HOT SPRINGS, Va. — Hospitality industry veteran Gary Rosenberg has been named president and chief operating officer of The Homestead, a 105-year-old resort recently taken over by Club Corporation of America, a subsidiary of Cendant Corp. Rosenberg has been with Club Resorts for three years, most recently at Pinehurst (N.C.) Resort and Country Club, where he spent a year assessing the resort’s special projects and business development opportunities worldwide. The Homestead also named Wayne Nooe director of golf operations.

CRANBURY, N.J. — The Resolution Trust Corp. has named Matrix Hospitality to manage Jumping Brook Golf Club until the golf course is sold. Matrix is a major New Jersey investment development company and manages other golf courses — Forsgate Country Club in Jamesburg, N.J., and Commonwealth National Country Club in Horsham, Pa.

LARGO, Fla. — Theresa L. Oechsle has been appointed vice president and general manager of Bardmoor/Bayou Club, a 780-unit residential golf course community north of Orlando. Oechsle also is the general manager of the Country Club of Mount Dora, a 780-unit residential golf course community north of Orlando.

ROSENBERG TO RUN HOMESTEAD

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PaceSetter program moves golfers ’round the course faster, with a smile

The differences between other programs and ours is that we’ve tried to make it people friendly,” said General Manager Michael Hatten. A long-time food and beverage manager before taking over Otter Creek, Hatten brought skills honed in that customer-service-oriented industry to Otter Creek’s table. “Speed of play programs have always had kind of a police mentality. It seems to be that way across the country. Here we promise to help golfers get around the course in no more than 4-1/2 hours. They really seem to appreciate it.”

“Helping customers and more green fees. Nice combination. The golf industry is notorious for assuming people know what to do and how to speed play, Hatten said. But that isn’t necessarily so. In fact, by asking...
Neyrey, Marr join Desert Mountain

SCOTTSDALE, Ariz. — R.R. "Dick" Neyrey has been appointed president of Desert Mountain Properties, the organization responsible for developing Desert Mountain's 8,000-acre residential and recreational community in Scottsdale.

Neyrey reports to the executive committee of the joint venture, which includes Bill Deihl, Lyle Anderson and others. Desert Mountain is a joint venture between DM Land Corp., a subsidiary of Mobil Land Development, and Sonora Partners Limited Partnership, a local development company owned by Anderson.

Meanwhile, David Marr III has been appointed vice president, The Tradition, for Desert Mountain Properties. Marr will be responsible for marketing of major sponsorships, business planning and overall tournament management.

Marketing Idea

Continued from page 31

questions. Otter Creek discovered many golfers didn't know it was acceptable for recreational players to bend the games formal rules. Doing so, they soon discovered, made the game more enjoyable for them and streamlining foursomes they may have been delaying. Communication, specifically letting customers know about the program and inviting questions, are the keys to its success, Hatten said.

A sign announcing PaceSetter hangs outside the entrance to the pro shop making golfers immediately aware of the program. Reminders are posted at the snack bar, in the rest room, on score cards and at various points along the course.

Pamphlets are available explaining practical ways to speed play — everything from placing clubs on the side of the green nearest to the next hole to playing your ball first before helping others locate lost balls. While collecting greens fees, cashiers explain the program and inform golfers the ranger and starter will discuss the 15-minute-per-hole time limit.

Ranger and starter introduce themselves and review PaceSetter at the first tee. A foursome cap-
tain is appointed and held responsible for keeping the group on time. An orange tag is placed on his bag, designating him the leader. Groups are sent off at 10-minute intervals.

The ranger checks with the captain at the 4th and 9th holes. If the group is on time at the first checkpoint, the ranger thanks the captain for doing his job. If not, he asks the captain to try to pick things up. If the group is back on schedule at the turn, the ranger rewards the foursome by giving each golfer a $1 token redeemable at the snack bar.

"Positive reinforcement is very important," Hatten explained.

Eighty percent of golfers follow Otter Creek's rules, Hatten estimated. The other 20 percent may have problems keeping pace. But most make every effort to do so. Hatten said that only four out of every 100 golfers are likely to squawk about the program.

Formal training sessions, which include role playing, help rangers deal with those people, Hatten explained.

Say someone complains he's paid his money, a lot of money in his estimation, and isn't about to hurry around the course. The ranger is trained to explain how one person can hold up everyone behind him. If the group is playing from the championship tees and obviously finding them difficult, he might suggest moving to one of the forward tees. If all else fails, he is free to offer the group a full refund.

But sometimes, even that doesn't work, Hatten said. The ranger is trained not to confront the obstinate golfer. Instead, he is told to contact the head pro, 11-year veteran Greg Bishop, who personally reinforces the ranger has explained. If the group still can't keep pace, they are again offered a full refund and encouraged to return at a less busy time.

"We've never had to kick anyone off the course," Hatten said.

While confrontations between golfers and rangers occasionally occur, cooperation is more common. "For example, say a ranger comes on a foursome with a lost ball," Hatten explained. "First he makes sure that everyone else hits while he helps search for the lost ball. After the others have hit, they can join the hunt."

"If they can't find it within five minutes, the ranger has two options. Eighty percent of golfers aren't playing a formal match. So the ranger offers the golfer a new ball with the Otter Creek logo, encourages him to take the penalty and hit from the fairway. If the golfer wants to tee up again, the ranger drives him back to the tee, explains the situation to the following group, stays while the golfer tees off again, and then helps him catch up with his group."

"Normally, people are willing to take liberties with the rules of golf if someone gives them permission. We tell them it's okay and it helps speed play."

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