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, 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 work as assistant general manager of club 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, 3,277-acre development. Desmond was an executive assistant to the project manager of 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 156 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

Ask 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.

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 new.

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, the event will attract 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, beverage and range operations; personnel and customer relations; publicity and promotions; golf car economics; rule management and tournament play.

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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.
pared to the difference between just orbiting the moon and actually setting foot on the moon. While both were exciting, actually walking on the moon’s surface was the defining event. 

**Creating an arrival**

The first step to developing a positive arrival statement is to write a script. For an existing course, it is necessary to write two scripts. The first is an honest script indicating what is there today. The second articulates what the arrival could — and should — become. Should is an important distinction, for it is not usually wise to attempt to write a script for an arrival that will be grossly different from the course itself. The best advice is to be honest and capitalize on what makes the course distinctive. Every course has something distinctive. This is what needs to be

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Troon hires Glasco as Western U.S. chief

SCOTTSDALE, Ariz.—Troon Golf has appointed Bruce Glasco Western regional assistant vice president to oversee day-to-day operations of Troon facilities in the Western United States. Glasco will also oversee the transition of all properties, as well as be responsible for recruiting facility managers for the company.

Glasco moves to Troon Golf after nearly three years with Hines Development Company Inc. A former PGA golf professional, Glasco served as assistant project manager at the River Valley Ranch development in Carbondale, Colo. Prior to that, he was director of golf at Maroon Creek in Aspen, Colo.

In anticipation of future growth, Troon Golf made the decision to divide the company's operational responsibilities into two regions: Eastern and Western.

NGF conference

The institute offers three seminar programs that run concurrently. There's one for those registrants attending for the first time and another for those returning for their second year. The third is for individuals who've completed the first two. The program is open also to those who, although they may be attending for the first time, meet certain requirements by virtue of their current professional standing and work experience.

All attendees receive five continuing education units (CEUs) from North Carolina State University. In addition, PGA of America members earn three recertification credits for each seminar. Golf Course Superintendents Association of America members receive 1.9 CEUs toward recertification.

Presenters include speakers from the USGA, PGA of America, American Golf Corporation, and the NGF as well as course owners and operators, developers, and golf product manufacturers.

The $460 registration fee includes instructional materials.

For further information, visit the NGF web site at www.ngf.org, or contact the Department of Continuing Education at Oglebay Resort and Conference Center at 800-624-6988, ext. 4019.

Signage

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brought to the surface in this process. The goal is to find a voice that suits the course and adopt this tone and feel from the arrival point forward throughout the golfer's round.

Once these scripts are written, it is possible to begin designing the various signage, furnishings, graphics, markers and looks which, in combination, will produce the arrival experience.

Checklist

The following represents a chronological checklist of how a typical arrival experience is presented. Each individual aspect, with some involving course image and signage only remotely, together form a sum of parts which can greatly increase a course's perceived value. And perceived value, in many cases, is a direct link to the actual rate at which golfers are willing to pay to play a round of golf.

The Entry: main signage, entry sculpture, walls, fencing, gates, guard houses, landscaping, road signage, parking logistics.

The Bag Drop: signage, bag stands, landscaping, shade umbrellas, employees' uniforms, valet podium, signage.

The Clubhouse: the entry steps, pathways, signage, merchandise appeal, display cases, overall decor, employees' uniforms, other amenities (food, beverage, etc.).

Checking-in: cart graphics, signage, range ball baskets/bags, scorecards, yardage guides, pin positions, daily course conditions, employees' uniforms.

Warming Up: putting green, putting green, practice range, furnishings, signage, accurate yardage indications.

The First Tee: directional signage, starter pavilion, tee signage, hole diagrammatic, waste receptacle, course conditions information, tee markers, positive course policies.

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