

Neyrey, Marr join Desert Mountain

SCOTTSDALE, Ariz. — R.R. "Dick" Neyrey has been appointed president of Desert Mountain Properties, the organization responsible for developing Desert Mountain's 8,000-acre residential and recreational community in Scottsdale.

Neyrey reports to the executive committee of the joint venture, which includes Bill Deihl, Lyle Anderson and others. Desert Mountain is a joint

venture between DM Land Corp., a subsidiary of Mobil Land Development, and Sonora Partners Limited Partnership, a local development company owned by Anderson.

Meanwhile, David Marr III has been appointed vice president, The Tradition, for Desert Mountain Properties. Marr will be responsible for marketing of major sponsorships, business planning and overall tournament management.

Marketing Idea

Continued from page 31

questions, Otter Creek discovered many golfers didn't know it was acceptable for recreational players to bend the games formal rules. Doing so, they soon discovered, made the game more enjoyable for them and trailing foursomes they may have been delaying. Communication, specifically letting customers know about the program and inviting questions, are the keys to its success, Hatten said.

A sign announcing PaceSetter hangs outside the entrance to the

pro shop making golfers immediately aware of the program. Reminders are posted at the snack bar, in the rest room, on score cards and at various points along the course.

Pamphlets are available explaining practical ways to speed play — everything from placing clubs on the side of the green nearest to the next hole to playing your ball first before helping others locate lost balls. While collecting greens fees, cashiers explain the program and inform golfers the ranger and starter will discuss the 15-minute-per-hole time limit.

Ranger and starter introduce

themselves and review PaceSetter at the first tee. A foursome captain is appointed and held responsible for keeping the group on time. An orange tag is placed on his bag, designating him the leader. Groups are sent off at 10-minute intervals.

The ranger checks with the captain at the 4th and 9th holes. If the group is on time at the first checkpoint, the ranger thanks the captain for doing his job. If not, he asks the captain to try to pick things up. If the group is back on schedule at the turn, the ranger rewards the foursome by giving each golfer a \$1 token redeemable at the snack bar.

"Positive reinforcement is very important," Hatten explained.

Eighty percent of golfers follow Otter Creek's rules, Hatten estimated. The other 20 percent may have problems keeping pace. But most make every effort to do so. Hatten said that only four out of every 100 golfers are likely to squawk about the program.

Formal training sessions, which include role playing, help rangers deal with those people, Hatten explained.

Say someone complains he's paid his money, a lot of money in his estimation, and isn't about to hurry around the course. The ranger is trained to explain how one person can hold up everyone behind him. If the group is playing from the championship tees and obviously finding them difficult, he might suggest moving to one of the forward tees. If all else fails, he is free to offer the group a full refund.

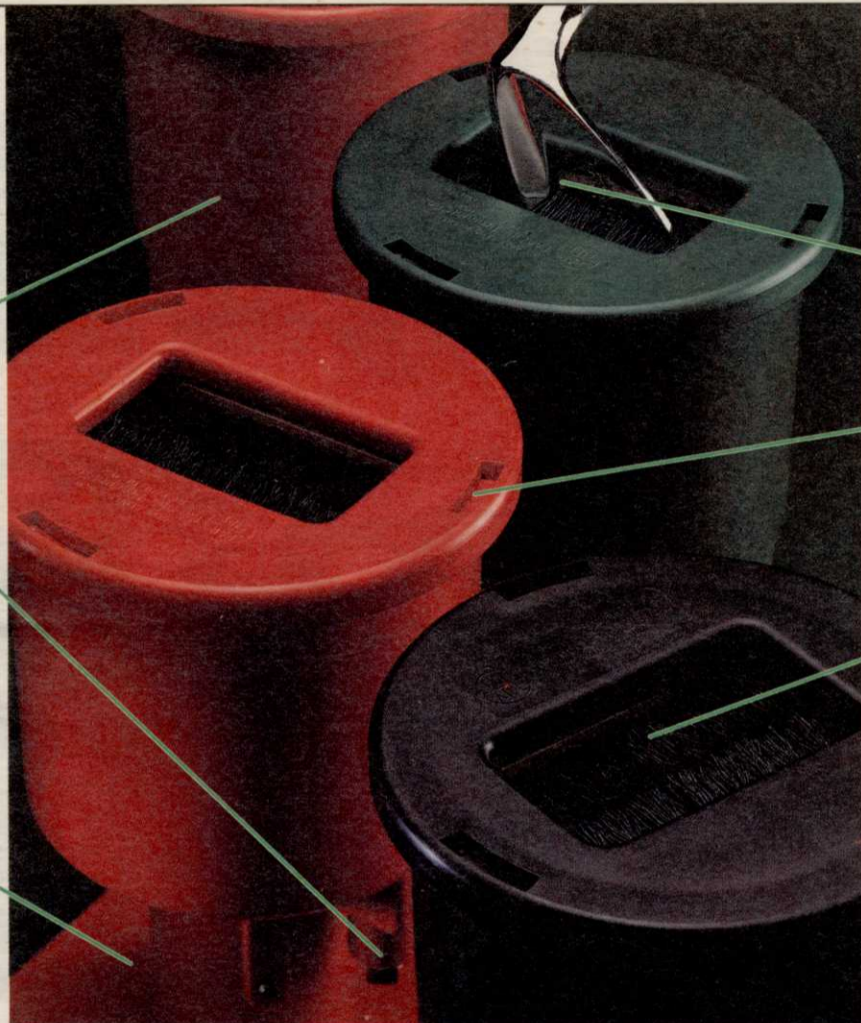
But sometimes, even that doesn't work, Hatten said. The ranger is trained not to confront the obstinate golfer. Instead, he is told to contact the head pro, 11-year veteran Greg Bishop, who personally reinforces everything the ranger has explained. If the group still can't keep pace, they are again offered a full refund and encouraged to return at a less busy time.

"We've never had to kick anyone off the course," Hatten said.

While confrontations between golfers and rangers occasionally occur, cooperation is more common. "For example, say a ranger comes on a foursome with a lost ball," Hatten explained. "First he makes sure that everyone else hits while he helps search for the lost ball. After the others have hit, they can join the hunt.

"If they can't find it within five minutes, the ranger has two options. Eighty percent of golfers aren't playing a formal match. So the ranger offers the golfer a new ball with the Otter Creek logo, encourages him to take the penalty and hit from the fairway. If the golfer wants to tee up again, the ranger drives him back to the tee, explains the situation to the following group, stays while the golfer tees off again, and then helps him catch up with his group.

"Normally, people are willing to take liberties with the rules of golf if someone gives them permission. We tell them it's okay and it helps speed play."



Strong, durable, color-impregnated plastic housing won't scratch or mar clubs.

Easy access drain plug for quick cleaning.

Just the right bristle pressure on clubs provides fast cleaning action in seconds.

Twist-lock lid removes easily, yet grips secure.

Reversible brushes with high quality bristles, stay tough — last longer.

Removable flanged base included. Optional pipe mounting bracket and spike kit available.

You're Looking at a Product That Will Replace the Golf Tee!

Dirty clubs are a part of golf. But, cleaning clubs with a tee is fast becoming a thing of the past.

Why? Because players have discovered club washers. More players are asking for them every day, so why not give them the best . . . the fast, effective one from Par Aide.

It's the one club washer:

- That you can quickly mount on virtually any vertical or horizontal surface.

- That actually takes just seconds to clean and fill.
- With simple, quality construction for years of service.
- With over 4 years of field-proven player satisfaction.

When it's time to look at club washers, make sure your dealer shows you the one designed with your needs in mind, the one your players will thank you for . . . the one from Par Aide.



CIRCLE #129

