Stating their firm's credo will be fiscal responsibility, Craig R. Jones of Facilities Development Ltd. said he will perform the full spectrum of work on projects, from feasibility studies to design.

"The time has come for fiscal responsibility," Jones said. "A lot of golf facilities have been monuments. You can't build a Ford for a Cadillac market, or vice versa. We want to put a round peg in a round hole..." He added: "Prior to any construction program, community needs should be defined with an analysis of both local and outside markets. Such factors as private club versus daily fees, potential rounds for all sources, cart purchase versus lease, income from cart rental fees, pro shop, driving range, restaurant and lounge, etcetera, should be given careful analysis.

Jones has an extensive background in land and retailing development, following experience in municipal planning. He recently developed golf feasibility studies in addition to marketing the services of Gary Player Design Co.

At GFD, Jones will market the company's services, develop feasibility studies and help clients obtain local, state and federal construction approvals.

DeHays' background includes 32 years of facilities design and engineering disciplines. Claiming, for instance, that "most recreational golfers only have five to six hours away from family responsibility." He noted that to accomplish the fast-play goal and still generate profit-making revenue requires coordination of several architectural and engineering disciplines. "Proper design of the course," DeHays said, "can make a major contribution to profitability of an operation."

He added that bunkers, located in proximity to greens, permit machine rather than hand-mowing of fringes without affecting the effectiveness of the bunker, and reduce staffing requirements significantly.

Charles Davison has been named director of business development for Gary Roger Baird Design International, Ltd. He has responsibilities for both regional and corporate operations, administration, and business development. In this capacity Davison will be involved in developing new projects, providing liaison on courses under construction, in addition to corporate responsibilities.

A native Californian, Davison, 50, has been involved in international marketing for 20 years in the capacity of executive vice president for International Management Systems and most recently as president of Worldnet Marketing. In Nashville, Baird has added Jae H. Lee to his staff, as overseas project manager. A civil engineer, Lee, 37, will have engineering and design responsibilities with a primary emphasis on earthwork engineering.

A native of Seoul, Korea, Lee was most recently the assistant manager of the resort division for SsangYong Engineering Co., one of the largest engineering companies in Korea, a company with which Baird had been involved in golf course design in South Korea.