



Perry O. Dye Designs, Inc.
5500 East Yale Avenue • Third Floor
Denver CO 80222-6930
Phone: 303-759-5353
Fax: 303-691-0607

DYE 85
The Creative Ingenuity of Pete Dye---Golf's Most Intriguing Architect

COMING TO BOOKSTORES EVERYWHERE---AUTUMN OF 2008

Though he's been a prolific and world-renowned designer for more than 40 years, there's never been a comprehensive book that showcases Pete Dye's finest work. **Dye 85**, in words, full-color photographs and sketches, will be a "highlight reel," and put many of his best-known and highly regarded designs in one handsome volume.

Published by Abrams Books of New York, one of the premier golf book publishers in the nation, **Dye 85** will be one of the most important golf books of 2008. (To see examples of their top-quality work, please visit www.hnabooks.com)

DYE 85--- FACT SHEET

- **Dimensions:** This will be a hardcover, coffee-table book, approximately 9" by 12" in size, 300+ pages in length
- **Price:** \$50.00 retail.
- **Format:** Full color throughout, with photographs, sketches and other illustrations complementing the text.
- **Contents:** Introduction, Foreword by well-known golf name (TBD), introductory chapter on Pete Dye's background and history in golf architecture, and index of all Dye courses worldwide. Each course chapter will be a 500-800 word overview of the golf course, with accompanying photography. A brief history, perhaps a quote from Pete Dye, playing characteristics and unusual features will comprise the text of these overviews.

There will also be numerous anecdotes about Pete and Alice Dye, provided by those who know them well. These "Dyedacticisms" will be sprinkled liberally within the pages, in many cases supplied by some of the best-known names in golf, sports, entertainment, business and world affairs. These 150-300 word anecdotes will spice up the text considerably, and offer a unique glimpse of the engaging, one-of-a-kind character of Pete Dye.

About the Author: Joel Zuckerman has been called "One of the Southeast's most respected and sought-after golf writers" by Golfer's Guide Magazine. His course reviews, player profiles, essays and features have appeared in nearly 100 publications internationally, including **Sports Illustrated, GOLF, Golf Connoisseur, Continental Magazine, Travel & Leisure Golf, Golfweek, Estates West, Millionaire** and **Golf International**.

Other Zuckerman books include:

Golf in the Lowcountry
Golf Charms of Charleston
Misfits on the Links
A Hacker's Humiliations



Perry O. Dye Designs, Inc.
5500 East Yale Avenue • Third Floor
Denver CO 80222-6930
Phone: 303-759-5353
Fax: 303-691-0607

For more information visit www.vagbondgolfer.com

There are more than 300,000 independent insurance brokers in the United States. There are just over 175 members of the American Society of Golf Course Architects. But there is only one Pete Dye.

It was the 18th century novelist George Eliot who said, "It's never too late to be who you might have been." Pete Dye never took the time to read Eliot's better-known novels like Silas Marner or Middlemarch, but regardless of his lack of familiarity with Eliot, Pete has been living her credo since the day he gave up the insurance racket forever, and turned his full attention to golf course design. Here's the "Cliff Notes" version of how it all transpired:

There are two major reasons, among dozens of lesser ones, as to how Pete Dye became a household name in golf. The first was being born the son of Paul "Pink" Dye. The second was meeting and marrying Alice O'Neal.

Pete's work ethic likely came from his father. Nicknamed "Pink" because of the shock of red hair he sported in his youth, as an adult he was a politician, bar owner, insurance agent and postmaster in Pete's hometown of Urbana, Ohio. He also loved golf, and had his son swinging a cut-down club at age five.

"The game was born and bred into me by my dad," recalls the architect, who also served as an occasional caddy for his mother Elizabeth, who played socially. "And I've always been grateful for his choice of sport."

While "Pink" Dye won the club championship at Urbana Country Club a couple of times in the early 30s, his playing record was eclipsed by his son. Pete eventually won the Ohio High School Championship, captained the golf team at Rollins College, won the Indiana State Amateur, played in a U.S. Open, several U.S. Amateurs, and most importantly, at least from an architectural standpoint, in the British Amateur. But beyond the love of playing the game, his father also sparked an interest in golf course maintenance and construction.

"Pink" Dye tired of traveling to outlying courses in the surrounding communities, and convinced his mother to donate 60 acres of farmland to the cause. He couldn't enlist the services of a name architect, so in 1922, three years before his namesake son was born, he designed and constructed the Urbana Country Club. (Note: The given name of the man we know today as Pete Dye is actually Paul, like his dad. But to distinguish the two generations, the son was called by his initials. P.D. morphed to Pede, which eventually became Pete.)

It took almost a year for "Pink" and his makeshift construction crew to rough out six holes. Three more were added several years later. As a child, Pete helped with routine maintenance, like mowing greens and running sprinklers. When World War II broke out a few years later, and most every able-bodied Urbana man went off to war, the then-15 year-old took over the maintenance of the golf course entirely.

In his youth, accompanied by his dad, Pete visited and played some of the finest courses in his home state, all within reasonable driving distance. These included Scioto in Columbus, Cincinnati's Camargo Club and Inverness, in Toledo. But his golfer's education went to a whole new level during his military service. He won the base championship and tended the golf course at Georgia's Fort Benning. But when he was stationed at Fort Bragg in North Carolina, he was just 40 miles from Pinehurst. Playing the famed Number 2 course was a regular occurrence, and speaking of the Donald Ross masterpiece, the designer-to-be once said, "Pinehurst number 2 impressed me more than any other golf course I had ever seen."



Perry O. Dye Designs, Inc.
5500 East Yale Avenue • Third Floor
Denver CO 80222-6930
Phone: 303-759-5353
Fax: 303-691-0607

Pete Dye met his future wife at Rollins College in 1946. Alice O'Neal was a fine player then, and became a great player in the ensuing decades. Her trophy case includes nine Indiana Women's Amateur titles, 11 Indianapolis City Championships, the Women's Eastern, the North and South, and a pair of USGA Senior Amateur Championships, among many other significant titles, both individual and team. Though Alice became instrumental in her husband's architectural career, Pete didn't mind getting the lion's share of the credit. "Hell no," he once told a reporter, only half-jokingly. "I played second fiddle to Alice for so many years in Indianapolis, it's finally my turn!"

It was 1955, five years into their marriage, when Pete first got the inkling to get into golf course design. Timing-wise, it was a curious decision. From the early 30s until the mid 50s, course closures outnumbered openings by a ratio of three-to-one. The stock market crash, the ensuing Depression, bank foreclosures, World War II and the seizure of golf properties to make way for the burgeoning interstate highway system all conspired to the marked attrition of courses nationwide. Pete was a successful insurance agent in Indianapolis at the time, having followed Alice into the field. The Dyes had parlayed their local golf prominence into a thriving insurance business. But despite his membership in the Million-Dollar Roundtable, it was his membership at the Country Club of Indianapolis that veered him into an entirely different direction.

Pete began using the club grounds as a living laboratory. There were serious maintenance issues at the club, and as an enthusiastic greens committee member, he dove into the job full force. He transplanted saplings after disease killed off numerous trees. He tinkered with bunkers, added curvature to fairways. As his interest piqued, Pete started commuting to classes at the Purdue University School of Agronomy, where he learned about different grasses, turfs, pesticides and fungicides. A little knowledge can be a dangerous thing. Pete managed to kill what little grass there was on some of his club's fairways. He built a "lifetime" bridge that collapsed in the first spring rain. To his surprise, he was never kicked out of the club. And with the encouragement of his wife, he remained undaunted as he attempted to forge a new career.

El Dorado in Indianapolis was Pete and Alice's first official design, and theirs was a real mom-and-pop shop. They had to hand-mix the soil, sand and peat mixture for the greens in a local barn. They grew bent grass in the yard, bought a sod-cutter, and transported sections to the course in the trunk of their Oldsmobile. The course, which is now known as Royal Oak, opened in the early 60s. Pete's penchant for making a golfer sweat was evident right from the get-go. Richard Tufts, friend to the Dyes and a former USGA president, wrote with some helpful advice. "I certainly enjoyed looking at your routing. But don't you think crossing the creek *thirteen* times in nine holes is a bit much?"

The Dyes did their first 18-hole course shortly thereafter, as Heather Hills, also in Indianapolis, opened in 1962. More work followed, all of it on a local level. The architect wondered whether his amateur status as a golfer would be affected by his new profession, but it was a moot point. As his design career flourished, the seven-days-a-week, in-the-trenches regimen made his brief foray into big-time amateur golf nothing but a fond memory.

Although there was one notable exception. When 38-year old Pete Dye qualified for the '63 British Amateur, he and Alice seized the opportunity to visit the great courses of Scotland for the first time. He regretted his impetuous disparagement of the Old Course at St Andrews as a "goat ranch." Seven rounds later, thanks to his strong showing in the event, he realized it was one of the world's great tracks. The Dyes used this inaugural overseas jaunt to study and play more than 30 Scottish classics. This seminal visit provided numerous "Aha!" moments for both



Perry O. Dye Designs, Inc.
5500 East Yale Avenue • Third Floor
Denver CO 80222-6930
Phone: 303-759-5353
Fax: 303-691-0607

Pete and Alice, and helped clarify and articulate their vision of vibrantly memorable golf course design.

They were particularly impressed by the Old Course, Turnberry, Prestwick, Carnoustie and Royal Dornoch. Muirfield, Troon, Nairn, Gullane, Western Gales and North Berwick also provided inspiration. They came back to the Midwest, eager to build courses with small greens and wide, undulating fairways. They wanted to implement pot bunkers, railroad ties and blind holes into their work, experiment with contrasting grass mixes and add gorse-like vegetation to frame fairways.

It's probably no coincidence that Pete Dye's inaugural masterpiece, Crooked Stick in Indianapolis, was the first course he designed after his initial foray to the British Isles. Up to that point, Dye had produced ten courses, and made revisions on a dozen others. But Crooked Stick, which the Dye's refer to as their "firstborn," truly put Pete on the map. He got on a roll thereafter, creating the Golf Club in New Albany, Ohio, and Harbour Town Golf Links on Hilton Head Island, in short order. Both courses remain on most worldwide Top 100 lists.

One triumph followed the next, usually with Alice, who became known as "the patron saint of forward tees," by his side, offering valuable input. It's been said that despite the fact she was never seen lifting a shovel or commanding a bulldozer, nobody had more influence on the architectural career of Pete Dye.

Teeth of the Dog in the Dominican Republic led to Oak Tree in Oklahoma. The Stadium Course at TPC Sawgrass near Jacksonville, Florida, was followed by the Stadium Course at PGA West in Palm Springs, California. Then it was Blackwolf Run in Wisconsin, the Ocean Course on Kiawah Island, Brickyard Crossing in his adopted hometown of Indianapolis, West Virginia's Pete Dye Golf Club, Whistling Straights back in Wisconsin, and dozens upon dozens of others.

The number of individuals who worked with or for Dye isn't quite as long as a roll call of the hundred-plus golf courses he's created, but it's close. Over his long career, Dye hired, employed, mentored and collaborated with many dozens of apprentices that eventually came to architectural prominence themselves. These include Jack Nicklaus, Greg Norman, Tom Doak, Bill Coore, Tim Liddy, Lee Schmidt, Brian Curley, Bobby Weed and Jim Urbina, among others. Almost all of whom are members of the aforementioned American Society of Golf Course Architects. This august list also includes Pete and Alice's two sons, Perry and P.B. The Brothers Dye were born into and reared in the game much like their parents. They were picking up rocks as toddlers, riding on earth-moving equipment at the same age other kids were riding their bikes. Either individually or in tandem with their father, Perry and P.B. have created more than a hundred courses themselves. Add in Pete's nephews Andy and Matt Dye, his niece, Cynthia Dye McGarey, and this growing list of Dye designs spreads to all corners of the globe.

Pete's courses will live on for generations, challenging, intriguing, befuddling, exasperating and delighting golfers long after Dye himself is gone. But those who've known, worked with and befriended the man throughout his career are quick to point out that Pete Dye is as unique as the courses he's produced. Forever the iconoclast, it's no wonder his resume is chock full of iconoclastic course designs. Consider the fact that, despite his numerous successes and worldwide fame, he's never had a letterhead, or even an official secretary. He doesn't do contracts. A handshake is good enough for Pete. He's not one for detailed blueprints or architectural drawings. His modus operandi is to walk and walk the land, then walk some more, until a vision of a golf course, a routing plan, forms in his incredibly fertile imagination.

It was Ben Hogan who, when asked of his success, alluded to a ceaseless practice regimen. He said famously, "the secret is in the dirt." Same with Pete Dye. "You can't build a



Perry O. Dye Designs, Inc.
5500 East Yale Avenue • Third Floor
Denver CO 80222-6930
Phone: 303-759-5353
Fax: 303-691-0607

golf course from bed,” was a favorite expression of his, used to chide his crew and co-designers onto the malleable property before first light. Eighteen, sometimes 20-hour days were the rule, not the exception, whether Dye was coaxing a green-grass playing field out of impenetrable swampland, thick forest, dense jungle, worthless scrubland, rocky hillsides, barren desert or fallow farmland.

Arnold Palmer once remarked, “What other people may find in poetry or art museums, I find in the flight of a good drive.”

If the reader can find the logic in Palmer’s sentiment, and sees the game itself and the venues on which it’s contested as an art form, then golfers everywhere owe a debt of gratitude to Pete Dye. Because this former “insurance huckster,” as he was once affectionately lampooned by the grateful membership of Crooked Stick Golf Club, metamorphosed into one of the most ingenious, innovative, and visionary course designers of the modern era. If golf is indeed an art form, then those who love to play must be thankful that Pete Dye, Alice and the rest of their family have bequeathed us hundreds of dazzling canvases on which to revel in the game.