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restored the back nine and, in 1950, he and his partners bought the property outright. He then moved his offices from the old Naples Hotel into the existing two-story clubhouse.

During the ensuing years, the partnership disposed of its extensive real estate holdings in Naples and Watkins bought sole ownership of the hotel and golf properties. Hen then started adding to the hotel complex, first by the construction of a two-story 35-room structure completed in 1953 that marked the start of the Naples Beach Club. For a time he operated both properties, but eventually all operations were transferred several blocks up the street to the new location and before long the 100-year-old original Naples Hotel was demolished.

Each couple of years saw a new section of the Naples Beach Club added until the complex reached its present make-up of six residential buildings, including the five-story tower, the two-story main wing, the two-level patio wing, the five-floor penthouse, two-level cabana wing and the nine-story Watkins wing, the newest addition.



The senior Watkins, who was active in the resort until 1978 when the role of president was passed on to Henry Junior, died in 1981 at the age of 92. A third-generation Watkins, Michael currently serves as general manager of the resort.

Today the property includes three restaurants to support the 315 rooms, plus six meeting and convention rooms. Its accommodations include 24 deluxe one-bedroom suites with a parlor, 32 one-bedroom standard suites with sitting rooms, 50 efficiencies and a combination of 209 deluxe and standard double-double guest rooms, all of which overlook either the Gulf of Mexico or the golf course.

The 18-hole, par-72 course is a comfortable 6,462 yards long. Redesigned in 1981 by golf architect Ron Garl, more than \$750,000 was spent enlarging the greens, adding traps and bunkers and installing an automatic irrigation system.

The course has been the home of the Southern Seniors Golf Association for 17 years and the Florida Senior Golf Association tournament for 15 years. It was the scene of the original Florida PGA tournament in 1963. Each October the Florida Seniors Open is played there and the

Florida State Womens Senior Golf Association Tournament has been held there for 25 years.

"It is not the toughest course in the world, but is a fun course," says Jim Duffy, head professional who has been on the pro staff at the course since 1958. "It has a good balance of three, four and five-par holes and is just the right test for a low handicapper or the week-end golfer. After all, our guests are here to enjoy themselves . . . and they do." ■

ME

You had better take good care of me. Perhaps you don't think much of me at times, but if you were to waken some morning and realize that you did not have me, you would start the day with an uneasy feeling.

From me you get food, clothing, shelter and such luxuries as you can enjoy.

If you want me badly enough, I will get you a 12-cylinder automobile and a home on Park Avenue.

But I am exacting...

I am a jealous mistress; yet sometimes you seem hardly to notice me at all.

In fact, you make slighting remarks about me at times and neglect me.

Considering the fact that you need me, not only for the material things of life but the spiritual as well, I wonder that you neglect me as you do.

Suppose that I should get away from you?

Your happiness would flee, for a time at least, your friends would worry and your bank account would dwindle.

So, after all, I'm pretty important to you.

Cherish me, take good care of me, and I promise that I will take good care of you.

I AM YOUR JOB.

PEOPLE LIKE TO WORK FOR A LEADER who is fair and square in every respect. It's a pleasure to work for someone you can trust, always a problem to work for someone you can't.

Leaders who want to enjoy this kind of reputation have to earn it. This first step is to make up your mind to show the same consideration for everyone whether they're weak or powerful, loudmouthed or mousey, a personal friend or someone you don't care much for. Run a fair ship without favorites.

And don't try to kid anybody. Call a spade a spade. Say what you mean and mean what you say. People don't like double-talk. They prefer a leader who gives them straight facts — even when they're not very pleasant. It's a lot better than a manager who tries to gloss things over and make black look white.

Be obvious, simple, straightforward. When people know for sure you're being fair with them, there's a good chance they'll be fair with you. ■