BRIEFS

MASON NAMED GM AT DPC CLERMONT
ORLANDO, Fla. — Tom Mason has been named general manager of Diamond Players Club Clermont, a semi-private, 18-hole course that will open soon on the second-highest point in Florida, 20 minutes from Orlando. Diamond Players Club (DPC), which operates Sweetwater Country Club and Wekiva Golf Club, also in the Orlando area, is headed by Arizona Diamondbacks pitcher Todd Stottlemyre. Mason, a Class A PGA pro and a member of the first class to graduate from the Golf Professional Training Program in San Francisco in 1996, will be responsible for all operations, including regular golf, tournaments and special events, clubhouse facilities and membership programs.

DESMOND NAMED GM AT SC RESORT
NORTH MYRTLE BEACH, S.C. — Daniel Desmond has been named general manager of Barefoot Resort, an $812-million, 6,000-acre development with Club Corporation of America and served as director of operations for Western Golf Corporation.

FINCH TO HEAD FLA. OWNERS' GROUP
FT. LAUDERDALE, Fla. — Ray Finch III, president and partner of Emerald Dunes Golf Group in West Palm Beach, Fla., was named president of the Florida Golf Course Owners Association (FGCOA) during the Florida State Conference. Finch replaces Bill Stine, chief operating officer of Meadowbrook Golf Group, who has completed his two-year term as president. Stine will take over as president of the National Golf Course Owners Association in January. The FGCOA has 136 members representing more than 200 courses.

An arrival statement sets the proper tone

Editor's note: This is the second of a three-part series on managing the process of creating and nurturing a golf course's visual image, signage, course details and printed graphics.

By FORREST RICHARDSON

A sk most people when and where a round of golf begins and you're bound to hear, "at the prescribed starting time" and "on the first tee." This is far from reality. A round of golf is much more than a simple appointment at a single location. Rather, it's an unfolding story. A round of golf can actually begin weeks in advance of the tee time. And, just as the days leading up to a long-awaited concert might produce anxiety and anticipation, so, too, can an upcoming tee time. Add to this all of the moments which occur just prior to hitting the first drive of the day, and you have the "prelude."

As it relates to the course, and those who need to be concerned with its image and presentation, this "prelude" is one of the most essential aspects of golf course image. It may be more important than the logo or course symbol itself. I have visited many courses where neither the name nor logo was especially good, but the experience driving through the gates and eventually finding my way to the first tee was tremendous.

The arrival at Disney's Bonnet Creek Club is announced by a sophisticated sculpture.

In the first part of this series, I provided several thoughts on developing course names, images and how those elements can be put to efficient and memorable use. These decisions — name, image and overall feel — are intertwined with creating an arrival statement. In this installment, we will focus on the arrival statement and the components which make guests feel they have truly arrived.

Unlike name and visual image, which most golfers have been exposed to before they arrive, the arrival statement can be completely unexpected and will forever be etched in their memory.

Institute of Golf Management scheduled for early January
Co-sponsored by The National Golf Foundation and the Continuing Education Department of The National Golf Course Owners Association in January. The FGCOA has 136 members representing more than 200 registrants.

During the five-day program, participants will have the opportunity to learn from and confer with experts on all aspects of golf facility management. Among the areas covered will be golf shop operations; new player development; course renovation, redesign and maintenance; cost-control systems; food and beverage and range operations; personnel and customer relations; publicity and promotions; golf car economics; rule management and tournament play.

GDSI purchases So. Florida golf course
ORLANDO, Fla. — Golf Development Services Inc. (GDSI) has purchased the golf course at Magnolia Plantation in Lake Mary, GDSI will also manage the course.

Magnolia Plantation is a 496-lot residential complex being developed by Centex Homes. The semi-private, par-72, 18-hole course was designed by Dave Harman and constructed by Golf Course Consultants, Inc. The course is expected to open October 2000.

Headquartered in Orlando, GDSI provides professional management services to public, municipal, daily-fee, semi-private and resort facilities with expertise in operations management; marketing; advertising and public relations; membership; merchandising; agronomy; employee selection; recruitment and training; food and beverage services; and tournament planning and sports event management.

Since 1994, GDSI has managed The Prestige Club, a summer golf membership program in the Central Florida area. GDSI is also responsible for all national golf advertising for the PGA Tour Radio.