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 is 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 composed... Continued on page 37

Institute of Golf Management scheduled for early January


Co-sponsored by the National Golf Foundation and the Continuing Education Department at Oglebay, the program is designed for course owners/operators and other key personnel interested in finding solutions to common problems while also sharpening their business management skills. Now in its 17th year, the program annually attracts 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. Continued on page 38

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.

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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

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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. This 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 4.9 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.