

Golf marketers of the world unite; form WGMA

ORLANDO, Fla. — Formation of the World-wide Golf Marketers Association (WGMA), a professional trade association created specifically to enhance the marketing of golf products and services, has been announced from its new headquarters here.

Professional marketers who are involved in any aspect of marketing, selling, advertising and promoting golf to consumers and the golf industry can now come together in one professional network to study and enhance golf marketing.

Membership is open to all golf marketers, advertisers and advertising managers, sales and promotion executives, public relations profes-

sionals, creative directors, account executives, sales representatives, writers, photographers and any others with the challenge of selling golf to consumers or the industry.

The membership is available to marketers who are owners, developers, architects, retailers, resorts, travel media, clothing, accessories, equipment manufacturers, agents and management companies.

There are three classifications of membership: Associate, Professional and Corporate. Annual membership ranges from \$100 to \$500.

For more information contact Jim Castello, 407-321-6322.

Day care at the golf course

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mornings. She provided them with first aid and CPR training.

Mothers were told to bring in two toys for each child and leave the toys during the league's 16-week run. The parents volunteered to supply snacks and refreshments on a rotating basis for all the children.

The club provided special lunches on league days. Typical was a hot dog or peanut butter and jelly sandwich. Pictures

taken the previous week in the playroom appeared on menus, something the children found particularly exciting, Shaffer said.

What did Willow Run charge for this service?

Nothing.

The added revenue from the cart rentals, extra league business, restaurant and pro shop sales offset the playroom costs, Shaffer explained.

"Only 5 percent of the Ladies League players normally took carts. Now most of them are doing it," she said.

Shaffer decided to run the club's junior league in conjunction with the Ladies League so that parents with older children could bring them to the club as well. When the junior league ended, participants were chaperoned to the playroom to wait for their parents. The youngest junior league member was 4-1/2.

How did members of the semi-private club respond to the influx of youngsters sharing their facility?

Some had reservations, Shaffer said. But the junior league emphasized course etiquette and rules, which relieved the concerns of many members. In fact, several offered to be instructors.

Juniors were also awarded points for activities like bringing Mom or Dad out for a round of golf or hitting a bucket of balls on the driving range. They could cash in their points at the end of the season for merchandise from the pro shop or food from the snack bar. That helped stimulate additional sales.

The program started in 1991. Twenty parents signed up for the Ladies League that summer. The playroom averaged 40 youngsters and the junior program an equal number.

Last year, 40 parents signed up. Fifty-six children frequented the playroom and 110 joined the junior program.

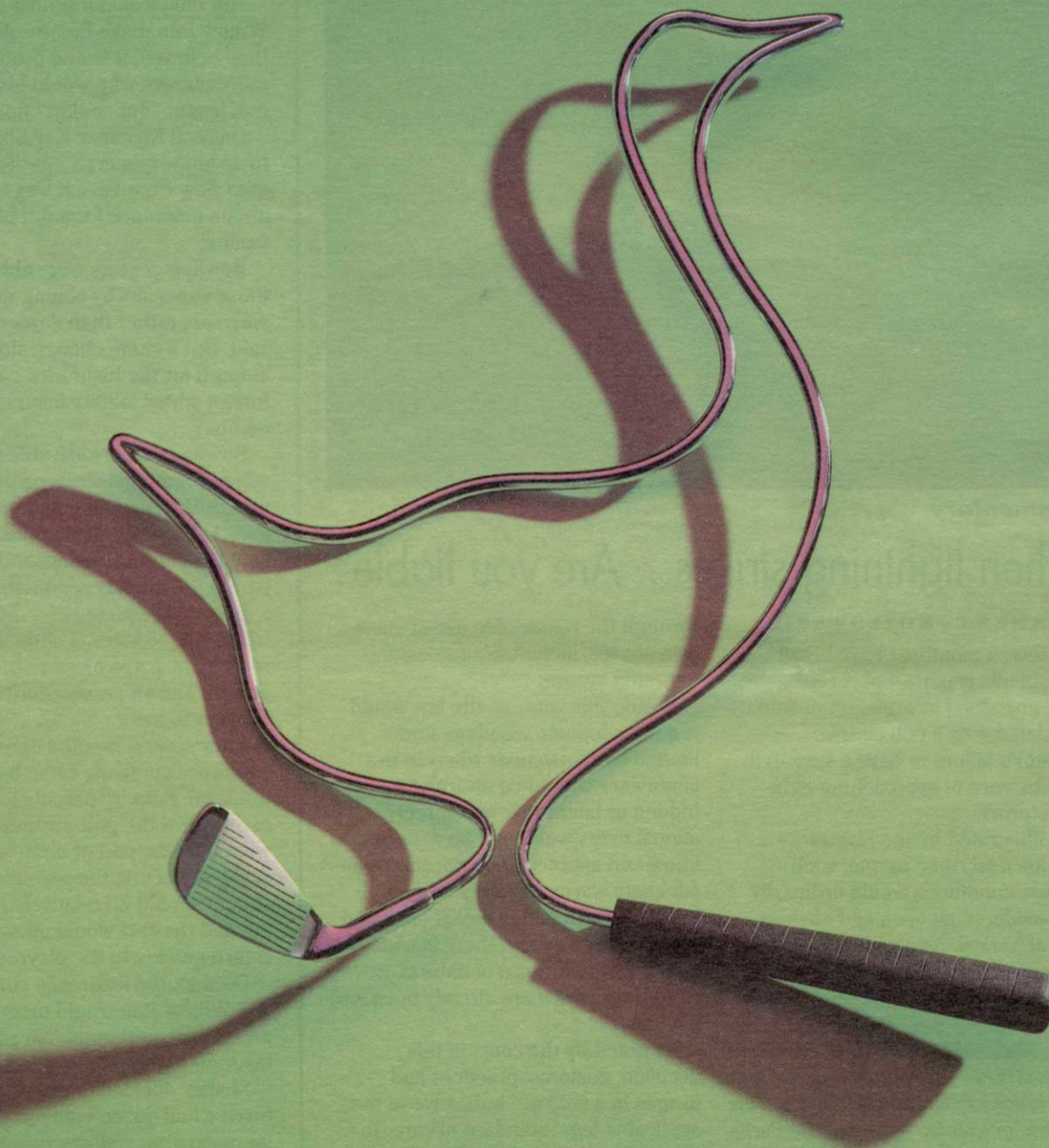
"We're hoping to double those numbers again this year," Shaffer said.

A small meeting room sufficed as a play area that first year, but would have been much too small considering the increased interest last year.

A temporary 60'-by-90' tent erected originally to house a weekend banquet became the permanent playroom. A 20'-by-20' carpet remnant placed at one end provided a play area for the younger children and a place to sit and watch Sesame Street.

"We never had to advertise the program. It was all word-of-mouth. You'd have to say it was pretty successful," Shaffer said.

Participants at last month's National Golf Course Owners Association annual conference agreed, voting it the winner in its Idea(r) Night competition.



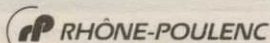
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