



One of golf's iconic vistas blooms in the Midwest

In a game filled with iconic vistas from iconic courses, add SentryWorld's® Flower Hole to your list of golf's must-see and must-experience holes.

Out on SentryWorld's parkland course lies hole No. 16. Surrounded by 30,000 flowers and native grasses, it's one of the most interesting par 3s in the country.

So, how did this phenomenon become a reality? While under construction in the early 1980s, former Sentry® CEO John Joanis requested that all par-3 holes be unique. He wanted to bring charm and excitement to the SentryWorld experience. He wanted the course to stand out and be remembered.

Tasked with a big undertaking, course designer Robert Trent Jones Jr. looked for inspiration everywhere he had been and seen. He recalled a previous trip to France, where he'd witnessed a sea of tulips planted behind a green—essentially a pond replaced with flowers. From that memory stemmed the idea of the Flower Hole.

As one can imagine, the upkeep on the popular hole is hand-intensive. SentryWorld staff members are responsible for making sure the scenery surrounding the hole is up to standards, including planting the flowers each year, applying fertilizers and fungicides, and performing manual weeding to ensure a pristine look.

Each year, staff handpick a variety of flowers to decorate the hole with. By mid-summer when golf is in full swing, the sight of the hole is magical, with the different hues set on a backdrop of green grass and white sand.



Due to Wisconsin's winter season, the Flower Hole can only be seen for a few months. By the time October rolls around, the ground crew begins the process of deconstructing the hole, pulling the flowers out by hand, and killing the weeds.

Wandering tee shots can be a problem on the Flower Hole, which is why Joanis established his own Chairman's Rule for the hole back in 1982. Players who send their balls into the flowers receive a free drop from the nearby grass.