MARRIOTT PROMOTES ATCHESON
WASHINGTON, D.C. — Clay 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. Timber Chase 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 regulation 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.

MISS. COAST BECOMING MAJOR GOLF DESTINATION
Myrtle Beach marketing firm helping area attract major course developers

By PETER BLAIS

GULFPORT, Miss. — A Myrtle Beach, S.C.-based marketing company plans to turn this fast-growing coastal region into a major golf destination that will supplement Harrison County's burgeoning gambling industry. International Golf Resources' President Donald Wizeman has inspected 30 potential golf course sites and expects to announce plans for six or more projects by year's end. The first new course could be on line by early 1996, he estimated.

"The casinos are packed evenings and the players want something to do during the day. Golf makes a lot of sense," said Wizeman, who is reportedly receiving a $3,000-a-month retainer, incentives and expenses from local and state sources to attract golf developers to the area.

Wizeman's fee is being paid one-third each by the county Tourism Commission, Development Commission and state tourism office.

In the past two years, 14 floating casinos have opened in Harrison County. Government officials have welcomed the revenue into the area's formerly depressed economy. But they have also feared the area becoming overly dependent on gambling.

Earlier this year, a Harrison County delegation traveled to Myrtle Beach to discover what made that city's golf business tick, and whether the concept might work back home. While in South Carolina they met Wizeman, who has helped bring together landowners and golf developers in Myrtle Beach, Florida and Williamsburg, Va.

Wizeman was hired in late June. He quickly identified potential golf sites. Most sit well above inland rivers and streams, and in the 300- to 400-acre range.

He then contacted landowners, asking whether they would be so efficient.

Miss. coast becoming major golf destination...
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This devotion to commitment must be embraced by ownership/management regarding capital expenditures.

Substantial capital is required to replace maintenance equipment. Course operators must know exactly what expenses to anticipate.

Prepare an inventory list of all maintenance equipment including the purchase price, age, and estimated life span. Include columns for anticipated year to replace and cost to replace. Then prepare and submit a seven-year capital expenditure list.

This same process should be initiated for clubhouse needs and should be updated every year. Ownership/management must recognize the necessity of putting money back into the facility to assure quality standards are maintained. Avoid the problem many municipal golf facilities face: when profits never make it back to the source, facility and staff morale deteriorates, leading loyal customers to find somewhere else to play.

Communication occurs internally among staff and externally with customers. All employees must be aware of upcoming activities, policies, and possible projects causing any inconvenience to the customers. Customers must be informed or made aware of pertinent conditions and upcoming activities.

For instance, a loyal customer should not find out when he arrives with his important guests that his tee time follows a shotgun start of 60 players, or that the back nine is closed due to a planned maintenance project.

The starter or staff person assigning tee times must be aware and inform customers immediately of unusual conditions they might experience. Probably the best means of advance communication is a monthly newsletter that identifies upcoming maintenance projects and unusually busy days due to group activity.

Communication also involves customer feedback. Customers should be encouraged to inform management of their desires, requests, suggestions and criticisms. They must know the operator cares about their feelings. Marriott Golf, for instance, seeks customer input by providing property evaluation forms. Address hospitality and property-quality conditions.

The feedback not only helps identify problem areas but also positive impressions and employee performances, which can be motivating factors for all employees.

Consistency, commitment and communication. If these keys are incorporated in the course's philosophy it is easier to gain customer loyalty.

Joe Glasser is president of ACE Consultants, a development and management consultant business in Colorado Springs, Colo. Glasser previously spent 14 years as a golf professional and executive with Marriott Hotels and Resorts.