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# Case Study

*Using technology to improve Pace of Play and deliver a better experience to club members*

Q & A with Springdale Golf Club  
Keith Stewart, Head Golf Professional  
Princeton, New Jersey



SPRINGDALE GOLF CLUB



FAIRWAYiQ

# Q & A with Springdale Golf Club

## Keith Stewart, Head Golf Professional

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- Keith Stewart, Head Golf Professional

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## Background

Tell us about your course and your role at Springdale Golf Club.

**Keith Stewart (KS):** My name is Keith Stewart, I’m the Head Golf Professional and self-designated as the director of “Fun” here at Springdale Golf Club in Princeton, New Jersey. We are an 18-hole private facility in the heart of Princeton. We're located on about 105 acres of golf course land designed by William Flynn. It is very much a walking golf course, I would say two-thirds of our rounds are walking.



# Challenges and Goals

Pace of Play has seemingly been Golf's Achilles Heel - is it something that you feel can be solved? If not, what are some things Golf Professionals can do to alleviate this challenge and get better flow back to the game?

**[KS]:** Can it be solved? Probably not, and I'll give you two real life examples as to reasons why. Number one, how would you know how fast to drive if there weren't speed limits on the road? And number two is that we're not going to put them [speed limits] out there, at least in the private club scenario, because golf needs more players. We do not want to create confrontation. Because of that, there's going to be that constant back and forth without any sort of guidelines or knowledge base readily available to the players. People move at different rates and golf courses bring a wide variety of people together. I don't see how you can solve it completely. Now, what you can do is monitor it—you can make people more aware. And I think that's where FAIRWAYiQ comes in.

Why is it important for you and your course to look at tackling the Pace of Play issue?

**[KS]:** Rightfully so, people view their time as very valuable and we want to project that we believe that their time is valuable as well. Golf does take time, people are aware of that, but they don't want to have it take too much time. The more we show them that we value their time, the better their experience. If you can enhance the experience in any way, then you're going to drive more revenue. That's a positive thing. So that's why this is a good discussion to have, it helps the players and the club.



## The Result

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“Giving people back time leads to a valuable experience—FAIRWAYiQ is what is helping us do that.”

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How is FAIRWAYiQ being used by you and your staff at Springdale Golf Club?

**[KS]:** Our staff, and even myself, never leave the clubhouse without the rule book of Golf. Even if we're not handling issues, we always have it. And the reason being is that you never know what might happen out there and if there's a ruling that needs to be made, you pull out the book and the book makes the ruling, not the staff member. Therefore, there is not a negative connotation to a decision that my staff or I might make with, for example, a member of the club that gets a penalty stroke. The book made that decision. I did not make that decision—I just relate it to him. FAIRWAYiQ does just that regarding Pace of Play. Showing a player on my iPhone or a tablet that they are 13 minutes behind amongst all the other green dots on the FAIRWAYiQ map let the players know that they were slow today, not me. And that was a very positive thing for me and my staff. It helped get people to move when we did get to a face to face discussion and overall, I think the golf committee was very much on board and pleased with the outcome.



## By using FAIRWAYiQ as a Pace of Play system, what were the results?

**[KS]:** We're saving roughly 15 minutes during peak times. A tournament round went from the 4-hour 20-minute range to a 4-hour 5-minute range or even 4-hours flat.

Another side-benefit of FAIRWAYiQ is being able to predictably train our staff to have better conversations with players when they finish playing. One of the things that we train the staff is to exit interview or an exit conversation with the golfers when they finish. Everyone is always focused on the golfers before they play, but we make a concerted effort on the experience after they play to see how we can improve. We're finding a lot of happy golfers who are able to shave off time during their round and give themselves some extra time to wind down before leaving the club. Giving people back time leads to a valuable experience—FAIRWAYiQ is what is helping us do that.



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**FAIRWAYiQ**

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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

