



"PETE DYE'S DESIGN is a fantasy. Its backdrops are audacious. It is heartening to see the staff at both the French Lick Springs and West Baden Springs hotels treat us with open arms." – NANCY LOPEZ



The Donald Ross Course features flat bottom bunkers with gnarly faces protecting square or rectangular shaped greens.

Acknowledging

WOMEN'S GOLFING GREATS

French Lick Resort will host the first ever Senior LPGA Championship.

FRENCH LICK, INDIANA: "As you become a part of history, it becomes more important to you," conveyed Dave Harner, director of golf operations at French Lick Resort. "I have learned the value of documenting life. I look back and wish I had photos of my mentors. It makes me sad that I only can cherish distance memories that fade over time. It is critical to celebrate and record milestones. Often, you don't realize it was a milestone until it has passed you by.

"Fortunately, our resort has done a wonderful job documenting its history. A look deep into the past reveals how far French Lick Resort has come.

"One artifact, now prominently displayed in the clubhouse, is a napkin with Pete Dye's sketch of the routing of his course," said Harner. "I didn't realize its significance. I had haphazardly placed it on my car's dashboard. About a month later, I 'discovered' the napkin and it suddenly hit me how noteworthy it was. Mr. Dye rarely draws blueprints, his mastery is completed by boots on the ground.

"Of the 155 individuals inducted into the World Golf Hall of Fame, only six are golf course architects by profession: Alister MacKenzie, A.W. Tillinghast, Charles Blair McDonald, Robert Trent Jones, Donald Ross, and Pete Dye," reported Harner. "French Lick is the only resort in the country to have Donald Ross *and* Pete Dye courses."

A CELEBRATION 100 YEARS IN THE MAKING

French Lick Resort first welcomed guests in 1845, the same year Texas became the 28th state in America. Its buildings are listed on the National Register of Historic Places and the resort is recognized as one of the Historic Hotels of America by the National Trust for Historic Preservation.

The resort has completed a \$581 million restoration and development project of both of its hotels: West Baden Springs and French Lick Springs. Combined, they offers 686 guest rooms and suites; the largest resort meeting space in the Midwest; two full-service spas, a 51,000 square-foot casino; and 63 holes of golf (including the Ross and Dye courses). ➤



A TEN-DAY TRIBUTE TO WOMEN'S GOLF

"French Lick Resort is no stranger to major championships. In July, it will host a 10-day tribute to women's golf, including the first ever Senior Women's LPGA Championship.

"This is a landmark event for the LPGA because it provides a larger platform to celebrate the legends of the game. With the USGA's recently announced U.S. Senior Women's Open and now our event, the women that forged the way for the current generation will now have two major championships each year.

"French Lick is an ideal host. The resort has already shown tremendous support for senior women's golf through the annual Legends Tour Championship. The Pete Dye Course is accustomed to hosting premier tournaments, serving as the site of the 2015 Senior PGA Championship, the Big Ten Men's and Women's Championship from 2012-2014, and the 2010 PGA Professionals National Championship — on top of our Legends Tour stop. The LPGA is proud to support this new event and we look forward to making this an outstanding Championship for years to come."

– MIKE WHAN, COMMISSIONER, LPGA



At the turn of the 20th century, French Lick Resort was considered America's playground. It was common to see Howard Hughes or Lana Turner walking the gardens. During the 1931 National Governors' Conference, Franklin D. Roosevelt announced his candidacy for President in the Grand Colonnade of the French Lick Springs Hotel.

FRENCH LICK SPRINGS Hotel is an American Classic. Amenities include a full-service casino with 1,100 slot machines and 40 table games; a full-service spa; a 109,000 square-foot conference and event center; indoor tennis, pool, and basketball courts; a shopping gallery; a bowling alley; the Kidsfest Lodge; horse stables; and walking access to the Valley Links Golf Course.



FRENCH LICK RESORT IS OWNED BY COOK MEDICAL. The family run company manufacturers 16,000 medical devices, operates in 135 counties, and employs 12,000 people. They produce one million devices per month for medical procedures performed around the world.

"The experience we deliver is unexpected," detailed Harner. "Most resorts tend to be located near a major highway or airport. We are close to neither. I like to say we are in the middle of nowhere, but really in the middle of everywhere. Our Midwest location places us within a day's drive of many of America's largest cities."

This year marks the centennial celebration of the Donald Ross Course at French Lick. "It was well received by the world's best players from the day it opened," lauded Harner. "The course, seven years after opening, hosted the 1924 PGA Championship, won by Walter Hagen."

"Ross was a gutsy character. Born in Scotland, he emigrated to America at 27 years of age with only \$2 in his

pocket," reported Michael Fay, founder of the Donald Ross Society. "Ross was a prolific designer with 400 courses to his name. He even has two courses in Cuba.

"During the height of his career, few machines were used to massage topography. Thus, he had to be clever in his designs. Courses tended to be 'painted' onto the ground versus the ground being transformed by giant earthmovers," explained Fay.

A HOMAGE TO ROSS'S ARTISTRY

Golf courses have a lifecycle. No matter how deft a maintenance routine, eventually greens, tees, and fairways require replacement.



WEST BADEN SPRINGS Hotel offers the essence of European luxury. It was fashioned after the great mineral spa of Baden-Baden in the Black Hills of Germany. Its 200-foot diameter atrium is a popular gathering spot and photo opportunity. The pet-friendly hotel features 243 luxury rooms and a relaxing spa.

In the mid-19th century, tourists would travel great distances for the medicinal powers of the area's mineral springs. The water's high content of mineral salts created a powerful, and not so gentle laxative. The area expanded with dozens of full-service resorts and casinos to service the throngs of visitors. The side-by-side towns of French Lick and West Baden Springs were nicknamed "Las Vegas of the Midwest."



By the late 1990s, the Ross Course at French Lick was 80 years old, tired, and showing its age.

"There is a difference between a *renovation* and *restoration*," explained Fay. "A *renovation* is a byproduct of the original and a *restoration* is a reproduction of the original. To put it in perspective, when viewing a Monet while touring the Metropolitan Museum of Art in New York City, would you prefer to see the restored original or a reproduction from an unknown artist?"

"I commend the team at French Lick for providing the resources for a proper restoration of the Ross Course. They were able to deliver a design that is 98 percent true to Ross's original." ■



The resort is located within a short distance from many Midwest cities. It is a 90-minute drive from Louisville, 2.5 hours from Indianapolis, 3 hours from Cincinnati, 3.5 hours from Nashville, and 4 hours from St. Louis and Chicago.

Until April 30, French Lick Resort is offering a limited edition package that includes a one night stay at either resort hotel, two days of unlimited golf at The Donald Ross Course with cart, breakfast at Hagen's Club House Restaurant and a limited edition collectible gift (only 100 will be made). Package price starts at \$399 per person based on double occupancy.

For more information, please visit FrenchLick.com, or call (888) 936-9360.