

GOLF MAKEOVER: THE BEST OF THE 2008 PGA MERCHANDISE SHOW

PROS HACKERS

WASHINGTON, DC • BALTIMORE EDITION

March 2008

THE TRUSTED BRAND OF LOCAL GOLFERS

Renditions



REPLICA OF... ROYAL BIRKDALE #15



REPLICA OF... AUGUSTA NATIONAL #12



REPLICA OF... WINGED FOOT #87



REPLICA OF... MERION #113



REPLICA OF... SHINNECOCK HILLS #16

The Art of the Grand Slam

Replica Holes from Golf's Major Championships



REPLICA OF... TPC SAWGRASS #17

Warehouse Golf

It Could Be a Reality

Fairway Living

The Home Buyer's Yardage Book

Kick-start Your Season

How to Create a Game Plan



A FRESH

Rendition

By Chris Counts

THE REVIVAL OF GOLF'S GRAND SLAM EXPERIENCE



Hole #5 543 yards Par 5

It's the *One* place to find *Eighteen* of the most famous major championship holes in golf.

Major memories, major challenge and a major revitalization, all highlight Renditions Golf Club in Davidsonville, MD. The concept and golf course are in a class of their own in this market, making Renditions, perhaps, the coolest destination course available to our golfing public.



Hole #7 155 yards Par 3



Hole #1 379 yards Par 4

Hole	Replica of	Par	Yards
1	The Country Club #17	4	370
2	Inverness #12	3	167
3	Southern Hills #17	4	352
4	Royal Lytham & St. Annes #16	4	357
5	Royal Birkdale #15	5	543
6	Augusta National #11	3	435
7	Augusta National #12	3	155
8	Augusta National #13	3	485
9	Oakland Hills #16	4	409
10	Medinah #6	36	3,293
11	Oak Hill #17	4	449
12	Carsonia #6	4	458
13	Sawgrass #17	3	378
14	Merion #11	4	332
15	Chilmark #3	4	425
16	Shinnecock Hills #16	3	344
17	Winged Foot #7	3	161
18	Cherry Hills #16	4	433
In		4	161
Total		72	6,828

While each of the replica holes at Renditions recounts tales of golf's rich history and celebrated champions, the best story revolves around the club itself. The key figures who sprung to action to answer public cries, as you'll find, are champions in their own right.

Have you ever wondered what it would be like to play 'Amen Corner' at Augusta National? Sweating over a short iron at the world's most famous par-3, the island green 17th at Sawgrass? How about tackling some of the most important holes in U.S. Open history from Oakmont to Merion and Winged Foot? And nowhere else, this close, will you be able to compete on a true British Open Championship links hole, like you can, twice, on Renditions outward nine.

The lineup of holes is jaw dropping for many golf history buffs, and by and large challenging for all sets of players. "The thing that replicating golf's greatest major championship holes brings with it is a stiff challenge," says Head Golf Professional, Rock Zang. "I think people understand after they play, that this isn't the place for a career round." He happens to be correct with that assessment. When was the last time you saw a pro shoot the score of his life in a Masters or U.S. Open. Adds GM Ryan Fahler "People aren't ashamed to get beat up on this golf course, simply because it's so much fun to play the replica holes."

I know the feeling, as a former member at TPC Sawgrass; I've literally dunked a month's salary worth of golf balls into that dastardly lake at the 17th hole, and loved every minute of it. So I was extremely excited to see how they had replicated my old nemesis. I expected to be especially critical of that hole, instead I was amazed at the fine attempt to recreate one of golf's most unique and detailed landmarks. And as legend holds, Renditions version caused me just as much havoc.

Each April we watch drama unfold on the back nine at Augusta. Renditions offers up their take on the legendary 'Amen Corner' (11th—13th at Augusta National) as front nine fare. Holes 6, 7 and 8 take on a life of their own and are adorned with a replica Masters Scoreboard, the famous Hogan and Sarazen Bridges and, of course, azaleas in the full bloom of Spring. I personally can't wait for that.

Renditions also features Oakmont's 3rd, home to the legendary 'Church Pew' bunkers, and the 17th from The Country Club at Brookline, where both Frances Ouimet and the U.S. Ryder Cup team earned glory. And of course there's the 11th at Merion Golf Club, the hole where Bobby Jones won the 'Impregnable Quadrilateral of Golf', soon renamed 'The Grand Slam.'

"One of the big things that we hear from customers is the ability to play holes that they've seen on television," comments Zang. Courses such as Augusta National and TPC Sawgrass have yearly exposure. Renditions will continue to feature contests and tournaments based around those holes, as well as the 5th and 9th, respectively the Par-5 15th from Royal Birkdale, home to this year's British Open, and the Par-4 16th at Oakland Hills, host of this summer's PGA Championship. Both are well represented at Renditions.

The best thing that Superintendent Tom Mynagh and his staff have done is to maintain the uniqueness and delicate conditioning of each hole, while keeping golf course continuity in mind. That's not

easy to do when paying attention to subtleties in the replication process.

The playing conditions are tremendous right now, especially the greens, even on the chilly February day that I visited. However as early as 2006, that simply wasn't the case.

The course that hyped itself as Golf's Grand Slam Experience was experiencing a grand problem with conditioning, the element that golfers remember most.

Taking Shots

One of the toughest things that Rock Zang ever had to do was send golfers onto the course, knowing that they would come back with an axe to grind. The word was out, Renditions was not in the kind of shape, which a golf course of its concept and price range should be. Constantly, golfers let them know it. "We were so used to hearing it. After a while what does that do for staff moral? It takes the air out of it," says Zang.

Furthermore, in a veritable 'catch-22,' Renditions couldn't do the things needed to keep the golf course in shape, like regular green aeration, without losing even more of the dwindling public faith in the facility.

According to Zang, the club, with full knowledge of the problem, and without a reasonable excuse,

Cover Story

What Golfers Were Saying...

Before

Posted by Tom, Glen Burnie, MD on Monday, May 08, 2006

"I didn't think the course was in very good shape for this time of the year...Other much cheaper courses I've played this year are in a lot better shape."

Posted by Dan, Pasadena, MD on Tuesday, November 28, 2006

"It was fun playing the famous holes, but the course conditions made the overall experience a disappointment."

Source: golfinamigos.com

Renditions

1380 W. Central Avenue
Davidsonville, MD 21035
(888) 451-4144 or
(410) 798-9798
www.renditionsgolf.com

began buying their way out of it, absorbing criticism and firing back rain checks in return. Anyone and everyone that complained about the condition of the golf course...Rain check!

So here's the scenario. Money was tight and the golf course and consumer confidence had both gone south. The great concept remained, but an addendum; a rocky bunker here, an unhealthy green there, always accompanied it, with no real way to address the issue.

"Some were even taking advantage of the rain check policy. That's when we knew it had to stop," says Zang. They immediately ceased the policy of giving away, and established a regular vital maintenance schedule that would not waiver, no matter what. Instead the staff told irate golfers "We're sorry. We're aware of the problem. But come back and play in a couple of months and you'll see a difference."

It was a tactical move that shifted Renditions business strategy from defensive to confidently offensive, from punching bag to puncher.

After

Posted by John, New Market, MD on Friday, May 18, 2007

"Based on previous ratings I'd say the course is making a turn-around as the conditions on 5/17/07 were excellent. The tees, fairways, rough and greens were all in excellent condition...The greens were smooth, fast and true not to mention extremely difficult. This was my first visit to Renditions and it turned out to be great."

Posted by Paul, Columbia, MD on Wednesday, October 10, 2007

"Played yesterday the conditions were great from tee to green. I have specifically avoided this course over the past two yrs because conditions were not up to par with the rates being charged. Obviously that has now changed."



Hole #16 542 yards Par 5

What Doesn't Kill You, Will Only Make You Stronger

The truth be told Renditions remained a great place for outings, with a spacious and stylish clubhouse, bar and dining and versatile banquet area. Fahler notes, "Renditions felt like there was a huge opportunity to show a marked improvement in golf course conditions to validate both the rate and the experience."

Superintendent Mynaugh, Zang and others assessed the golf course and basically made a checklist. "Holes 1, 2, and 17 were always mentioned most by the golfers," says Fahler. There have been widespread improvements on each of those holes. They cleared trees to open up the 2nd and the 17th greens to better light and also better views of the Patuxent River. A brand new tee box for the 8th and 17th holes, were also of note.

According to Fahler, "Tom Mynaugh devised a plan that included irrigation, drainage, sloping, grading, sod work, bunker work. You name it."

While complaints were still heard during the process, by fall of 2007, they were rapidly decreasing. All of a sudden the good comments outweighed the bad, and soon even left them far behind. The changes were instantly visible and golfers were taking notice. Reading comment cards, once painstaking, became enjoyable again. "Every compliment that we get

is spread to the staff," added Zang. "They invigorate all of the workers from clubhouse staff to maintenance staff. It's all about a passion that was created here."

The course continues to improve, as they have now been able to concentrate on several important side projects, more for reasons of beautification, as the playability concerns have long since deceased. "We've now revalidated our rate. That might be the most important aspect for us," concludes Fahler. "It's a great golf course with the same great service and amenities." That all adds up to a fulfilling visit.

It took some time for Renditions, but that passion that I felt talking to the staff, is the same passion that I can noticeably see in the golf course. The story all finally concludes with this being as close to completing the true, intended Grand Slam Experience, as Renditions has ever offered.

The strategy worked, Renditions is in great shape to kick off the prime 2008 golf season. With great memories and creative competitions built around 5 straight months of major holidays and major championship golf, you've got to go see the new Renditions Golf Club for yourself.