TROON DEVELOPS SAVANNAH LINKS
SAVANNAH, Ga. - Official groundbreaking took place recently for the Westin Savannah Harbor Resort, which includes a 18-hole Robert Cupp-designed course. Located on Hutchinson Island, the resort is being developed by CSX Realty Development LLC of Jacksonville, Fla., and Merritt W. Dixon III, a Savannah real-estate investor. Troon Golf of Scottsdale, Ariz., will help develop and eventually manage the golf property. Funding for the $100 million project is being provided by Nomura Capital, a leading commercial real-estate financier. The city and county are building the 345,000-square-foot Georgia International Maritime & Trade Center immediately adjacent to the resort. Both projects are scheduled to be completed in early 1999.

BRIEFS

MOVIN' ON UP
Eger ascends Golf Services Group's career ladder

R emaining flexible enough to seize opportunities and travel where those opportunities took her has been the key to Paula Eger's success.

Golf Services Group's director of golf course maintenance and agronomy has traveled the world and worked with numerous companies during her 20-plus-year golf-industry career. "You have to stay flexible and find quality people to work with," said the 44-year-old executive with the Houston-based development/management firm.

Golf has always been a part of Eger's life. Her childhood home bordered the second fairway at Greenbriar Hills near St. Louis. With her family's encouragement, she became a successful junior golfer and rode that skill to the University of Arizona, where she played on the school's golf team.

Eger wanted to design golf courses.

By PETER BLAIS

PERSONNEL CORNER
Everybody needs a Paul O'Brien

E verbody needs a good product at a good price. Golf is no different. In order to succeed, we would all agree, we need good greens, good golf cars, good food, good merchandise, and all at good prices.

But, some golf organizations that have all this still don't make it. Why? Maybe it has to do with something as fundamental as sayin' "Hi, glad to see you" and meaning it.

I have to admit, I have never read Sam Walton's book. But, I'm sure that somewhere in that book, Sam talked about why he wanted a greeter at the front door of every WalMart store. He or someone on the WalMart team decided it would be good for business. In other words, they believed it would be good for the bottom line to have somebody say, "Good Morning" or "Good Afternoon" or "Good Evening", and shake the hand of every single customer, every single time they came through the door of a WalMart store.

I can't claim some revelation from studying the masters of marketing and sales, but as ya'll are keenly aware (if you read my column monthly), I did study under my dad, who I believe to be an unpublished master. So I guess I knew how important greeting your customer was, because I saw my Dad do it.

I taught him by example just how important sayin' "Hi, glad to see you" really was. I have always encouraged my employees to follow my lead in this area, but I prayed I would someday find someone who truly understood its importance the way my Dad did it.

In late spring 1983, my prayers were answered when a gentleman named Paul O'Brien made an appointment to see me.

By VINCE ALFONSO

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