the 1st to play a 395-yard hole," Beman said. "I wanted it to be similar. So, the 10th hole goes left-to-right and then the 1st hole goes right-to-left; they are very similar holes to start off the day. And Pete and I carried that over the whole golf course. This is a balanced golf course. There is not any more left in this golf course than there is right."

That said, nobody will tell you that the last three holes on the front side of TPC Sawgrass are the same as the back, except that they are a par five, a par four and a par three, in some order.

As far as the idea of Stadium Golf is concerned, Beman saw a need for fan friendliness after going to his first tournament as commissioner, which would have been in 1974.

"I had never been outside the ropes at a golf tournament, ever," he recalled. "And I walk a round of the Phoenix Open. I didn't want to bother anybody, but I'm not very tall. I'm looking through the back of everybody's head trying to figure out who is playing here."

He said the biggest seller at the concession stands was the periscope to see over the heads of the people in front of you. It was obvious to him that there needed to be a better way for fans to see golf, but it would take a few years for him to be able to create it.

Meanwhile, Jack Nicklaus got into the golf course business and designed Glen Abbey in Canada, a course that opened in

1976 and hosted 25 Canadian Opens. It was his first design without a collaborator. He had worked with Desmond Muirhead on Muirfield Village, which opened in 1974, and he consulted with Pete Dye on Harbour Town, which opened in 1969. At Glen Abbey, Nicklaus, on his own, created spectator locations.

According to Dye, Beman flew him up to see the fan-friendly sites at Glen Abbey, and that's where the concept for Stadium Golf began in earnest.

So, the TPC Sawgrass Stadium Course had to be fair to the players teeing off on each side, and it had to accommodate fans. But its main task was to test the skills of the best in the business and – here was the catch – without favoring one kind of player over another. After that, the rest more or less was left up to Pete Dye. The man's synapses obviously worked overtime.

Now, while most of us have not played golf in Scotland or Ireland, and we may not have played the top courses in the United States, Dye has played a lot of golf in many great golfy places. He has often said about his designs, 'oh, that was during my Ross phase,' when he was channeling Donald Ross, or 'that was in my MacKenzie phase,' when he was thinking like Alister MacKenzie.

But Dye's inspiration didn't just come from those two. His railroad ties were inspired by the Scottish courses that were located next to the railroad and often had railroad ties in them because the extra ties ended up there. His sharp-faced greens are substantially less severe than Hell Bunker at the Old Course at St. Andrews with its 15-foot lip. His mounds are no different than the slopes and dunes at Muirfield in Scotland. So, what Pete Dye has done is what the great masters in art do: He has studied the best, borrowed from them, added his own touches and modified for today.

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In other words, he went easy on us with TPC Sawgrass. It could have been harder.

“You know, 17 was sort of a peninsula kind of hole,” Beman explained about a specific part of the original design. “We didn’t have enough sand to put out on the golf course for building fairways and things like that, and that was the best source of sand. We kept digging it. Pretty soon, there wasn’t anything left but this little old place to put the pin. That’s about how it happened.”

Dye credits his wife, Alice, with suggesting the 17th hole’s signature feature.

“I think it was Alice who came out and said, ‘Why don’t you make it an island hole? There’s an island hole in Ponte Vedra on an old Donald Ross golf course (Ponte Vedra Inn),’” he said. “Only thing is, we didn’t make it as big of an island; it was a smaller island.”

If you think that green is hard to hit now, you should have been here when TPC Sawgrass first opened.

“I remember originally I had the back end of the green slightly going away from you, and Deane almost had seven heart attacks about that,” Dye recalled. “And finally, we rebuilt it about 11 times and finally got it back a little bit coming this way.”

Beman added, “I don’t think Pete was real happy with the changes that I made, but I felt it was on the other side of fair. Clearly, the back of the 17th hole went away.”

They did raise the back of the green up so that all the balls that hit didn’t roll off the back of the green into the water.

Another aspect that has added to the difficulty is the speed of the greens. Jerry Pate said his recollection of the green speed in 1982 was that they were running at about an 8 or 9 on the stimp-meter, which for that time was a fast green. Today’s greens run at 12 or 13-ish, a speed most golfers never experience.

(The stimp-meter was invented by Edward Stimpson, hence, stimp-meter, to measure how far a ball rolls on a green when rolled down a track of a specified length from a 20-degree angle.)

The TPC Sawgrass course, overall, is slightly longer than it was when opened, and probably the 18th hole should be lengthened by another 30 yards from the professional tees so that it’s not a hybrid and 6 iron to get to the green. Don’t shriek. That hole was supposed to be driver and mid-iron. It’s supposed to be two scary shots. This isn’t cupcake golf. This is golf for all the marbles.

While it’s not the longest course the PGA Tour plays all year, it is certainly one of the most demanding. Dye’s skill at creating a strategy for each hole, for designing a course almost by geometric angles, by changing what a golfer sees on each shot, that’s his genius. In addition, there are the hideous surprises hanging around waiting for you to hit into them. The pot bunkers, the greenside bunkers, the lakes next to the greenside bunkers. It is just a course replete with carnivorous creations, like a 7,200-yard long Venus flytrap waiting for you to step into it.

Any error is magnified because a shot off line is not just bogey. One error leads to another, compounding the problem. A bad shot can be a disaster you can’t recover from, no matter how good your short game is. A wild shot is going to carom off something and land in a place that has double bogey or worse written on it.

When it comes to playing TPC Sawgrass, you just can’t rest from the time you tee it up until you pick the ball up at the end of the round. You can’t take a mental break. There are no “easy holes.” It’s positively unrelenting. That’s what “resistance to scoring” is all about, and it’s what makes TPC Sawgrass so hard.



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# How to beat Pete

■ BY KATHY BISSELL

Now, I'm going to tell you a secret: Even an average golfer can learn how to play a Pete Dye golf course with aplomb. First, you have to learn to think like Pete Dye, not like a golfer who is looking for a break or the easy way out. If you want an easy way out, go to the parking lot.

Next, you need to know how far you hit each club. Take your ego out of it. Go to a range with real numbers and know for

sure, because you are going to battle with the great master. If you do not want to lose, you must have all your arrows right-sized.

From the tee, look out to what seems like it ought to be a fairway or the green, even if it's a little hard to see. Sometimes you can't see the fairway on a Pete Dye course. That's not true at TPC Sawgrass, however. Even if you aren't sure, the fairway is there. Part of it might be behind a swale or a mound.

Remember, Pete Dye is about visual confusion and strategy. If it's a dogleg right hole, like the 1st at TPC Sawgrass, there's going to be an ideal location somewhere center or left of center on the fairway that's perfect for your next shot. And there's going to be room out there to land it. No matter what visual you see from the tee, there's room.

From the fairway or rough or on par threes, take one or two more clubs than you think you need to get to the green. The distance is to target, not with roll. Old-style courses let you roll the ball up to the green. You might hit a 7 iron 100 to 160 yards at home with roll (including men and women here). At TPC Sawgrass, there might be anything, including a hole to China, between you and the green, and you might not be able to see that chasm from where you are. You might need to carry the full distance, so plan for it.

The good part of playing a Pete Dye golf course is that he always gives you a place to land the ball. It's always a bigger spot than you think. It's always there. He's a strategic designer, and if you can unlock his strategy for the hole, you can always beat him or at least break even. You might have to ignore water or sand or railroad ties or the fire breathing dragon in your visual field to get to that location, but the place is there.

Most of the trouble on most Pete Dye courses is going to be on the left, like on the 18th at TPC Sawgrass. Dye told me once he puts it there because the elite golfer makes the left error, while the average golfer can't seem to cure the slice. On some courses, like TPC Sawgrass, however, trouble can be anywhere. Right, left, ahead, below, above, anywhere and everywhere. However, even on the back nine at TPC Sawgrass, the main trouble is at left on the first six holes. The 10th hole has woods

left. At the 11th it's grunginess and then water. At the new 12th it's left, water. At the 13th, left, water. On 14, it's left, water, then left tree. The 15th doesn't have much trouble, although there's a dogleg right and trees left. The 16th and 17th, he throws everything at us. It's a wonder he doesn't have dive-bombing pelicans. Still, regardless of what we see and imagine, there's going to be a place that's safe, except for the 17th, where you just plain have to hit the green.

The 17th island green. I mean, how far is that shot? It's 137 yards from the back tees, 92 yards from the front for the ladies. If you're a guy, and if you have all your body parts, and you have had some instruction, you can probably hit a golf ball more than 137 yards in the air, and the men's tee is not the back tee. So, your tee is shorter than that. If you're a lady and you can't hit 92 yards, go up to the drop area and try from there. It's 75 yards.

Here's the secret for 17. Take at least one, if not two, extra clubs. Don't take a club that goes 137 (if you were playing from the back) or 92 yards. Take one that you are confident you can hit 147 for men or for women 102 yards – basically 10 yards more than the distance your tee is from the hole that day. The green is about 25 yards deep, so you have some fudge factor as far as going over. Really, how many times have you hit over a green? Just take an extra club or two, and give it a rip.

Pete Dye throws trouble into your visual field to make you look at the trouble and focus your mind on the problem, not the solution. Learn to focus on the solution. Look for the safe spaces that are always there and ignore the man behind the curtain spouting nonsense about how impossible your next shot is. That's how you beat Pete Dye. Don't ever tell him I told you.

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# Forget R2D2 You need Air2G2

■ BY KATHY BISSELL

Even if aeration is not on the top of your To Do list, you have to admit the name of the machine, Air2G2, is a grabber. After all the Star Wars movies, who wouldn't want to know about it? We did.

Thorough investigation revealed that the Air2G2 is actually a machine that aerates greens and fairways as well as football and baseball fields. The company making Air2G2 is AirInject, located in Jacksonville. The inventor, Glen Black, created it as a better way to get soil oxygenated and to lessen compaction.

According to GT AirInject, in the old days, greens and other parts of the golf course were aerated by guys walking in a row, like a line of a marching band, with pitchforks. They would stick them in the ground and then move the forks back and forth, take a step and do it again. The idea behind this time-honored tradition of loosening up the soil is to allow oxygen, water and nutrients better access to the roots and to reduce soil compaction.

Aeration happens on golf courses all over the country. You've seen the result. It's usually those ugly plugs of grass and sod all over your course and holes all over the greens, making it impossible to find a clear path from your golf ball to the hole.

CONTINUED ON PAGE 66 ■

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CONTINUED FROM PAGE 64

Enter Black, who invented a different, and some say better, way to get air into the soil. There was the first model, which still works. And then came Air2G2, the second-generation machine. It's sleek, colorful – the color you get depends on the country you are in – and armed with modern-day soil spikes that penetrate the earth about a foot and then blast air at six inches and 12 inches below the soil.

The blast is so hard that you can actually see the earth move under your feet, to borrow a line from Carole King. Well technically, you can kind of see the earth move, but if you put down a ping pong ball in the blast zone, the ball pops three inches off the ground when Air2G2 exerts full force. It's the latest thing in aerating golf courses, and sports fields. Strangely enough, Black almost sold off the latest version before it was fully formed.

But let's go back to the beginning, when Black cleaned out his house and decided he wanted to get rid of some things. A friend took the glass light-up globe and ginormous Webster's dictionary that explained how things were made. These items of memorabilia had originally come from the four-room schoolhouse Black attended as a child. Stuck between the pages of the dictionary was a drawing that the new book owner returned to Beck. It was from the 1970s. He had completely forgotten about it. It was his first aeration machine.

"From that I built the first machines," Beck explained. "They were what you call hydraulic machines."

The older versions are 100 percent functional, but the hydraulics are harder to maintain than non-hydraulic systems.

Then five or six years ago, Black was having lunch with a friend, and one thing led to another, and the friend offered to

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buy the existing service business for the AirInject hydraulic aerators for \$100,000 – so long as anything else Black did was in the deal, and Black would run whatever any new business was.

There are still people using the earlier versions of the Air-Inject aeration machine. They still work, but the hydraulics have to be maintained, and that's why the service business had value.

Something stopped him from taking the check at that moment.

"I said, 'You know, it's Friday – I'm going to think about this,'" Black recalled. So, he and his wife went to dinner at Outback, and during the meal he actually had an inspiration about the Air2G2, which he drew on a napkin. Nothing bad is invented on a napkin or placemat, in my experience. In fact, those seem to be the inventor's medium of choice.

Black called his friend on Monday, thanked him for the offer, but said he had decided not to sell anything at that time. Then he went to work on his new model, the Air2G2. It is non-hydraulic, and that makes it easier to maintain than the earlier version.

"You don't have to worry about hydraulic hoses breaking," he said. "We now have machines from here to Russia to around the world. We just shipped a container to Australia."

What the Air2G2 does do in addition to aerating is to save on water and chemicals, two big expenses in golf course operations.

"I wouldn't say whether this is going to replace that coring process," he added. "It's not that removal."

As big as the Air2G2 machine looks, it does not damage greens.

"The tires are for turf," Black noted. "You don't have to worry about the greens being scarred or marked."

In addition to the success of Air2G2, what's new this year is AirInject's most recent innovation, the Air2HP, which is an individual-size aerifier that looks like an industrial-strength pogo stick.

"The Air2HP makes the benefits of aerification more portable, accessible and affordable to landscaping companies," Black said.

While it looks like something you could use at home, it was actually designed because some spots are too small for the Air2G2. With its pogo stick-like design, Air2HP uses a single injector to shoot air beneath the surface. According to the company, it shakes up the soil beneath the surface in a 40-inch radius. It does require an external air compressor or it can be used in conjunction with the Air2G2's air compressor.

Who uses the Air2G2? You'll find them at Fenway Park, Lambeau Field, Wrigley Field at the World Series, in Everbank Field in Jacksonville and what looks like at least 200 other places, based on the list on their web site. My favorite is the Akron Rubber Ducks AA Baseball Team stadium, where Air2G2 will be used for before the team's season opener. How can you not like the Rubber Ducks?

The Air2G2 was used at the Manchester United's pitch when they played Chelsea on April 15. It will be used at The Memorial tournament at the end of May. And you'll find it at Wembley Stadium, where Adele is going to perform in June.

So, with the success of Air2G2, and the addition of the Air2HP, does Black envision something like a See3PO? I guess we'll have to wait to find out.

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Who's gonna  
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SERGIO GARCIA  
Photo by Tony Eubanks

■ BY KATHY BISSELL

Oh, my goodness, where has the year gone? We've rolled right through a U.S. Open, a British Open, a PGA, a Tour Championship, FedEx Cup, a Ryder Cup and another Masters. All thrilling for their own reasons. Now it's time for the best tournament all year on any tour to watch on site because you can actually see shots hit. **THE PLAYERS**. Plus, it has the best field. Don't listen to anyone who says otherwise. When you win here, you beat everybody.

When it's Sunday, when a golfer has a one-shot edge coming down the 16th, he's probably half-mortified. It's serious pressure to perform. That's exactly the way I feel because it's time for me to pick the winner. Kind of like needing a birdie at the 16th, 17th or 18th to get the victory. Only unlike Jason Day and Rickie Fowler, I'm usually on the losing end of this thing.

I can tell you I've been thinking about it for weeks. Dreading it. Doing anything else but this. I cleared my head with some gardening, put in pink geraniums and a few butterfly bushes. And, of course, I was in a Masters bubble, like everybody else for four days. Plus, why pick before The Masters when anything could happen there? It took a playoff to settle it.

Now, I cannot put it off any longer. I need a miracle. A sign. Any kind of divine inspiration.

I asked a friend who said, how about Sergio? "He won The Masters. He's won there," my friend added.

Well, for Sergio Garcia, who has waited for something close to 20 years to win his first major, I think it's going to take a while for him to exhale from that green jacket experience. I hope I'm wrong, because it would be great to see Sergio win here again. We know he's got the game. I just think he's going to take an extended mental vacation that doesn't include thinking

about winning a golf tournament. Anywhere. But as all of you know, I've been wrong about who will win. Repeatedly.

My friend also suggested Jason Day, who is defending. But really, Day has been so preoccupied with his mother's health lately, that he's only going to win one as big as this by accident for a little while. Sometimes that happens. Day didn't expect to open with a 63 last year, but once he did, he took advantage. Golfers sometimes come up against a week where they can't miss. They get every good bounce. Every club is right on the number. Every putt miraculously goes in the hole. Usually that's a clear sign from above that it's their week. That's why it's referred to as the golf gods smiling on you. Other guys have balls land in pot bunkers and seagulls pluck their golf balls from perfectly good spots on the 17th green. And a lot of bad experiences with water. Day had a few of those lucky breaks last year. Every golfer who wins anywhere gets a few lucky breaks that the rest of the field doesn't get.

Then my friend said, "What about Adam Scott?" It was a great suggestion. I thanked him for doing my work for me. I should have thought of that, because it was the closest I ever came to being right. I said it was time for an Aussie winner. Since there are always a gazillion Aussies playing the PGA Tour, my odds were better that way. I think there were 15 or 20 in the field that week.





Back to the choices. Rory McIlroy might be an excellent candidate. He's played enough now, after the rib injury that sidelined him earlier in the year, that we know he's at least 95 percent healthy. His mojo should be about ready to kick in. He won the Tour Championship and FedExCup last year, the other

CONTINUED ON PAGE 72 ■

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JUSTIN THOMAS  
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■ CONTINUED FROM PAGE 70

two big events on the PGA Tour, but he's never won **THE PLAYERS**. We know he has an amazing ability to put drives in the fairway, and believe me, if there were ever a course where that will benefit him, this is the one. He's creative if in trouble, and he's played so many links-y type courses growing up in Ireland that no matter what Pete Dye throws at him, he's seen worse. In fact, McIlroy could probably get into a staring contest with Dye and not blink first. The more I think about it, the more I like him this year.

If Justin Thomas gets back in his groove, watch out. He could shatter the course record. He's already posted a 59 this year and won three times this season. I don't think he's forgotten how to go low, but the pressure is off for him to win this year. That said, just because he hasn't won a fourth tournament this season doesn't mean he won't go all Tiger-esque on us and snag another two or three before the year ends. He's not lacking in confidence. He's extra long, especially for his frame, and his putts are as stealthy as a cat burglar. My only worry for him is his back. He hits the ball so hard that he literally lifts himself off the ground, like Laura Davies. I can't believe his body will

hold up to it. But he may be partially bionic. He's young and springy. He has some miles left.

It might be the most remarkable thing in the world of golf if Hideki Matsuyama won **THE PLAYERS**. All of Japan that isn't already golf crazy would immediately become over-the-top golf crazy, and poor Matsuyama would probably have to get security guards just to get back to his parent's house for a visit. He definitely has game. Anybody who wins at The Memorial, as he did three years ago, can win anywhere. He has five victories and two seconds since the Tour Championship. No slouch in the golfing your ball department. Hmmm. Hideki goes into the very possible winner's hopper.

There is another golfer who could really influence golf elsewhere with a victory as big as **THE PLAYERS**. That is Anirban Lahiri from India, who has played several seasons on the European Tour and recently joined the PGA Tour, where he is in about 60th place in FedEx points and money. That should get him in, but because he has not won on the PGA Tour in the last 12 months, and he's not in the top 50 in FedEx points, he's not a lock.

Henrik Stenson has been on a bad roll in April with missed

CONTINUED ON PAGE 77 ■





JUSTIN ROSE  
Photo by Tony Eubanks



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RICKIE FOWLER  
Photo by Tony Eubanks

■ CONTINUED FROM PAGE 72

cuts. He's probably suffering through the adjustment period of I-just-won-a-major-and-I-don't-know-myself-anymore. It is a big change in the life of any golfer. There are demands on his time that he hasn't had before. Often golfers feel picked to death by turkey buzzards after a major. Usually that causes the golf to suffer a little until a readjustment is made. Stenson has had some seconds since the British Open, but winning that, for a golfer born outside the United States, is like having all of your Christmases and birthdays at the same time. Of course, if you are like Jack Nicklaus and go through it 12 or 15 times, by the time you get to the 18th, you pretty much know what kind of hoopla to expect. Then Stenson won the Olympic silver medal. So, 2016 was very good. Still, he's got the perfect game for TPC Sawgrass. It's just hard to know where his head is right now. Hopefully, he's enjoying his success because he's a delightfully funny man with awesome determination. We love him in the media center.

When May 11 rolls around, we'll all find out how Justin Rose bounces back from his near victory at The Masters. Stuff like that takes a lot out of a guy. But Rose has seen challenges before, like when he turned pro as a 17-year-old after holing out to finish 4th at the 1998 British Open. He then missed the cut in 21 consecutive events, went to the next season's qualifying school and failed to make his card. He fought back and finally won his first European Tour victory in 2002, proving how

CONTINUED ON PAGE 80 ■

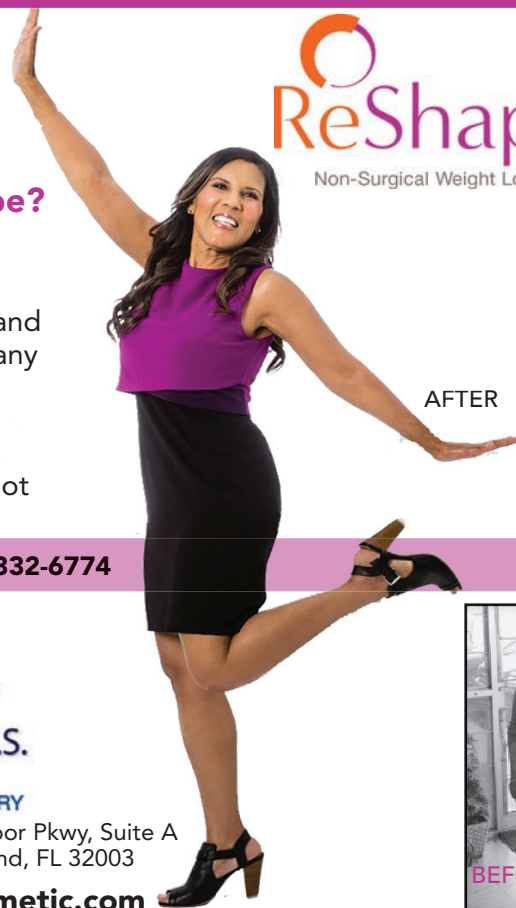
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tough he is. Is he tough enough for Pete Dye? Is he afraid of the demons lurking in the majestic oak hammocks or whistling through the pines like a hurricane wind? Like Stenson, Rose can keep the ball in the middle. His tee shot in the playoff at the Masters was an aberration. We know he's won a U.S Open at a place where Hogan won, and at the same time became the only Englishman since Tony Jacklin to win that event. It's hard to be tougher than that. He finished up 2016 with the first Olympic gold medal awarded in golf in more than 100 years, and the queen awarded him the MBE, Member of the Most Excellent Order of the British Empire given for meritorious service. He can dine out on that for a while if he doesn't win here, but for a guy who had a slow start early in his career, winning the biggest event on the PGA Tour would be rewarding.

It's time to think about a few Americans. Maybe some Americans you don't expect to win. How about Jimmy Walker? He won the PGA last summer, and for a major winner, he's been under the radar. He played on the Ryder Cup team last fall. There's no more tension-packed situation than that. Or as the 1960s pro Johnny Pott once told me, you have no idea what pressure is until you hear the national anthem being played and then the guy says, "Playing for the United States..." Walker has a good history with Pete Dye courses since he won at the TPC San Antonio. He's from Texas, so playing in the wind is second nature to him. Should we have any monster winds that week, he probably won't even notice. He grew up putting on Bermuda greens and his putting stroke is heavenly. He should be a lock. In fact, I'm not sure why he hasn't won this thing twice already.

How about Brooks Koepka? He falls into the category of big

hitters who need a big-time tournament to give them the confidence to carve out a distinguished career, like Fred Couples did when he won in 1984. Couples was most proud of who he had beat that week, including guys like Tom Watson, Seve Ballesteros and Lee Trevino. Never mind that he beat the course. Koepka, who is from Lake Worth, played in Europe before coming back to the United States, and while there, he was the Sir Henry Cotton Rookie of the Year. He was on the 2016 Ryder Cup team and is now 23rd in the World Golf Rankings. If you want a dark horse, he's your guy.

Two other dark horses who are young guys with strong games are Matthew Fitzpatrick and Thomas Pieters. It would change their lives to win THE PLAYERS.

Rickie Fowler? Too soon after the earlier PLAYERS victory. People don't win this event that close together. Only Jack Nicklaus has won it three times – never at TPC Sawgrass – and very few have won it twice. Only Steve Elkington, Hal Sutton, Fred Couples, Davis Love III and Tiger Woods have two victories here. Think about that. Taking down Pete Dye two times! Those who have two victories tend to have the second one five to 10 years after the first. Couples, 12 years; Sutton, 17 years; Love, 11 years; Elkington, six years; Woods, 12 years. Maybe it's one of those deals that's so hard it takes five or so years to psych yourself up for winning it again. Even the legendary Greg Norman only has one victory here.

You can't ignore Phil Mickelson. He's played wonderfully, and he's played erratically. That's Phil. It must drive him as crazy as it does the rest of us. But nobody is more positive that he's about to win than Mickelson. Hey, he's done it 51 times around the world. There are not many golfers in history with more wins than that. No wonder he always expects to come away with the

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trophy. He won in 2007, the first year THE PLAYERS was held in May. That time span is a 10-year break, so it might mean he's about due for a repeat victory.

Ok, here's the Captain Obvious choice: Jordan Spieth. Like a lot of golfers, he's great when he's even close to on. He likes the challenge of Pete Dye golf courses, and he can putt better than darn near anybody else. Spieth had a miracle year in 2015 and has probably just needed time to get his stuff all re-arranged and his priorities re-established. He doesn't need another nickel, so the rest is playing for history. That's my guess anyway. While he did wonderfully well at the AT&T Pebble Beach tournament, he hasn't since then, and it's hard to fathom why. Head? Heart? Combo? Too many distractions? Impatience? We'll see when he shows up.

OK, I'll draw a line in the bunker here. I'm down to two, and I don't know which way to go.

First, there's the new kid, Jon Rahm. Boy, is he impressive. He's the size of two Bud Cauleys. Hits the ball out there with the longest of the long hitters. Putts like he's unconscious part of the time. But he hasn't see the golf course.

If you've watched him at all this season, you have to be impressed. He already won in San Diego at the Farmers Insurance Open. Then again, as he said, he hadn't seen that one, either.

And finally, there's the guy who's going to win. Maybe. He's long, strong, lean, and on the golf course, he means business. I'm talking, of course, about the relatively new World No.1, Dustin Johnson. And his chance for victory only happens if he has recovered from the fall he took Masters week when he landed on his back. Since nothing was broken and because he tried to warm up before his Augusta National tee time, he's the guy to beat if he's able to practice and maybe play one tournament before THE PLAYERS. The bigger issue is that every golfer who plays with injury does something with their swing to compensate. Doing that can derail even the best, even somebody who's No. 1. That's the only concern about DJ.

Now, if you weren't mentioned, consider yourself lucky because you see, what tends to happen is, I'm wrong. Anybody who isn't mentioned has a leg up on those who were. Maybe that means Bubba Watson is a shoo-in.



DUSTIN JOHNSON  
Photo by Tony Eubanks

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# Jenkins' new novel a humorous take on college sports

BY KATHY BISSELL

Dan Jenkins' latest novel, "Stick a Fork in Me," is a hilarious throwback to a simpler time, when people like former football coach and now Athletic Director Pete Wallace could still get away with hurling insensitive and insulting remarks to almost anybody and laugh about it. Wallace, you see, is thinking about retiring, and to memorialize his exceptional career, he's recording his thoughts and anecdotes from his illustrious near past. He turns on his tape recorder when the spirit moves him.

Because times have changed and because he's tired of being concerned with what he calls

the politically correct groups like the ones that have made Stanford and Dartmouth change their mascots, Wallace is hoping the board of trustees will come up with an early retirement package that will allow him to leave the business and buy his golf-crazed wife, Glenda, a winter home in Cabo and a summer place in As-

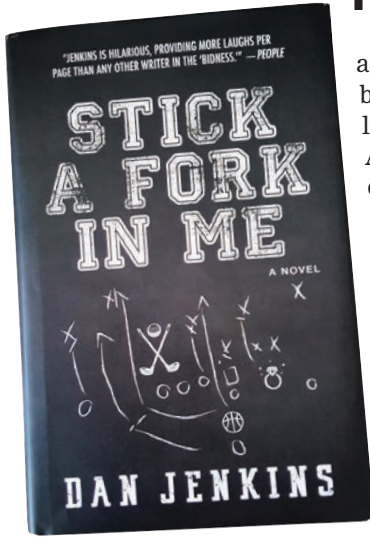
pen. But they haven't. At least not yet.

Wallace likes his martinis with four olives, he says, "in case I run into a prissy chef whose menus feature rare roasted parrot on a bed of cranberry sauce and minced rodent lettuce wrap."

Now, the real Dan Jenkins, who was never an athletic director of anything except his own golf game, is more of a meat and potatoes kind of guy than a rare, roasted parrot kind of guy, which is of course the reason he's written that comment. And parrots are probably protected, another perfectly good reason to fictionally roast them.

The Wallaces are on their second poodle and their first English springer spaniel, which apparently was more expensive than a set of golf clubs. Wallace would know, because Glenda was a club champion nearly every place they lived. They were in many locations before he became a Big 10 athletic director. Pete met Glenda when he was coaching at Flat Beach State in North Carolina. He went on to coach at Morris Union College, Forest Grove, Tennessee; and Great Sioux State in Bison River, South Dakota, before being tabbed by Western Ohio University.

Wallace was an AD during what he calls the Great Regurgitation, when all the athletic conferences combined themselves into bigger versions of themselves. His school, the fictional Western Ohio University in equally fictional Shackayooka, Ohio, was willing to do nearly anything to get into the Big 10 conference, in-



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cluding spreading fake rumors about coaching staffs and faculty from competing universities. Anything to keep the competition out and get Western Ohio U and its student body of 26,700 into the Big 10, which they did.

Wallace's status went up immediately, and so did his salary. That meant he had to send his wife on a shopping spree with wives of other Big 10 ADs so she could be seen to spend what those women were spending, even if she didn't want the stuff she bought and even if it cost him \$12,000. Unfortunately, she thought his new role would certainly allow him to join Augusta National.

Part of Wallace's reason for wanting to retire early is that he remembered the time when "freshmen were ineligible, drugs were unheard of" and it was only important for the varsity players to "handle their cigarettes and whiskey." You can feel his pain in this regard. Also, in his old days, athletes never had personal problems.

About half way though "Stick a Fork in Me," things take a turn for the strange when Glenda's friend Charlie starts telling her she is LPGA material. Never mind that she is 43 at the time. Even though she's been a club champ at various places, that's still not good enough for professional golf. Some cursing by Glenda ensued when Pete mentioned it. She thought she could take Annika.

Jenkins got around to putting some golf into this novel, however, although it was through the main character's wife instead of the main character. Like all of Jenkins books, this one comes with a language disclaimer. If you're not out of college, it's probably not something that your parents would want you to read, even if every foul word is something you've already heard and probably read someplace else. So, quoting the really good and funny stuff is not possible in a family publication, except the part about the rare parrot. Parrots are always fair game.

But the quips, insults, barbs and making fun of everybody and everything is the fun of a Jenkins book. There isn't a sacred cow he hasn't turned into a cheeseburger. For instance, on going to Maximilian and Carlota's Taco Wacko: "The illegal immigration sauce was fabulous."

For instance, the photo of the basketball player on the wall of his office: Adidas Nike Smith, first team All-American for two seasons before he left to turn pro.

For instance: "The rules of swimming and diving baffle me. I've never understood why an athlete is allowed to win five medals for swimming the same distance five times."

When Glenda becomes the women's golf coach, things get out of control, with the front lawn becoming a pitching area and the back lawn changing into a chipping range. And completely left out of this discussion is any mention of his ridiculously efficient deputy AD Rita Jo, who Wallace says is more of a looker than any of the blondes on FOX News.

Jenkins still has many foursomes of friends here who also remember when freshmen were ineligible and when drugs were virtually unheard of in most quarters. Most of them also have a group of football officials they'd like to see die in agonizing pain. (Really, that includes everybody over the age of 40.) If you're younger, "Stick a Fork in Me" is perhaps a sarcastic and humorous imaginary history of college sports the late 20th and early 21st century. It's almost educational.

We can't get Jenkins to move back to Florida because, well, you can't take Texas out of a Texan. But reading one of his books is kind of like having "Hisownself" back in the neighborhood. Just don't let the kids see it.

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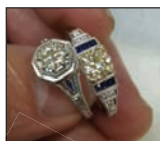
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# Preppy Handbook is reborn with Katherine Way Fashions

Katherine Way photos

■ BY KATHY BISSELL

Katherine Way was on vacation in St. Croix with her husband. She was looking for a resort-style dress for her last evening there and couldn't find one that fit properly and looked good. Rather than being distraught, she told her husband she could make a dress that fit better than the ones available in the stores. Now, less than five years after that incident, Katherine Way runs her own award-winning women's resort and golf clothing company based out of Jacksonville.

"I knew that there was an underserved audience out there," she said in a video for PGA of America for the PGA Merchandise Show. "Women like me who were maybe a little more curvier, or who just wanted something with more of a sleeve."

She debuted her first line in 2013 with colors straight out of "The Preppy Handbook." Bright pinks and ultra-lime greens. Shocking pinks and navy. As it turns out, her omnipresent pops of color are perfect for sunny climates and resort wear. Women loved them. But there's a big difference between "The Preppy Handbook" and Way's designs because she features patterns much bolder than anything the handbook lover ever dreamed. She moved beyond bright pink and green – not that she doesn't use them – and has added turquoise, purples, corals and more.

If you had to compare the Katherine Way styles to anything you've ever seen before, the silhouette of the dresses is similar to retro 1960s A-line dresses, but with a fit for an actual woman's figure. It was so successful, she branched out from resort wear to golf clothing.

"Too many designers focus on trendy, revealing clothing that doesn't work for all ages and all body types," she explained. "I wanted to design fun, flirty, colorful dresses that can work for

many different occasions."

Many designs are geometrically inspired. She once took a photo of tiles in a Mexican bar which she turned into a fabric pattern. She likes the inspiration of architecture in old cities, like New Orleans, Key West and Savannah. But not all her looks are like that. One new for 2017 is an arrow design, white on a background of sky blue. Another is like a flock of flamingos in flight, with a choice of turquoise background and white flamingos or pink background with pink and green flamingos. But trying to do justice to the clothing by describing it is a little like trying to write about Matisse's Woman with A Hat.

Way says her styles feature the triple threat of amazing fabric and amazing fit while flattering the figure. "We have fashion sense in the line so it gives you a shape instead of a box," she said. "We try to take the stress of dressing every day out of your life."

What started as a clothing line for women aged 30-64 has turned into multigenerational favorites. Mothers, grandmothers and granddaughters all shop her look. The fabrics are moisture wicking – essential for a climate like Ponte Vedra Beach. The fabric stretches – it's a nylon and spandex blend – yet feels light and looks crisp. Tops, dresses, skirts, skorts and pants are all made from the special breathable cloth. All the fabrics are 50 UPF, which is like SPF for clothing.

Designs change each season, but Way keeps to the bright color palette while relying on some variation in the traditional shaping of the garments. A neckline modification here, a sleeve addition or subtraction there. The fall line will have a surprise dress top with long sleeves in an emerald and navy pattern in addition

CONTINUED ON PAGE 88 ■

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to her regular styles. That one would be more for resort than golf.

Way offers the comfort of consistent sizing so that if a woman is a medium in one dress or top, she will fit the medium in other dresses or tops, and the size won't change next year. That makes shopping easier for customers who may want to refresh their wardrobe.

While just making a better dress was the impetus for starting her business, Way is now receiving industry awards for her ideas. She is No.4 in the Top Fastest Growing 50 Companies in Jacksonville. She was the Top Buyers' Choice Award at 2016 PGA Fashion & Demo Experience. Her designs also were in Golf Digest's "Our Favorite Merchandise at The 2016 U.S. Open."

In addition to the 2016 U.S. Open, Way has clothing at THE PLAYERS Championship, the Shell Houston Open and the Wells Fargo Championship, and her clothing is currently featured at TPC Sawgrass, even when there's not a tournament being played.

Earlier in the year, Way revealed she had been asked to design a special pattern for this year's U.S. Open at Erin Hills. It was so top secret, she wouldn't allow it to be photographed. But you can probably guess at least one of the colors from the word "Erin," and if you look at this year's U.S. Open logo, well, imagine a design featuring both. (It's pretty spectacular and will likely be a sell-out at the tournament.)

For those who live in Jacksonville, the Katherine Way boutique in Jacksonville Beach offers one method to purchase, but Way's designs are also in 300 boutiques and 85 country clubs across the U.S., Canada and the Caribbean. Prices range from \$140-200, all made in the U.S.A.



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# Happy Putter, Vertical Grooves and bling, oh my! Golf's new gizmos

■ BY KATHY BISSELL

No matter what anyone else tells you, there is one product that debuted within the last six months that is completely different from anything golfers have seen in their lifetimes. I'm practically Paleozoic, and I've never seen anything like it. I've been to the USGA Museum and seen their old-fashioned, golf thwacking devices. I've been to the World Golf Hall of Fame and viewed their pre-1900 thingamabobs for golfing balls.

I'm talking, of course, about the Vertical Groove Driver. Yes, vertical grooves. Not horizontal scoring lines. They are calling it The Groove, but honestly, they should use both names. You have to ask yourself, why didn't I think of that? I mean, this could be something.

The idea for this design was the brainchild of the late Tony Antonius, who holds easily more than 100 patents for golf-related items. One of his claims to fame is something you use every time you play golf: the addition of Velcro to the golf gloves.

Antonius died before the vertical groove driver was ready for market, but Vertical Groove Golf has continued with his vision. In theory, the driver should hit the ball straighter – at least, that's what they tell us. John Daly has signed to use it, and so has Rocco Mediate.

The club conforms to USGA specifications. The head is 450cc titanium in 9.5, 10.5 and 12 degree lofts, shafts available in Aldila premium grade, NV2K series, with 45.75-inch length as standard. Fujikura, Mitsubishi and other Aldila shafts are coming soon. There are left-handed and right-handed versions available. \$399 <https://www.vertgolf.com/>

After the shock and awe of that – yes, I know you too are still rocked from the very idea of vertical grooves – it's hard to come back to earth for the rest of this year's collection of fantastic ideas in and around golf.

One of my favorites is the Happy Putter. That's kind of an oxymoron, really. No one is ever 100 percent happy with his or her putter. Take Ky Laffoon, for instance. Laffoon played on what was the professional golf circuit in the 1930s and 1940s. And he was a little different. According to an old story, Laffoon supposedly opened the door of his car and dragged his putter on the road. Many people have wanted to do exactly that. But Laffoon told the Joplin Globe that it wasn't really his putter. It

was his sand wedge, and he was just grinding it down. Laffoon did, however, toss many clubs, including a putter, into a tree.

In other words, with putters it gets personal. People really get aggravated, so, it takes guts to name a club Happy Putter.

The putter designer, Vikash Sanyal, founder and CEO of Brainstorm Golf, has quite a pedigree in club design. He designed the Never Compromise series for Odyssey, for instance. With the Happy Putter, he brings a new level of adjustability to putting with changes in weights and changes in alignment inserts and the ability to modify the loft, lie and offset. There are 400 adjustments in all. Most people can't play enough rounds in a year to make all the changes that are possible.

The putter lie angle can be adjusted to be more or less upright. The standard Happy Putter comes with three degrees of loft, and that can be changed with face plate shims to either one degree or five degrees. The loft angle might change if you have a forward press in your putting stroke, like Phil Mickelson. And, according to Sanyal, you would use the low loft shim if you are playing really fast greens, 12 or more on the Stimpmeter, like TPC Sawgrass during THE PLAYERS.

Sanyal says the biggest breakthrough on the Happy Putter is the ability to change the alignment aid. He has had professionals line up a cup to the left of dead center – that's maybe a four or five-inch difference – depending on which alignment aid they selected. That proved to him that what you think you see may not always be what is there.

Happy Putter is \$370 for the one with most adjustments. The putter is made of P333 stainless aluminum, and the weights are tungsten. There's a less adjustable one available under \$130. <http://www.brainstormgolf.com/>

## WHAT'S PHIL USING?

Phil's Mickelson new driver is Epic. That's the name, but it's probably what he said the first time he hit it. You know, "This club is epic!" His version is a 9-degree loft of Callaway's latest in metal woods which features what they call Jailbreak Technology and Exo-Cage/



triaxial carbon construction.

The Jailbreak Technology has what looks like two jail bars behind the face of the club, going from sole to crown, that are supposed to help develop more speed in the face when the ball is hit. The “cage” design means that they’ve replaced metal on the top and parts of the bottom with carbon fiber to shift the weight where they want it. Supposedly, this gives the club a high launch and low spin.

You could get it in lofts of 10.5 or 13.5 degree. The 9-degree adjusts from 8 to 10 degrees. The 10.5-degree can become 9.5 to 12.5 degree lofts. The 13.5 HT can adjust from 12.5 to 15.5 degrees. The adjustability works in both men’s and women’s.

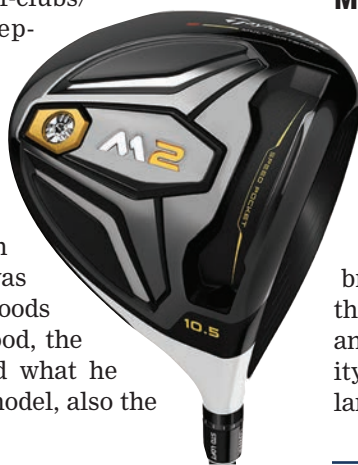
In addition, there’s a sliding 17-gram weight to give you what they say is 21 yards of adjustability in shot shape correction.

Shaft options are HZRDU, Diamana, Fujikura and Rogue, and they range in weights from 40g to 70g. \$499.

<http://www.callawaygolf.com/golf-clubs/drivers/drivers-great-big-bertha-epic-2017.html>

### WHAT WAS TIGER USING?

If Tiger Woods were playing golf, he would probably be using the 2016 version of the M2 driver (on sale at \$299) and not the 2017 version of either the M1 or M2. When he was making his January comeback, Woods chose the 2017 M2 Taylormade 3-wood, the HL version (\$249). He also selected what he called a 5-wood, and it was the M1 model, also the 2017 version (\$299).



Notah Begay suggested that Woods might be ready for THE PLAYERS. Believe it only when you see Tiger walking down No. 1 fairway.

### WHAT ARE DUSTIN'S CLUBS?

Dustin Johnson, the current world No. 1, is a Taylormade guy. His weapon of choice is the TaylorMade M1 2017 driver with a Fujikura Speeder 661x Tour Spec 2.0 shaft. The driver has a 10.5 degree loft. His irons are Tour Preferred UDI or TaylorMade Tour Preferred MB 14. (He’s inclined to change switch his clubs every now and again.) He has TaylorMade Milled Grind 52 degree and 60 degree wedges in his bag (in addition to the pitching wedge). His current putter is the Spider Limited Tour, and the ball is the TP5x. So far, he’s won three times this season with that equipment. <http://taylormadegolf.com/>

### MORE HIGH HEAT

Dean Knuth, formerly of the USGA, continues to make product news with his High Heat series of woods. This year, he’s expanded to have a 7-wood and 3 through 7 hybrids. He had already debuted the driver, and the 3 and 5-wood.

“You can get rid of almost everything but the wedge and the putter,” Knuth said, adding that the 7-wood is awesome and you might still want a 9-iron.

“We are fitting a niche,” Knuth continued. “The major brands have fabulous marketing, and they used tour pros as their main vehicle. We don’t have any tour pros, nor do we want any tour pros because tour pros need to have a center of gravity that is forward and up, and those clubs typically do not have large sweet spots on them.”

CONTINUED ON PAGE 92 ■

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According to Knuth, the High Heat clubs can be hit nearly anywhere on the face and not lose much distance.

“My favorite email we get back is somebody who sends us a picture of a handicap card that says they were a 16 and now they’re a 10,” he added.

Before his foray into golf, Knuth graduated from the Naval Academy and has a master’s degree in systems engineering. Will he ever tackle irons? No. According to Knuth, his specialty is woods. And yes, he’s the guy who invented the Slope system for golf courses.

The High Heat price points: Driver, \$399; fairway woods, \$299; hybrids, \$249. <https://www.knuthgolf.com/>

### COBRA CONNECT

Cobra has introduced technology into the grips of its drivers with Cobra Connect. Each drive can be automatically recorded on your cell phone and total distance your drive goes can be calculated after you hit your second shot. The King F7+ (\$399), King F7 (\$349), and King Ltd. Black (\$499) have Arccos shot measuring technology built in to the top of the grip. All you have to do is download the software to your phone and have the phone with you when hit your drives. You’ll know how far you hit each drive every time you use Cobra Connect. Here’s the great part: The technology is also available in Junior drivers (\$299).



The Arccos shot-measurement system is available separately for use with any club (from \$249), but Cobra supplies one on these specific drivers. <http://www.cobragolf.com/cobraconnect>

### SHAFTLIGN PUTTER

The Shaftlign putter will tell you visually if your putter blade is out of alignment with your body, assuming you have a square to square putting style. The putter has a white shaft that runs down and onto the top of the leading edge of the putter blade, making it easier to square up putts. When lined properly, it’s one solid white line.

This putter works because it is relatively easy for most people to see when something is perpendicular, particularly when it is a long white line against a green background. When the line is continuous and straight, you know you are square to the putting line.

Shaftlign was invented by a former yipper, Clay Judice, who was looking for a solution to his problem. Many years ago, Judice patented the Off-Set putter. In the 1980s, he patented the Strokee putting aid, endorsed by Raymond Floyd. Shaftlign is \$199. <http://shaftlign.com/>

And now for some things that are completely different

If you like to stand out in a crowd, trust me there’s no better way than with a doughnut suit. You think I jest? That’s exactly what Loudmouth founder Scott “Woody” Woodworth was wearing outside his booth at the PGA Show. They weren’t just plain doughnuts either. They were doughnuts iced with red and green with sprinkles added, beige frosted with chocolate sprinkles, doughnuts with iced designs and even crullers with a bite taken out. Woody wore the suit with a red-orange golf shirt and



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hot pink shoes.

“Drive for dough,” he said, “Putt for dough ... nuts.”

A guy on his sales team was looking casual in a Tito Vodka suit. Neither the doughnut nor vodka patterns were shown on the Loudmouth web site, but you have to believe that if they still have the fabric, they would be more than happy to sell you a doughnut or vodka suit. Special order jackets are \$375 to \$450, and special order pants go for \$120. In other words, Woody’s doughnut suit probably has a price tag of \$570. That’s expensive pastry!

New this season are MLB shorts, knickers, pants, jackets and vests for men and shorts, Bermuda shorts and skirts for women. How about a nice Chicago Cubs outfit?

<http://us.loudmouthgolf.com/index.php/>

Johnny Miller is at it again with a new Zero Friction DistancePro GPS Glove. No lie. There’s a small, match-book sized GPS unit that attaches with Velcro to the back of the golf glove. The GPS unit gives distances to the front, center and back of the green on more than 35,000 golf courses. There’s 400 hours of locating on one battery.

“What attracted me to Zero Friction in the beginning was the technology that was involved in creating such unique golf products,” Miller said about the new addition to the product line. “The DistancePro GPS Glove



is another great example. There is nothing else like it on the market.”

As long as you are within a three-foot range of your phone, you can get distances for your next shot. Sold in packages of two gloves and the GSP unit. \$129 for synthetic gloves and \$159 with leather gloves. Available at PGA Superstores. <https://www.zerofriction.com>

### SO SHOE ME

There are new Jordan shoes. No, not Michael Jordan. Jordan Spieth.

Under Armour debuted the Spieth One shoe earlier this year with unveilings in Tokyo, Seoul, Los Angeles and Mexico City. Shoe designer Mike Glancy worked on it with Spieth for about 18 months.

“He was insightful and had thoughts about the shoe,” Glancy said when asked how much input Spieth had. That’s design talk for we worked on it, and I asked him what he liked and what he didn’t like, and he told me, and we did this several times until we got a shoe we both liked.

There are two versions of the Spieth One: one with laces you tie and one with laces that tie themselves. (Are we getting lazy or what?) The lace version is \$200, and the laces that tie themselves, called Boa (as in constrictor), are \$220. The Spieth One for junior golfers is \$75 so your juniors can look like Spieth without totally breaking the bank.

One thing Under Armour did for the PGA Show was to have an artist create special Spieth One shoes decorated to celebrate several of his victories. One pair actually summarized all of

CONTINUED ON PAGE 95 ■



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his victories. It was a surprise that Under Armour wasn't offering limited editions of the shoes for some kind of astronomical price, with one pair of each design available for charity auction. Call me crazy, but that's what I would have done.

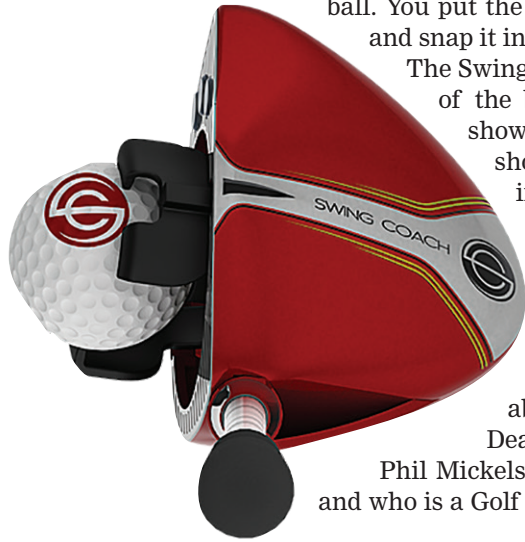
<https://www.underarmour.com>

### SWING COACH TRAINING CLUB

Here's a training aid that's completely different than the rest: the Swing Coach Club. It looks a bit like the old Powerpod driver, if you happened to remember one of Jim Flood's many inventions. But the clubhead is made of plastic and has a hole in it, along with protrusions that grab a golf ball.

You put the golf ball into the hole and snap it in place, and then swing. The Swing Coach Club will let go of the ball at the right time, showing you where that shot would go and helping you figure out the proper release time. The key is that you are working on the swing, not focusing on hitting a ball. One less thing to worry about, really.

Dean Reinmuth, who was Phil Mickelson's first swing coach, and who is a Golf Digest Top 50 Teacher,



endorses it. He says it will give you the proper feel of a swing and the proper sequence of motion for a good swing. The theory is it develops correct muscle memory so that when you go out to the course to play golf, you'll be better at it.

Swing Coach Club and six SciCore balls (limited flight) for \$109. <https://www.swingcoachclub.com/>

### FROGGER LATCH-IT

You know how it is. You are in a golf cart, and the rangefinder is here and the cell phone is there and stuff just sloshes all around the place and gets lost or injured. No more. Get contained with Frogger Latch-it, a system of magnetic attachments that attach to your golf bag or golf cart and hold onto your stuff.

Cited as one of the best new products at the 2017 PGA Show, Frogger Latch-it keeps rangefinders, smart phones, towels and brushes, attached to your golf bag or cart or even your belt. Custom holders for each item, typically under \$20. <https://www.froggergolf.com/>

Reason for the Frogger name? The company CEO is Jeremiah Bohannon, and he's partial to Three Dog Night's "Joy to The World" song. You know, the one that begins, "Jeremiah was a bullfrog... ."



CONTINUED ON PAGE 96



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### NO NATZ AND SUNSECT

No Natz is a crazy sounding product invented by retired Georgia State Trooper David Damino. He showed me his retired badge to prove it. It looked real. He could probably fool people with it if he felt like it.

In his retirement, he was looking forward to not doing much but boating and fishing. He and his wife bought a 40-foot Carver and a place on the Intracoastal. Then they discovered gnats, sand fleas and mosquitoes.

“I read the DEET labels, and they were scary,” said Damino. “I said to my wife and some friends that I was going to try to make my own bug repellent. They laughed. If my wife hadn’t laughed, I probably wouldn’t have done it.”

One of his friends who was with him at the PGA Show said, “It’s the only product ever made from spite.”

While listening to Damino’s story, a total stranger walked up and said, “Thank you! This stuff kills whatever you’ve got!” He meant flying and biting insects, of course.

No Natz wasn’t an overnight invention. There was trial and error, and the first product that worked, his wife didn’t like the



fragrance. So, he went back to the drawing board and invented something she did like. They now have two scents, his and hers. Both of them ward off bugs. They tested it on friends and family to get reactions and to find out if it actually kept bugs away. It’s been dog tested and baby tested. They gave it multiple thumbs/paws up, and Damino named it No Natz. Finally, they decided to sell it.

Her fragrance has rosemary, lemongrass and lavender with a coconut or olive oil base. That’s No Natz. Then he named the other product No Mosquitoz. It has citronella, lemongrass and cedar with a coconut oil base. (His fragrance.) Neither one stains. They say it’s hypoallergenic, but obviously if you are allergic to one of the ingredients it could be a problem. It’s non-greasy. (I checked.) They say it’s safe to use on synthetics. (I have not checked that, but he’s a retired state trooper. I’m taking him at his word.)

They make it all in their home. The living room is one stage and the family room is another, you get the idea. Packaging is another room. In other words, No Natz has taken over their home.

“When my wife gets mad at me she tells me to go to my room,” he joked, adding it might be the room where they mail product or where they bottle it.

In addition to being effective, it’s reasonably priced: A 2 oz. pump spray bottle is \$4.99. A 4oz. pump spray bottle is \$8.99. An 8 oz spray bottle for horses and livestock is \$14.98 and a quart, which they say is for a lot of livestock, is \$59.95. They have been so successful that they branched out into patio candles, \$14.99. <http://www.nonatz.com/>





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## SUNSECT

Used by the military for 15 years, Sunsect is now available to the general public. It combines the two things you need for being outdoors: sunscreen and insect repellent, in a handy-to-use tube.

They say it repels “mosquitoes, ticks, no-see-ums, black flies, sand gnats, gnats, chiggers, chitras and other disease-carrying, biting insects.” Before receiving the military stamp of approval, it was tested in bug-heavy locations like the Everglades and the Okefenokee Swamp. And unfortunately, it’s been tested in Kosovo, Korea, Afghanistan and Iraq. I’m not sure you’d get me to set foot into any of those places, but I am impressed.

My question would be, will it work at Erin Hills in Wisconsin, where this year’s U.S. Open is being held? The mosquitoes there will bite through clothes. Seriously. I’ve had it happen. One assumes it works there.

Sunsect says it’s safe for children. It claims to be unscented, non-greasy, water resistant, clear drying and long lasting. And it is made in the USA.

You can get a 4 oz. tube for \$10 or a gallon for \$199. I don’t know about you, but I don’t really want to be anywhere where I’d need a gallon of Sunsect. If your work takes you outdoors, however, it’s probably worth every cent. It does contain DEET.

<http://sunsect.com/default.aspx>

## MEDZONE

As long as we’re on the topic of stuff applied to skin, you really need to know about MedZone. The company was purchased by Joe Freeman, who is now the CEO, from founder Tony “T-Bone” Harris. As Freeman explained it to me, the MedZone



products, which include chafing protection, blister protection, pain relief and minor wound and burn care items, have been available to athletes and trainers for some time, and he thought it was something the general public would like to have.

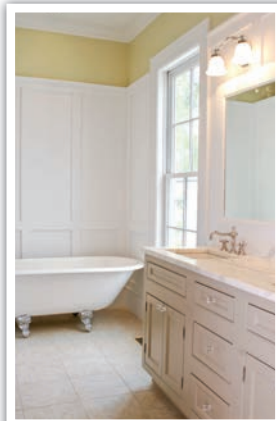
As I was speaking to Freeman during the PGA Show, he handed me a sample package of Blister Zone and said, “You’re going to need the blister protection.” You know trade shows. Hard to stay off your feet. The next morning, I took out a pack of the BlisterZone and rubbed it on my feet. No problems. I’ve used it since with great results.

The products can be ordered in the Activity Pak, a golf bag sized box with roll on applicators like deodorants or in foil pouches. They can be bought in larger sized versions. Activity Pak: \$25. Buy from the company or Amazon.

<https://www.medzonecorp.com/products/activity-pak-combination-kit-for-athletes-active-people>

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## LED THERAPY

If you have a sprain, pull or other injury, you can now get your own LED light therapy device called LumiWave from Bio-Care Systems. PGA Tour Champions player Russ Cochran used it to successfully rehab elbow pain that was keeping him from playing golf. He's now a big believer and spent time in their booth at the PGA Show.

Talking with President and CEO Sherry Fox and Chief Science Officer Jon Weston, I learned that LED therapy has recently been approved by the FDA for use in pain relief. LumiWave has been used to treat Olympic athletes, as well as being recommended and used by physicians and trainers. Many ordinary people with injuries or arthritis have experienced remarkable results.

LumiWave is a strap with what they call medical-grade LED lights attached to it that you can wrap around your knee or arm or place on your shoulder or back – basically whatever hurts – and using the directions, you turn on the LEDs and leave them in place for 20 to 30 minutes a day. It can



be used as often as three times a day. It doesn't hurt to use it. They say you may feel a little warmth.

The theory behind it is that LEDs somehow stimulate the body to repair itself. A fuller explanation is available on their web site. A single row of four LEDs is \$500. Two rows of four LEDs is \$720. <http://lumiwave.com/how-to-use/>

## ALGAE BE GONE

Algae. Golf courses have problems with it. It smells bad, it's dangerous, it happens in Florida and Texas along the coasts, and you can see it from space. Algae and Red Tide. There's now a fix that is, according to Anil Nanda, president of Nualgi Lakes, non-toxic and uses nano-scale stuff to treat water.

I'm not going to pretend to understand how this product works, although I wished I'd had more time – like for a sit-down lecture – when I located it by accident at the Golf Industry Show. All I know is that the ponds at TPC Sawgrass are very likely interconnected with a pump station that moves water continuously to eliminate algae. That's the way the more-expensive golf courses are built these days. Other places have fountains. As long as water is moving enough, algae gets discouraged.

This idea raised the eyebrows of one of my friends who happens to be a golf course architect when I said something like, "I don't know exactly how it works, but you pour it into water where there's algae and somehow there's something to do with diatoms and nano-particles and the algae gets killed and oxygen is produced." I stand by that vague statement. My high school chemistry and botany and physics were early space age, and things have changed a lot since then. For instance, nano wasn't even in the vocabulary.

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Their web site says Nualgi Lakes has “nano-scale micronutrients (5-100nm) required for multiplication of the ubiquitous and beneficial diatoms in any water body. Nualgi is all natural and contains Si, Fe, Mn, Ca, Mg, Zn, Cu, B, S, Mo, P, K and Co.” There’s a pile of chemistry behind this.

Now you know why I would need the lecture. But if you have algae, it gets rid of it. I did ask what would happen to the St. Johns River if everybody living along it poured a bottle of this stuff into it. Like, would it reduce the algae bloom problem? He looked at me like I was nuts, but I was serious. There’s a St. Johns Riverkeeper who worries about stuff like that. <http://www.nualgilakes.com/>

There’s a second product that does something similar from a company called Bioverse that treats water features, ponds and aquariums. There are also timed release treatments that last 30 days. It apparently uses natural stuff to get rid of the algae. Packages start at around \$8, but they also have a size for 7,500,000 gallons of water for \$470. An Olympic pool is 50 meters by 25 meters and typically holds 660,430 gallons, if that gives you any idea. [https://www.bioverse.com/all\\_purpose\\_pond\\_and\\_water\\_cleaner\\_s/187.htm](https://www.bioverse.com/all_purpose_pond_and_water_cleaner_s/187.htm)



**BLING ALERT:** Kitty Keller designs beautiful cloisonné ornaments celebrating tournaments, events, locations, colleges and universities, even cities and states by special order. Ornaments are built on a copper background used to affix copper wire, which outlines the designs and

later is 24K gold plated. Motifs in the past have included US Open, PGAs and Ryder Cup in golf. Most designs under \$45. <http://kittykeller.com/>

**BLING ALERT II:** If you like a little sparkle bling on your club covers, try just4golf.com Sparkle Collection. \$20 and up for fairway woods, \$32 for drivers. Putter covers available also. You can even get headcovers to match Loudmouth outfits. <http://www.just4golf.com/>

**CIRRUS OUTDOORS WIND**

**CHECKER** is a little like the smoke monster on “Lost”, but with white puffs of smoke. Now you don’t have to throw up grass to know which way the wind blows. \$35 for device, extra cartridges are \$15. <https://www.cirrusoutdoors.com/>

**18 BIRDIES** is a software program that allows you to have tournament-like scoring for your event, course, club or group, using cell phones to provide leaderboards. Kris Tschetter, former LPGA Tour player, is the company’s director of community relations. <https://18birdies.com/> You can download the app for free.



CONTINUED ON PAGE 100 ■

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October 1, 2016 - NY Times

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**STREET LEGAL SUV GOLF CART:** \$13,500. From Brue & Yin, this looks like a baby SUV, but technically is called a Neighborhood Electric Vehicle. This company has exclusive right to distribute in the United States. It goes 125 miles on a charge and with the AC turned up all the way, 110 miles. It takes six hours to charge, and also charges when you use brakes. Max speed: 35 MPH. Perfect for trips to Publix! Nearest dealer is close to The Villages. <http://www.bylsv.com/>



**GELTEES:** Tees dissolve after use. Honest. They are made from the same stuff as pill capsules. \$1.99 each. You can also buy in bulk and get names/ logos printed. They can custom color. <https://www.geltees.com/>

**GOLF SKATE CADDY:** A stand-up way to play golf. This four-wheeled, wider-than-a-skate board electric ride holds clubs on the front and has a mini-cooler in the back. There's even a place to sit down when the par threes are backed up. They sell to golf courses. Maybe you can get your club interested. <http://www.golfskatecaddy.com.au/specs.rhtml>

**UNDIES FOR MEN:** I'm not sure why this product was at the PGA Show, but there are a

ton of men there, so target-rich environment. It's the patterns that are amazing. No more so-so gray or traditional white. Fun names like Boat Drinks, Pineapple Paradise, Anchors Away. Many bright solids. Worn by Danny Lee, Jerry Kelly, David Toms, a bevy of mountain bikers, and others. I wondered what would happen if the Loudmouth people met up with this group. From \$24.99 to \$34.99. <https://2undr.com/us/index.php/> Also available on Amazon.

**SWINGSHIRT:** When a product makes it through two PGA Shows, it's happening. And Ray Rapcavage's Swing Shirt is still going strong. Endorsed by Pádraig Harrington as a great swing trainer. Sizes sold by your weight, \$69. <https://www.golfswing-shirt.com/>



**SHIRTS MADE FROM WATER BOTTLES:** Collo 4-way stretch with UPF 50 + fabric. Patent-pending collar design protects the back of your neck. The Princeville line uses 15 plastic water bottles/ shirt. \$71-84.00 <https://www.colloapparel.com/search?q=princeville>

**LOVE IT. HATE IT.** Golf T for women from <http://bumpand-runapparel.com/> \$50. Limited quantities.

**THE CLIPP:** It's a belt-buckle, money/credit card holder. It holds six cards and some cash and is RFID secure. \$100. <https://rhevon.com/> Made in Canada.

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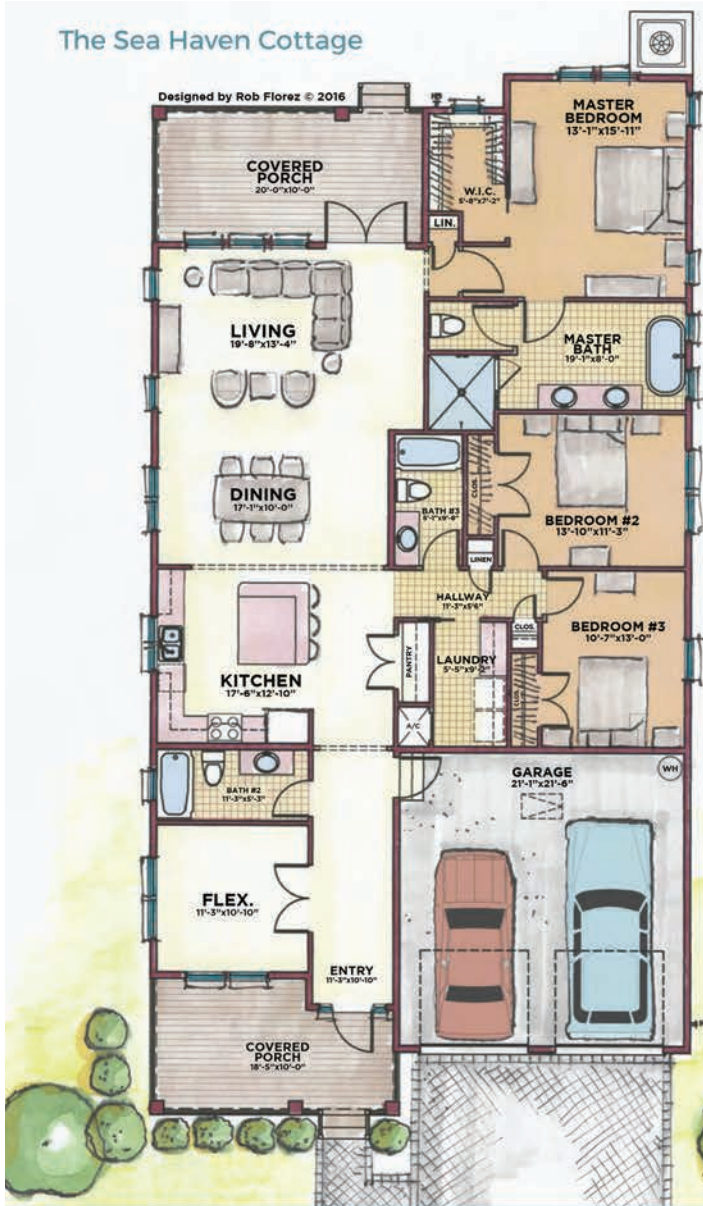
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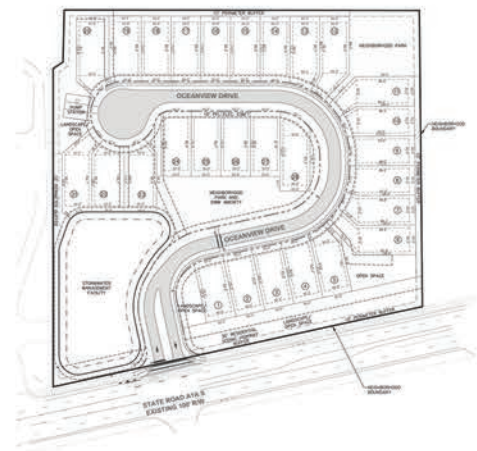
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