The Mississippi coast could become a major golf destination if a golf marketing firm is successful in attracting course developers.

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MARRIOTT PROMOTES ATCHESON
WASHINGTON, D.C. — Claye Atcheson has been named vice president of Marriott Golf. The 17-year Marriott veteran will be responsible for daily operations of Marriott Golf's 17 facilities and the development of additional management contracts. Marriott Golf has also moved its corporate headquarters to Orlando, Fla. A temporary office is located at Marriott's Cypress Harbor Resort with the permanent office moving to Sand Lake Drive this fall.

CLUBCORP TO EXPAND WALNUT CREEK
MANSFIELD, Texas — Club Corporation of America will oversee construction of a new nine holes and renovations to the existing layout at the CCA-managed Walnut Creek Country Club. TimberChase Development Co. and Lincoln, Neb.-based Krueger Development of Texas Inc. purchased 120 acres of adjacent land that will allow for the $2.5 million course expansion and renovations as well as construction of 100 new homes. Brooks-Baine Golf Inc. of Fort Worth will design the course addition and changes. Construction could begin this fall and be completed within a year.

CMAA HOSTS CONFERENCE
ALEXANDRIA, Va. — The Club Managers Association of America will host its Leadership/Legislative Conference in Pentagon City, Va., on Sept. 10-13. Aimed at the association's volunteer chapter leaders, the conference will cover leadership and legislative information pertaining to the private club industry.

ARIZ. EXEMPTS GOLF CARS
PHOENIX — Gov. Fife Symington has signed legislation exempting golf carts and other vehicles used primarily on golf courses from the requirement to register under the motor vehicle registration statute. Courses renting carts are also exempt from state auto rental registration laws and the requirement to obtain public liability insurance.

GOVERNORS CLUB TABS CMC
CHAPEL HILL, N.C. — Club Management of the Carolinas, an East West Partners Group, has been awarded a management contract for the Governor's Club in Chatham County. The Chapel Hill-based firm also manages The Old North State Club at Uwharrie Point near Asheboro.

GOLF COURSE NEWS

MARKETING IDEA OF THE MONTH

Developing repeat customers key to successful course

By JOK GLASSER

Developing loyal, repeat customers is the way to build a successful golf operation. How to cultivate them is the challenge.

Golf courses can do it by providing excellent customer service, maintaining strong club policies, and being well prepared for emergencies. Golfers like to know they will receive the most personalized attention. To ensure this, golf courses should have a set of standards to which all employees adhere.

The following are key points to developing repeat customers:

1. Consistency: providing consistent service to all customers.
2. Keeping promises: delivering on promises made to customers.
3. Customer service: providing excellent customer service.
4. Communication: keeping customers informed about changes and improvements.

By PETER BLAIS

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