Case Study

FOREST PRESERVE GOLF
GEORGE W. DUNNE
NATIONAL

Measure Once
CourseVision provides superintendent with accurate map of the course

Jeremy Turton, superintendent at George W. Dunne National Golf Course in Oak Forest, IL, always dreamed of having an accurate map of his course. He wanted to be able, at a glance to figure out the sizes of his bunkers and ponds. He wanted to be able to plot disease management and insect management based on historical data.

But until he purchased CourseVision's program for $1,500, it remained just that — a dream. CourseVision brought his dream to reality with their innovative, computer-enhanced map.

"I don't have to guess anymore," Turton says. "I can know the exact size of all of our features — and it cost us much less than it would have to map the course itself."

The Problem

Before CourseVision, the only map Turton had of his course was a blown up version of the map that had been photocopied from the back of one of the cards. The course's 65 bunkers, ranging in size from 3,000 square feet to 24,000 square feet, would have taken more time and manpower than Turton could spare to map. The same goes for the course's ponds.

"I'd have to use a generic map of the course and estimate measurements as best I could," Turton says. "It didn't allow me to put my professional skills on display."

When Turton wanted to do targeted chemical applications to keep with his Audubon Certified Sanctuary status, he would have to pour over hand-drawn maps to remember where he'd had the disease or insect problems before. "It was labor-intensive and wasn't the best use of my time," he added.

So when he heard about CourseVision and its mapping capabilities Turton jumped at the chance to incorporate it into his course.

The Solution

When superintendents contract with CourseVision to provide a complete map of their golf course, it starts with an aerial photo of the property acquired by CourseVision from its established relationships with government and private aerial sources. Then the fun begins.

The team at CourseVision combines the photo of the course with GPS coordinates to create a two-dimensional map of the entire property with exact measurements, square footage, and the latitude and longitude of all the course's features. Then the team adds layers on top of the photo such as turf, bunkers, water features, parking lots, buildings, wetlands and gardens. Superintendents can turn on and off any of those layers as necessary to get at the information they need, which provides them powerful tools to

communicate with owners, crew and their management team about on course activities and changes.

Turton says the ability to make detailed maps of his course with actual measurements has been a revelation for him.

"It gives me the exact dimensions of features I need to talk to my regional managers about and allows them to see exactly what I'm doing," Turton says. "It provides me with a more professional-looking presentation and gives me additional credibility with them."

The Audubon certification portion of the software, which fills out the initial site assessment paperwork, would have been useful when Turton originally certified the course. "It would have been a godsend," he adds.

What surprised Turton was how easy CourseVision was to use.

"They make sure you are completely comfortable with the program and give you a grace period to change things before you're locked in," Turton says. "It was an easy sell to my managers to purchase this software when I showed them what it could do."

Now when Turton turns around and looks at his wall, he doesn't see a photocopy of the course — he sees a beautiful aerial photograph (which he purchased from CourseVision) and several smaller maps breaking down the course into specific sections.

"I couldn't be happier with our investment," Turton says. "It really puts me in control."