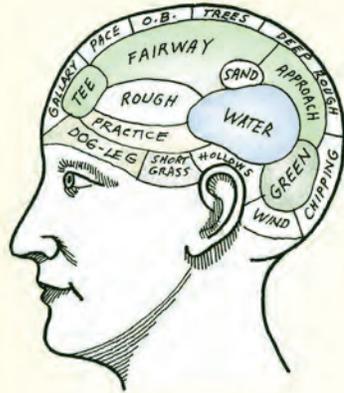


# Course Brains



25 QUESTIONS  
TO HELP MEASURE THE I.Q.  
OF YOUR GOLF COURSE

by  
Forrest Richardson, A.S.G.C.A.

*Workshop follows the 25 carefully selected categories from the Course Brains book:*

- Managed Turf Area
- Drainage
- Greens
- Bunkers
- Yardage Flexibility
- New Player Attraction
- Time Flexibility
- Water & Power Use
- Liability
- Policies
- Pace-of-Play
- Practice Areas
- Clubhouse Areas
- Image & Marketing
- Land Use
- Mowing Priorities
- Legacy & History
- Tree Management
- Technology Use
- Irrigation
- Non-golfer Involvement
- Course Differentiation
- Course Ranking & Acclaim
- Golf Course Architect Involvement
- Attitude Toward Success

*Course Brains may be ordered as single copies or in bulk packs at:*

[www.golframes.com](http://www.golframes.com)

*For on-site workshop information contact:*

Valerie Richardson  
602-906-1818, Ext. 201  
[valerie@golfgroupltd.com](mailto:valerie@golfgroupltd.com)

*“The morning we spent thinking about each aspect of our course was great, but the realization we had when comparing the individual scores of our leadership team was truly revealing.”*

— COURSE BRAINS WORKSHOP  
PARTICIPANT, UNITED STATES  
MARINE CORPS GOLF DIVISION

## WORKSHOP FORMAT

Typically a half-day format, the schedule for each club is engineered to help participants understand and prioritize what really matters when it comes to planning and taking care of their course. The workshop culminates in an open discussion of how participants graded each category for the course.

## WHO PARTICIPATES?

Ideal for all leadership areas — Professional staff, grounds staff, food and beverage, boards and green committees, owners and key members

## ABOUT FORREST RICHARDSON

Forrest began designing courses in the early 80s, first working with Arthur Jack Snyder, then as principal of his own firm in 1988. Forrest has completed award winning new build designs, restorations, renovations and rebuilds across the U.S., Canada, Europe, Mexico and Central America. “A common theme in operating a golf course today is balancing the asset with the need to reduce cost and increase revenue,” he says. “With my work it became paramount to stimulate thinking that leads to positive change. This is how Course Brains was born.” For more, visit: [www.golfgroupltd.com](http://www.golfgroupltd.com)