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# Case Study

*Creating a culture of accountability and optimizing daily work efficiencies—especially between rounds*

Q & A with Floridian National Golf Club  
Eric Swenson, Superintendent

Palm City, Florida



**FAIRWAYiQ**

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- Eric Swenson, Superintendent

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## Background

Sitting in Palm City, Florida on the St. Lucie River, the Floridian National Golf Club was purchased in 2010 by Houston businessman, Jim Crane, from H. Wayne Huizenga and quickly turned the spectacular property into one of the nation’s premier golf clubs. The 300-acre golf course has recently seen several major champions strolling its fairways.

As one of the highly ranked, and most sought-after courses in Florida, Floridian National is in high demand. The ability to adapt to new technologies, like FAIRWAYiQ, has helped Superintendent Eric Swenson maintain the course’s high-quality fairways—especially in between golfer rounds.



# Challenges and Goals

**As Floridian's Superintendent, what is your overall mission for the course?**

**Eric Swenson (ES):** We strive for excellence in our course conditioning and in our customer service. Our part in the customer service aspect is having all the right maintenance assets in the right places at the right times. As golfers continue their play on the course, we do our best to not interfere with their enjoyment of the game while keeping the grounds completely pristine and up to their, and our, satisfaction. Setting up the golf course for tournament conditions—that's the expectation of our ownership and therefore our team's purpose, to meet or exceed those expectations.

**Can you give us an example of a challenge or obstacle that you were facing when trying to achieve your daily tasks prior to engaging with FAIRWAYiQ?**

**ES:** One of our challenges has always been where to send the next group of workers out into their second jobs. We naturally lead off the morning with our first rounds of tasks and prepare the course ahead of play. But as the day progresses, understanding where and when we can send our staff back into play and in a manner to not interfere with our members is a difficult challenge.



# The Result

## Since adding FAIRWAYiQ as resource, what have you been able to accomplish?

**ES:** Because we also use FAIRWAYiQ on the Operations side to monitor carts and caddies on the course, as the Superintendent, I can now look at the course and know exactly which holes to work on and where to deploy my team to ensure we do not interfere with the golfer experience.

You see, it takes 5-10 minutes to reach staff on the other side of the course, that's a long time. Five minutes to some people sounds like not a lot of time, but it's the difference between being ready for a shotgun, a tournament, or being in the middle of a pack and not being ready for a shotgun tournament. Prior to FAIRWAYiQ, I'd have to go out and find the person I'd need to instruct and redirect. When you work in quarter hour blocks, 10 minutes here and there adds up very quickly and that's seriously wasted time throughout the day. It's a lot of wasted time for myself and my assistants. Now, that's pretty much gone. We can now narrow the gap and find our crew easily throughout the day. The heat maps and the travel maps help us understand where our staff is going and how to best optimize all that work. It helps with our communication and overall efficiency of knowing when and where to be throughout the day.

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## What impact has FAIRWAYiQ had on your staff?

**ES:** We've certainly added another level of accountability. That's really my goal ultimately—to bring that accountability and responsibility back to our craft. To produce high-quality work, you need to care about what you're doing. I think you can get spread out over a property so much that people tend to know when the boss isn't looking so they kind of take it easy. We're not trying to enact this 'big brother' culture, more so that the staff are holding themselves accountable and frankly keeps everyone a little more honest.

FAIRWAYiQ also lets our staff understand that there are other people out there and they're starting to buy into what we're trying to do. We've got FAIRWAYiQ on a big monitor here in the shop. At any point anybody can look up and see where everybody is, our whole maintenance team and where the golfers are on the course. Seeing it is important because we can talk about it and we can experience it. You look up at that big screen and realize there's a whole mass of staff out in this one region and here comes golf. I think it has been clicking with most of the guys here—understanding what our role is and really getting out of the way of our members, and we're getting great feedback.

## You mentioned getting feedback, who's giving you feedback and what are they saying?

**ES:** I'm hearing great feedback from my ownership, our management, and other superintendents I've spoken to. They have vendors and we kind of show FAIRWAYiQ off a little bit here—which is fun—and I like to spread the word and let other Superintendents know that there's options out there to improve efficiency. There's some things that I'm a traditionalist with and there's other things that I'm a progressive about. In the case of being a progressive, using the technology, like FAIRWAYiQ, to help us be more efficient is what I like and is simply a no brainer for us.



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## About FAIRWAYiQ

We're in the business of golf as a business operation. In its simplest form, we want every golf course to attract and retain more golfers, drive more revenue and maximize course efficiency. We believe that golf course operators perform greatest when they are better connected to their courses and to their customers and are better informed to make the best decisions possible. Our GPS sensor technology creates the reality of a SMART Course, enabling Superintendents and PGA Golf Pros to proactively tackle challenges with real-time, automated information when they need it. Our solution delivers this intelligence to golf's operators, and that's our promise. For more information, please visit us at [www.fairwayiq.com](http://www.fairwayiq.com) | 800-649-6050

