



*Taking the Canadian Idea Session out of the conference room and onto the course! One of the most highly regarded and beneficial aspects of the annual Golf Business Canada Conference & Trade Show is the Idea Session presented by Kubota Canada. To follow-up on the premise of sharing great new ideas among colleagues, the next editions of Golf Business Canada will highlight great ideas that have recently appeared in the Canadian golf market.*

## The 'Links Factor' gives new meaning to a round of golf at Tarandowah Golfers Club

There is an innovative feature on the Tarandowah website ([www.puregolf.net](http://www.puregolf.net)) called the "Links Factor." It is essentially a daily indicator of playing conditions with respect to par. For anyone who has ever played links golf or at Tarandowah Golfers Club can attest, the scores on the day will always be dependent on the conditions. As our progressively inebriated playing partner in Scotland once said "There she blows ... (long shot watching pause) ... and there she goes."

While it's widely recognized that Scotland is the country that invented the game of golf, Tarandowah Golfers Club has come up with an invention of its own. The public, 18-hole London-area course has built a solid reputation as one of the best Old World style layouts in Canada with a strong following of loyal members and purists – some might say a cult following – who love the club's links land authenticity.

To celebrate those unique attributes and to honour the great links courses that have been played by the Scots and others for centuries, Tarandowah Golfers Club launched the "Links Factor." Not designed for the faint of heart, owner Bryan Row knows better than anyone else how quickly playing conditions can change over Tarandowah's firm fairways and windswept, fescue and greens. "We like to say that Tarandowah never plays the same two days in a row, and the weather usually changes on a dime and that's part of its irresistible attraction."

# THE GREAT CANADIAN IDEA

PRESENTED BY



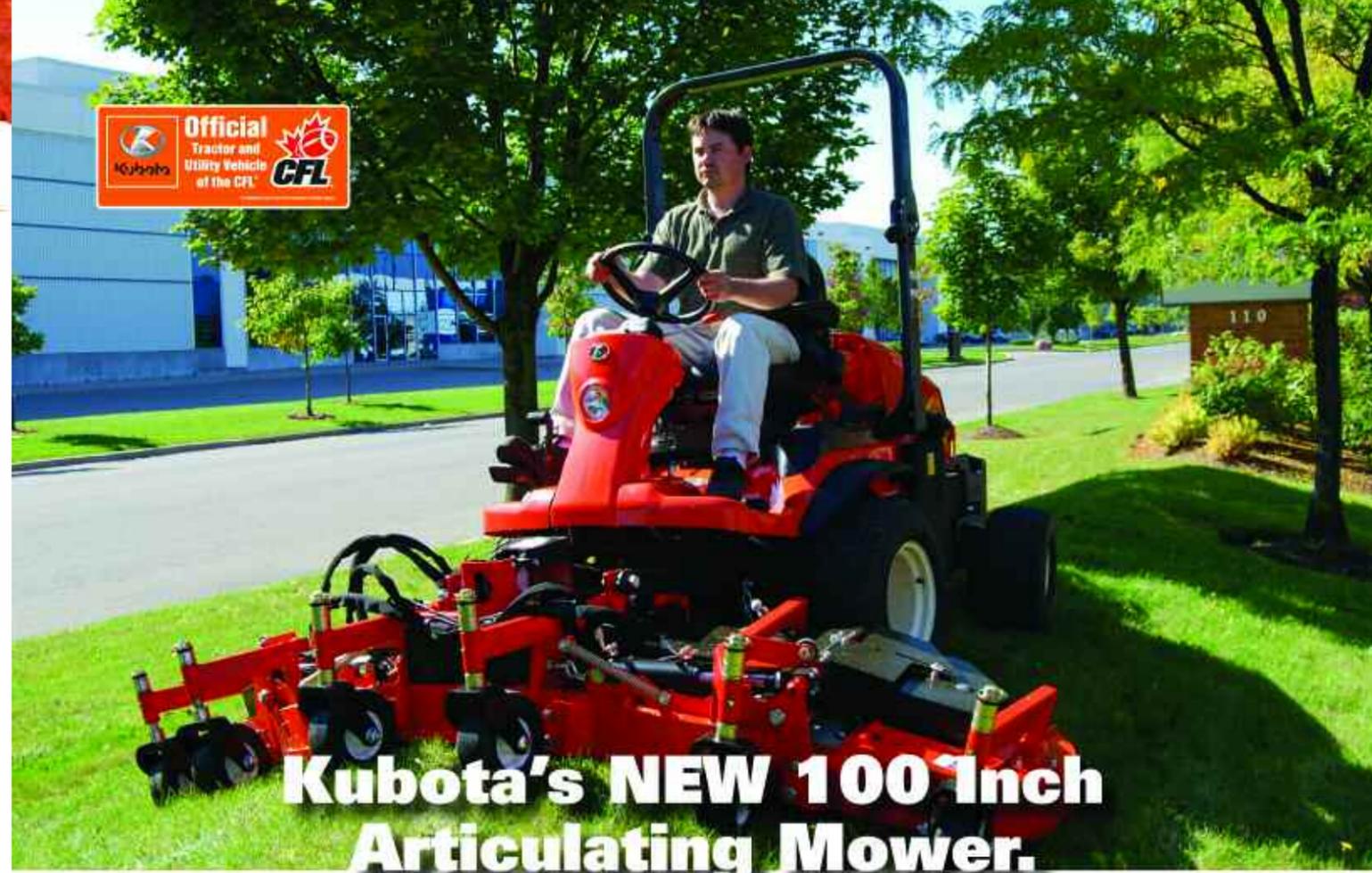
To illustrate the "Links Factor" a widget was designed for the Tarandowah website with live gauges that show the current wind speed, temperature and a rating from 1 to 10 that indicates the degree of difficulty for playing conditions at that very moment at Tarandowah. It will be updated throughout the day, depending on changing course conditions.



Keeper of the Greens Dan Lavis, who first came up with the concept, explains that wind conditions and direction, precipitation, changing temperatures, the firmness of fairways and greens are all part of the "Links Factor." A five on the "Links Factor" would be a day where the fairways are perhaps a touch soft and the winds are moderate, while a factor of 10 means the winds are high, with perhaps a little bend in the flagstick at times, and the fairways and greens are firm and fast – just the way the course was designed to be played for those who like a true challenge.

"Now we have a way of gauging how difficult the course played on a particular day so those who tee it up here can have a better appreciation for the heart and soul of the course," Row says. "It will also give our members and guests a way to compare their scores against other rounds played in similar conditions."

*This article was originally published by GolfScene Magazine ([www.golfscene.ca](http://www.golfscene.ca)) as part of their March 2012 eNewsletter and is reprinted here with permission.*



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