

# Committing to the Next Generation

The Pete Dye Course has 40-mile panoramic views of Hoosier Country, volcano bunkers, and sharply cut fairway lines. "Its backdrops are audacious."  
—Nancy Lopez, winner of 48 LPGA tournaments

*"Without a doubt, French Lick Resort is an ideal host and longtime supporter of golf."*

— DAVID FEHERTY, GOLF ANNOUNCER AND FORMER PGA TOUR PLAYER

**"The first time I visited it was a shocker;** it's a really special place. The more you explore, you realize how much it has to offer. The resort is the ultimate buddies destination. Drop a couple of beers in your cart's cooler and head out to the first tee. There's no better place to play."

— LAURA DAVIES, 87 PROFESSIONAL WORLDWIDE WINS

FRENCH LICK, INDIANA: Korn Ferry has been recognized in *Forbes Magazine* as America's best executive recruiting firm. So, it seems fitting that its partnership with the PGA TOUR (called The Korn Ferry Tour) identifies and develops the next generation of players ready to compete and win on golf's biggest stage. In recent years, five former Korn Ferry Tour players have earned the title of "the world's No. 1 player" including Tom Lehman, David Duval, Jason Day, Justin Thomas, and Scottie Scheffler.

French Lick Resort has been a longtime supporter of both men and women's professional golf over the past century, starting with the 1924 PGA Championship. "More recently, we have hosted the 2010 Club Professional Championship, 2015 Senior PGA Championship, LPGA Championship [2017-2021], Epson Tour Donald Ross Classic [known as the road to the LPGA], and the LPGA Epson Tour Resort Charity Classic [2022-2023]. I am pleased to announce that this season we will add to our resume as a host site for the Korn Ferry Tour Championship, presented by United Leasing and Finance," said a pleased Dave Harner, director of golf operations at French Lick Resort. "Our staff couldn't be more pleased to promote the future of our sport."





History reports Donald Ross scouted the resort's 3,500 acres on horseback to find the "just right" location with a natural flow of topography that required limited tree removal.

## HOMETOWN OF NBA SUPERSTAR LARRY BIRD

French Lick Resort offers three sister hotels: West Baden Springs Hotel, French Lick Springs Hotel and The Valley Tower. Amenities include the largest resort conference center in the Midwest; a full-service casino and sports-book; two world-class spas; the KidsFest Lodge; a bowling alley; horse stables; and 36 holes of golf, including Donald Ross and Pete Dye signature designs.

"If you haven't been here in awhile, you'll be shocked by our growth. We went from a town with zero traffic lights to two!" teased Harner. "All kidding aside, our newest golf amenities include a modern warm-up area and installation of the Better Billy Bunker system on the Ross Course, and plans are underway to expand our nine-hole Valley Links Course into a traditional 18-hole design. All told, in excess of \$600 million has been invested in the guest experience."

French Lick Resort first welcomed guests in 1845, the same year Texas became America's 28th state. Its buildings are listed in 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.



**"We are the only resort in the world** with courses designed by two World Golf Hall of Fame architects. Our Donald Ross Course [classic design] kept the original lay of the land with all green complexes open in front to favor a ground game. The Pete Dye Course [modern design] required an army of dump trucks, running 12 hours per day for 18 months to sculpt the fairways."

—DAVE HARNER, DIRECTOR OF GOLF OPERATIONS

## A CONTRACT SIGNED

Planning a professional golf tournament isn't for the faint of heart. Signing the contract with the LPGA or PGA TOUR is only the first step in a lengthy and time-consuming process.

"By the end of the day, dozens of contracts with various vendors are in place," continued Harner. "Everything from traffic patterns, parking, and signage are carefully planned to make sure everyone is on the same page. Weather is a constant curveball. Most planning takes place months [sometimes years] in advance while a reliable weather forecast comes into focus only days before 'game day.' You must be ready and able to pivot from plan A to plan B in short order. Safely moving thousands of players, spectators, and volunteers away from inclement weather isn't the easiest of tasks.

"After a day of meetings, my place to decompress is enjoying a glass of cold ice tea at The Mansion, located at the Pete Dye Course," concluded Harner. "Built in the 1920s, it's the site that fellow congressmen convinced Franklin Roosevelt to run for president." ■

*For information on seasonal golf packages, please visit [FrenchLick.com](http://FrenchLick.com).*



The dome at West Baden Springs Hotel has been called the "8th wonder of the world."