



The Royal Ashburn Golf Club has received the honour of a Grant of Armorial Bearings. Granted by the authority vested in the Governor General to exercise the prerogative of Her Majesty Queen Elizabeth II, Queen of Canada, the new Grant of Arms reflects the significant achievements of The Royal Ashburn. The Arms are made up of the crest, helm, supporters, arms and shield, mantling and compartment. The imagery tells the story of the history of the club and of the founding family. The Grant of Arms marks a significant milestone in the history of the club and was administered through the Canadian Heraldic Authority, Rideau Hall, Ottawa.

THE ROYAL ASHBURN GOLF CLUB TURNS

50

YEARS OLD

In 1964, I was 2nd in the Hunt Trophy to Moe Norman. I did not play in many events after this time due to a ruptured disc in my back that kept me out of commission for a couple of years, and the golf course projects kept me busy with design and development. I started playing again when I became a senior. I won the National Sr. Event - 70 Years and Over when I turned 70. (So technically I do have a National Title!) This victory makes good conversation.

People often ask me if I have played with Arnold Palmer, one of my most respected golfers and unfortunately, the answer is no. But because of the spelling of our names, his locker was right next to mine at one of the events! That was such a thrill and it gave me a chance to talk to him, however I was quite shy.

I also played in many northern events with pro friends over the years and

LONG-STANDING RELATIONSHIP

As The Royal Ashburn Golf Club celebrates its 50th year in operation, it prompts me to reflect on the long-standing relationship I have had with the golf industry. I have been involved in the golf industry for over 50 years, both as a professional player and golf course developer, and have had some pretty interesting experiences.

When I was younger, I played in most PGA of Ontario events and some Canadian Opens. In the Ontario events I usually picked up a cheque and did win one of the events at Glen Lawrence Golf Course in Kingston, Ontario, with a score of 67! Moe Norman played in this event along with all the regular players of that era.

I personally started a fund for the CPGA of Northern Ontario (NOPGA) that I fund each year. My friends are now part of this fund. We have a Board of Directors including Sam Yawney, Timberwolf Golf Course; Roger Bartlett, Swastika, Ontario; and Dan Garagan, President of the NOPGA (NOPGA Trust Fund). Currently, the fund is in excess of \$35,000 and the committee is now working at getting the fund to \$50,000 and then they will start spending the interest and continue to grow the fund.

My philosophy as a golf course developer is to help golfers and pro golfers help develop the business of golf and grow the game. This philosophy is reflected in the

Snapshot of The Royal Ashburn Golf Club

Facility Information

- Staff: 120 during the golf season & 10 during the offseason
- Rounds Played: 30,000 (avg. over past 5 years)
- Avg. Green Fee Rate: \$50 - \$84
- Fleet: 85 Power Carts
- Size of clubhouse: 20,000 + sq.ft

Revenue Breakdown

- Daily Green Fees - 37%
- Power Cart rentals - 8%
- Annual Membership sales - 4.2%
- Pro Shop sales - 7.6%
- Food sales - 31%
- Beverage sales - 12.2%

Labour Expense

Breakdown (by department):

- Pro Shop - 14%
- Golf Course - 21%
- Clubhouse - 40%
- Administrative - 25%

Most Unique Menu Item: Haggis Rolls

"We have a lot of Scottish heritage at the club and to complete the theme, we offer Haggis wrapped in phyllo pastry and served with a whisky cream sauce - Delicious!"



Partner and Food & Beverage Manager Dick Eng (left) and Wilson Paterson (right). Taken at the course in the late 1960's.

50 years of success we have been fortunate enough to have at The Royal Ashburn Golf Club.

A ROYAL HISTORY

The property of The Royal Ashburn Golf Club was purchased in the summer of 1959 and it opened as Whitby Golf and Country Club in 1962. In 1965 the golf course name was changed to Thunderbird Golf Club and later changed to The Royal Ashburn Golf Club.

The name was finally changed to The Royal Ashburn Golf Club after receiving our Coat of Arms from the Government of Canada and signed by her Excellency The Right Honourable Michaëlle Jean, C.C., C.M.M., C.O.M., C.D., the then Governor General and Commander-in-Chief of Canada. The Coat of Arms was granted on September 15, 2006.

We were excited to welcome His Royal Highness Prince Andrew, who visited The Royal Ashburn Golf Club on September 20, 1999 on the occasion of attending the Lakefield College School

Golf Tournament (his Alma Mater) to support funding of a bursary the school was setting up as one of their projects.

During the early years Bill Ogle and I laid out the routing of the course and started with 18 tees and 18 greens. The rest of the details were incorporated later, adding bunkers as they became appropriate and ponds and water hazards when money became available.

As a professional golfer I travelled to Scotland frequently. I picked up ideas of golf architecture and I readily incorporated these ideas into the layout of the golf course. By doing one project per year we did not have the course under continuous construction. This seemed to work well and golfers looked forward to the changes and would often ask, "What are you changing next year?"

The one thing we did not do was change the routing however we have rebuilt most of the greens on the same location. For example, in 2011 we rebuilt the 8th green completely stripping the sod removing 14 inches of soil and

replacing it with a new mix, new drainage and irrigation. It changed from a 2-tier to a larger 3-tier green in a matter of two weeks and as of March 2012 we are playing on the right hand section. We expect the entire green to be in play by early May 2012. So far the golfers enjoy it and they especially love the challenge of 3-tiers!

STEADY PROGRESSION - MY PHILOSOPHY OF BUILDING A GOLF COURSE MY WAY

- Allows you to build without the huge initial money required.
- Assess your work by what golfers say.
- Allows you to follow trends in golf course design because of equipment changes etc.
- Now the new trend is for more forward tees as well as the longer holes.
- We started building forward tees 4 years ago and the ladies love them and so to the older men.
- You have to understand that a golf course is a living entity and you must work with that in mind.
- You have to have a plan of what you are trying to create. If you only want to make money perhaps you should consider all the options and lifestyle golf can provide.

When we started this project in 1959 the idea was to build a great golf course and the money would follow. As time went by the golf course blossomed and people enjoyed playing at The Royal Ashburn Golf Club. However, the money we generate is put back into the golf course development and improvement, which helps keep our golf club in the best shape possible.

Bill Ogle left the company in 1985 and I have been tasked with the continuous job of building the course based on my ideas. This role is an enjoyable one, and allows me to create something that I am always working to improve and strive for excellence with each task.

My two sons, Scott and David, are now in the business with me. They are identical twins, now age 33. My wife, Sandra, also works in the business and is now stepping aside. Sandra has been instrumental in developing the wedding



Nancy Eng, Wilson Paterson, Dick Eng & Sandra Paterson at the wedding of Wilson and Sandy's son Scott Paterson on May 10, 2008.

MEMBER PROFILE



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The next generation: Scott Paterson, David Paterson & Allan Paterson



Aerial photo of Royal Ashburn Golf Club in the mid 1990's.

business and dining portion of our business. She has truly done a wonderful job creating an atmosphere for weddings and banquets.

Over the years we have always tried to help the PGA and the Canadian Tour. In 1974 we took on the project of having the Canadian Tour at the club for the fall qualifying. Originally, we did spring and fall qualifying. However, the spring was too early to have the course ready so we changed it to fall only and hosted that event for 34 years: the longest professional event hosted at one site in Canada.

Many great players came from this event, Bob Beauchemin ran this event for many years and has endless stories and experiences that he loves to share. Jack

Nicklaus Jr, Kirk Triplett, Stephen Ames, among others, graced our golf course for these memorable events.

For over fifty years I have lived through several cycles in golf industry, some more favourable to the industry than others. The challenging economy of recent years has certainly tested the golf industry, and we must remain at the top of our game as we look forward to the next cycle.

CHEERS TO THE NEXT 50 YEARS

So, where are we going in the future? Nowhere! We will ride out the storm and in the meantime make improvements that will help the future of our operation. Depending on your current situation,

you may have to wait some years for development to come to you or population growth to move to you. Unfortunately you can't move the golf course to a new location so my advice is to make the best of it!

Over the years we have spent a lot of money developing the clubhouse making a pay as you play facility feel like a private club. We want golfers to enjoy this type of atmosphere. We also want to work in this enjoyable atmosphere. So far it seems to be working – just ask the golfers! We work our system and golfers judge us according to their needs. We accept this as part of our philosophy to be the best golf course we can possibly be and look forward to the challenges and rewards to come in the next 50 years.



WILSON PATERSON

Wilson is the Founder and Developer of The Royal Ashburn Golf Club. After years as a Golf Professional, Wilson's main focus now is on producing a most enjoyable golf course for golfers of all skills levels to play. Contact Wilson at 905.686.1121 or www.royalashburngolfclub.com.

5 LESSONS

Give us five days and we'll give you a sport for a lifetime.



GET GOLF READY IN 5 DAYS!

Get Golf Ready in 5 days is proven to remove intimidation and generate new golfers loyal to your facility. This program is free and provided in partnership with the PGA of Canada.

Some data from the 2011 program participants.

Female	75 %
Male	25 %
26-40 years	33 %
41-55 years	41 %
56-70 years	25 %

Played an average of **6 times** since completing course

100% plan on continuing to play golf

Average amount spent since completion of program.

Driving Range Fees	\$41.00
Golf Equipment	\$135.00
Green Fees or memberships	\$268.00
Golf Apparel	\$68.00

Program met or exceeded expectations	90%
Would Suggest Get Golf Ready to a friend	100%

Go to www.getgolfready.ca to register now and offer Get Golf Ready in 5 Days at your club.

For information contact Jim Thompson, Director Member Services NGCOA Canada at 866-626-4262 ext. 26 or jthompson@ngcoa.ca

