
Case Study

*Overcoming a difficult course layout,
improving logistics, and keeping the
tradition of a course's founding vision*

Q & A with Boston Golf Club
Boomer Erick, Head Golf Professional
Hingham, Massachusetts



FAIRWAYiQ

Q & A with Boston Golf Club Boomer Erick, Head Golf Professional

“Because of our course layout, we would have to guess at where we thought groups would be on the course. With FAIRWAYiQ we can simply look at a screen and be confident that everything we need to know on the course is right there.”

- Boomer Erick, Head Golf Professional

Background

What is the history of Boston Golf Club and can you give us a description of the course?

Boomer Erick (BE): Boston Golf Club was founded by John Mineck and Rob Ketterson and opened the summer of 2005. The golf course is designed by Gil Hanse, who has become one of the most highly regarded architects in the world. Although it is a young course, we have a unique design that makes it look and feel like it is 100 years old. The main house has a quaint setting that can be best described as organic with custom wood features and stone work. Many of the materials used to build the main house came from the land as holes were being carved out of the woods. Our members are very respectful of the traditions of the game golf and truly love the game.



Challenges and Goals

What is your role at Boston Golf Club?

[BE]: This is my 10th season as the head golf professional. I am focused on maintaining the culture that the original founders started and provide a setting where members and guests feel comfortable and welcome. One of our biggest assets is the caddie program. Most of our rounds are walking and the majority of them use caddies. I also have the opportunity to teach and play with our members and prospective members.

What are some of the biggest challenges you were facing at Boston Golf Club before implementing FAIRWAYiQ?

[BE]: Our course logistics and layout are certainly our biggest challenges. We are separated by a main road that runs between our front nine and back nine. Every group that plays the golf course will need a golf cart to drive to the first hole and again from the 9th green to the 10th tee. When they built the golf course, our owner wanted to build the best golf course possible on the land that was provided. Maintenance facilities, practice facilities, clubhouse, parking, were not the highest priority, and the structures were fit in after the course was designed. And with that, we have difficult logistics.

Our first hole is located about 800 yards away from the main house, our main practice area is located about a mile and a half away from the golf shop, and our cart storage area is located in the maintenance barn approximately 1 mile from the golf shop. We have 305 acres and it becomes very difficult to know where our golf carts and players are at any given time.



The Result

“We will also tag selected groups, to identify gaps throughout the day to fit incoming play. And on busier days, we will tag caddies that we know will be spinning to afternoon groups.”

Knowing you had these challenges, what were some of the benefits and solutions you had with implementing FAIRWAYiQ?

[BE]: What I needed to see was where golf carts and caddies were on the property. After a lot of research, I could not find a simple solution. All I wanted, was the ability to see dots on a map from a computer in the golf shop. The ability to see where golf carts and selected groups on the golf course relieves a lot of anxiety from the professional staff. It was very difficult to manage without physically seeing anything from the golf shop.

I couldn't find this solution anywhere from any other companies until I met James and David and FAIRWAYiQ was exactly the solution I needed. We now know where every golf cart is on the property. Whether in storage, on the course, at a practice facility, or in one of the staging areas. We will also tag selected groups, to identify gaps throughout the day to fit incoming play. And on busier days, we will tag caddies that we know will be spinning to afternoon groups.



What benefits have you seen relating to staff management and the type of service we're able to provide people?

[BE]: It certainly has helped our staff quite a bit. FAIRWAYiQ has given us a sense of relief from the anxiety of the unknown. A lot of times at other golf courses, you'll be able to look out the window and you can see where people are, right? Because of our course layout, we would have to guess at where we thought groups would be on the course. With FAIRWAYiQ we can simply look at a screen and be confident that everything we need to know on the course is right there.

Do you have any other comments that you think might be helpful for other Golf Professionals?

[BE]: I think this will be a good analogy for other professionals. The technology that FAIRWAYiQ provides is similar the advancement in teaching. Years ago, we would watch a swing and provide a diagnosis for our student based upon the ball flight. It was an educated guess. Now we have FlightScope and Track Man. This technology for instructors like myself has taken the anxiety out of the lessons. The computer is verifying what my eye is seeing or maybe what it not seeing. It immediately gives a reassurance that we are helping the student.

Bringing that technology into your lessons is very similar to bringing FAIRWAYiQ to your golf operation. It relieves the anxiety, the unknown and the guesswork out of the daily operation. In the past, we would rely on a small outside service team via radios to help us locate key groups and golf carts. FAIRWAYiQ gives us the information right when we need it.



Q & A with Boston Golf Club Boomer Erick, Head Golf Professional

Hingham, Massachusetts



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 | 800-649-6050

