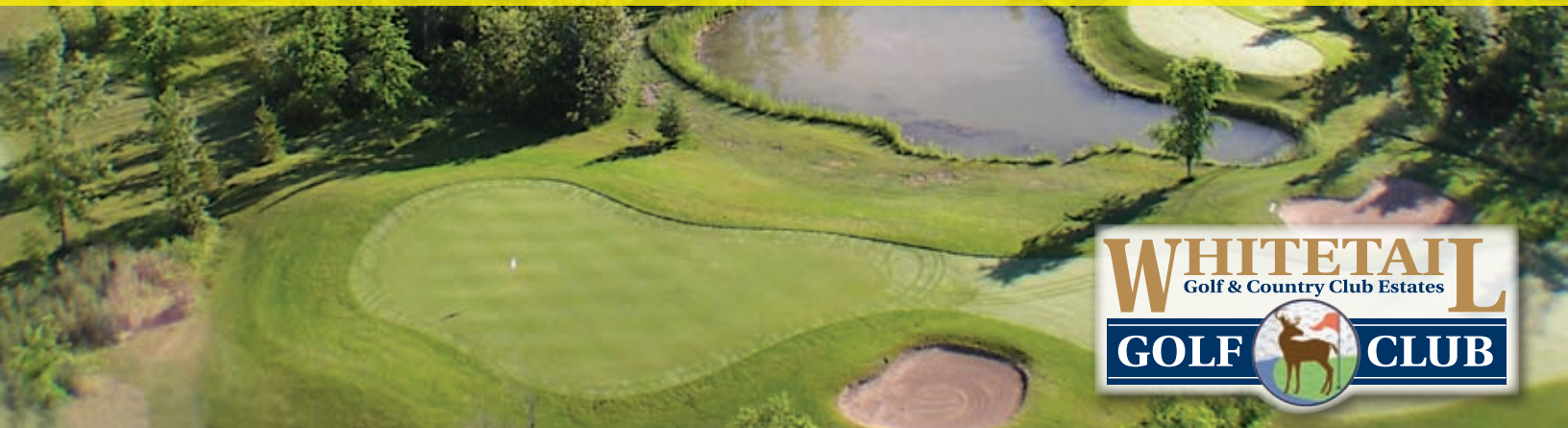


The Art Of Building A Golf Course

Under Expansion



Whitetail Golf and Country Club Estates formerly Kawartha Lakes Golf course is located just outside Lindsay in the heart of the Kawartha's and is undergoing major expansions to its already existing nine-hole course. Watch a beautiful work of art in progress as they expand to an outstanding 18-holes, challenging and fun for all level of handicappers.

Expansion began in the fall of 2007, and official ownership changed hands March 2008. On the original nine holes the par 5, sixth hole is becoming a scenic masterpiece with thirty, 15-foot tall cedars that have been transplanted shaping the dogleg left fairway. Approaching the green, the fairway crossing between both ponds has morphed from twenty feet wide to eighty-eight feet allowing a more forgiving lay up and approach shot. 90 feet of bush and trees have been removed allowing you to see the green early in your approach shot making this a hole designed for even the average golfer. The Lally's have put their touches on each of the original 9 holes, maintaining the beauty and designing a more player friendly course.

The old clubhouse has been restored, boasting new washrooms, a framed in gazebo with pine and groove finish serving as a banquet room with restaurant facilities. The new area has been beautifully finished and includes two flat-screened TV's creating an elegant and inviting venue with large windows capturing a panoramic view of the course.

Whitetail Golf and Country Club Estates anticipates the new nine grand opening in May of 2009!

The Business of Growing Golf **Meet the family...understand the process**

What do you get when you combine a nine-hole track, a class "A" CPGA head pro, a young man who has worked all positions at a

golf course and another who has built nearly thirty courses throughout Ontario? **Answer:** The expansion of Whitetail Golf & Country Club Estates and the Lally's!

On The Links reader's....meet Jack, Dan, and John Lally, Ontario's leading family in golf course design, building and expansion. Never before has OTL had the pleasure to meet such family oriented people versed in the game of golf. In the words of a man who once spent two days as a caddy for Sam Snead at the Canadian Open, Jack Lally states...**"you build a golf course from green to tee deck."** On that note I shall introduce each member of the team.

Starting at the green and the man who envisioned said green, Mr. Jack Lally himself. At the age of 66 Jack has designed and built over 30 golf courses, Jack the eldest, is the father of John and brother to Dan. He is also considered the **"experience"** when it comes to final decision making of design and construction when building or expanding a course. He has stamped his name on premier courses such as Black Diamond, Bellmere Winds, Heather Glen, and 36 holes of Deer Creek's 45 to name a few. When asked the difficult question of costs associated building from the ground up or expanding, Jack informed us you need to build for what the market requires in both price point and quality. He has built for all different markets from small par 3 courses in the city to fantastic challenging 18-hole courses that were made to sustain play upwards of 30,000 rounds per year. Don't let Jack deceive you, he's not only the creator of many courses, he has also been known to "tame" a few of his own creations as well, having turned pro at the age of twenty-one.

Course decision-making, how does the family agree? Where do the bunkers go, what do we do with that tree in the middle of the fairway, and the pond, what on earth do we do with that? In a very complex mathematical equation with

strict advice from their psychiatrists, the Lally's have mastered a seamless and manageable blueprint for making difficult decisions. 80% of the time they arrive at the same conclusion, 10% is disagreeing and talking it over as a team and the last 10% **"experience"** makes the final decision...in layman terms...Jack wins! The trio remains a very tight knit family and all time spent together has not affected their relationships. This is evident as they are currently the longest serving squad at the Ontario Father and Three Son's golf tournament, entering a record 26 consecutive years!

Chipping backwards to the fairway, a place fitting and best suited for Dan Lally, brother of Jack and uncle to John. Dan is currently master of the fairway upon which he stands. His career began in 1959 and since then he has honed his skill becoming a class "A" CPGA head pro, owning and operating a golf academy in Pickering, located on Brock Road. Boasting five "hole in ones" and a course record at Sunnybrae with a bogey free round of 63, he offers advice that should definitely be taken to heart. The three keys to a successful career in golf are: (1) Commitment (2) Playing Competitive Golf (3) Take Instruction! These are not mere words to Dan; he lives and breathes them every day. An instructor twelve months a year he plays golf 40-45 weeks of the year. Dan will play a crucial role in the development and transformation of Whitetail Golf & Country Club Estates using his expertise in marketing and "pro" duties to assist his brother and nephew when called upon.

As we approach the clubhouse and the history of Jack's son John, we must let him take over the writing duties. John is the man you will meet on a daily basis at Whitetail Golf & Country Club Estates. An amazing individual, his passion for their livelihood is remarkable as he sat down and prepared what you are about to read.

So sit back and enjoy...



**From The Eye's Of A Boy
A dream...realized**

From the day I was born my family has been in the golf business and I grew up spending my summers at the golf course. Playing 36 holes a day as a young lad with my friends was like a walk in the park. In my teenage years I worked at the golf course tackling both inside and outside jobs. At sixteen, I had the opportunity to watch my father design his first golf course. Riding four wheelers and listening to Jerry Coughlan and my Father discuss the future of how the course would look was an exciting adventure.

Walking alongside them as they mapped out various ways of developing the course was interesting and informative. What size and where the ponds will be, how much irrigation is needed, how far back to build the tees, making sure the next tee deck is the right distance from the previous green, what trees stay and what trees go? After the topsoil was stripped I would help pick rocks where one day a fairway would be. An empty field over the summer months was transformed into a golf course known as Deer Creek.

Working at a golf course is a great experience for a young person, learning the importance of being upbeat and positive as well as



Thank you to the City of Kawartha Lakes for their cooperation and support through this process!

treating patrons with respect. Customers arriving on the course are excited and eager to start their day doing what they love to do... golf. Our role, keeping the excitement and positive energy flowing, ensuring their day is everything they expected and more. I learned this from the best, Uncle Dan. Every day is met with a smile; he is smart, witty, funny and truly loves his job and enjoys his clients. Recalling one of my favourite golf moments when I was 16, was the time I beat Uncle Dan in a golf tournament after tying and clinching the victory in a playoff. The icing on the cake was my grandmother hanging the newspaper clipping on her wall and every time Uncle Dan went to visit he would be reminded of his second place finish! Grandma, Ivey Lally was a fun happy person to be around and she loved the joy golf brought to her family. Grandfather, Tom Lally loved everything about golf, cherishing every day he played with family and friends. Every year we continue the Lally family scramble golf tournament, playing for the Tom and Ivey trophy and celebrating at the end of the day with a BBQ. In their passing they have left their legacy...six golfers and twelve grandchild golfers.

Years ago I traveled to Balsam Lake to view a potential site to design and build a golf course with surrounding homes, it was an amazing piece of land with waterfront on beautiful Balsam Lake. Here I envisioned the perfect adult lifestyle community filled with golf, a relaxing clubhouse, scenic walking trails, tennis courts, pools, and water access for boating. I believe over the next decade there will be a huge demand for adult lifestyle communities, with all of the amenities. We are thrilled to design and build this all-inclusive package! It would be our honour to provide a "golden" lifestyle to those enjoying their golden years. We hope to break ground in the spring of 2009.

From the eyes of a boy...the dream of a man...and the reality of that dream, I have been blessed. I have the opportunity to work alongside my father designing golf courses, running day-to-day operations and expanding a great nine holes to a fantastic eighteen at Whitetail Golf and Country Club Estates.

Stop in...play a round of golf and share these moments with my family.



Whitetail Golf Club

935 Elm Tree Road
Lindsay, ON

**General Manager
& Owner**

John & Jack Lally

CPGA Pro

Dan Lally

**NEW
9 Opening In
May 2009!**

- Weekends & Holidays \$22.00 • \$32.00
- Weekdays (Monday - Friday) \$20.00 • \$30.00
- Twilight - after 3:00 p.m. \$15.00 • \$20.00

Info and Tee Times • 705.328.1616

info@whitetailgolf.ca • www.whitetailgolf.ca