

# SentryWorld's iconic Flower Hole

The par 3, sixteenth hole is renown throughout the world

In the summer of 2023, the best golfers from around the world gathered in picturesque Stevens Point, Wis., to compete in the pinnacle of senior golf. The U.S. Senior Open put a spotlight on SentryWorld—a pristine parkland course and property—and its renown 16th hole, the par-3 Flower Hole.

## About SentryWorld

SentryWorld is a premier public golf course developed by [Sentry](#)—one of the nation's largest and financially strongest mutual insurance groups for businesses—in 1982 as part of a sports complex that includes indoor tennis courts, wedding and event spaces, restaurants, and a [boutique hotel](#) that opened in 2022. As Wisconsin's first destination course, SentryWorld remains a tribute to the company's roots in the community, which date back to 1912. Learn more about our [SentryWorld story](#).

At the heart of the 200-acre scenic property lies the championship layout, designed by Robert Trent Jones Jr. In 2013, Jones oversaw a major renovation led by architects Bruce Charlton and Jay Blasi.



## About our Flower Hole

Destination golfers rave about our renown Flower Hole, designed new each year and handplanted with 33,000 annuals. This Hole 16, par 3 is among the most photographed holes in all of golf. Wandering tee shots can be a problem on the Flower Hole, which is why former Sentry CEO John 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—a rule observed to this day.

## The Flower Hole's origins

The Flower Hole's synonymous with the legend of SentryWorld. The origin of this iconic hole is rooted in Joanis' desire to have all of SentryWorld's par-3s offer excitement and charm unique to each hole. Joanis wasn't enamored with Robert Trent Jones Jr.'s initial Hole 16 design, so Jones Jr. sketched in a pond. He then recalled a previous trip to France where he'd witnessed a sea of flowers behind some greens. What was once a water hole blossomed into a true first not only for SentryWorld, but for every golfer who has experienced it since.

## Cultivating the Flower Hole

Heidi Heath, owner of Heidi Heath Farms in Coloma, Wisconsin, has grown the flowers for SentryWorld's Flower Hole the past 10 years in her five acres of greenhouses.

In addition to growing the exceptional blooms, Heidi also helps create the design with SentryWorld and select the flowers to be used in it. She has learned what flowers work best and will make the hole truly shine.

Heidi's team also plants the flowers. She brings about 4 to 5 semis of flowers each year along with a crew of 15 people to handplant them at Hole 16 over the course of 2 to 3 days. They plant another 7,000 flowers around the course and property. Heidi also maintains the flowers.

Heidi's sod business—Central Wisconsin Sod—grows sod for the rough at SentryWorld, plus other notable sports locations, including Ariens Hill at Titledown (across from Lambeau Field) and Wrigley Field—including before the beginning of the 2016 World Series in Chicago. Heidi also provides and maintains the flowers around Lambeau Field in Green Bay.

### Other fun facts

- In a typical year, it takes about **450 person-hours** to plant the Flower Hole.
- SentryWorld provides players **penalty-free relief** if their ball lands in the Flower Hole
- Staff retrieved more than **1,000 golf balls** from the Flower Hole after the 2022 golf season

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### Helpful links:

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Sentry website: [Sentry Insurance, operator of SentryWorld](#)

Explore Stevens Point: [The Stevens Point Area](#)