

BRIEFS



MASON NAMED GM AT DPC CLERMONT

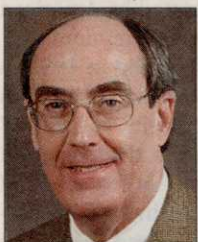
ORLANDO, Fla.— Tom Mason has been named general manager of Diamond Players Club Clermont, a semi-private, 18-hole course that will open soon on the second-highest point in Florida, 20 minutes from Orlando. Diamond Players Club (DPC), which operates Sweetwater Country Club and Wekiva Golf Club, also in the Orlando area, is headed by Arizona Diamondbacks pitcher Todd Stottlemire. 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 be responsible for all operations, including regular golf, tournaments and special events, clubhouse facilities and membership programs.



Tom Mason

DESMOND NAMED GM AT SC RESORT

NORTH MYRTLE BEACH, S.C. — Daniel Desmond has been named general manager of Barefoot Resort, an \$812-million, 2,377-acre resort that will include four, 18-hole courses designed by Greg Norman, Davis Love III, Tom Fazio and Pete Dye. The courses are scheduled to open in early 2000. Desmond will direct all facets of course operations including the grounds keeping staff. He is a former vice president of development with Club Corporation of America and served as director of operations for Western Golf Corporation.



Daniel Desmond

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 136 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 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 install-

ment, 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 com-

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Institute of Golf Management scheduled for early January

JUPITER, Fla.— The National Institute of Golf Management is accepting registrations for its 2000 golf course management seminar Jan. 9-13 at Oglebay Resort and Conference Center in Wheeling, W. Va.

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.



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A DESERT SANCTUARY

Workers lay sod at the Sanctuary Golf Course at Westworld, SunCor Resort and Golf Management's new 18-hole, daily-fee golf club in Scottsdale, Ariz., scheduled to open Nov. 11. "Sanctuary is the very first Audubon International Signature golf course in the Valley of the Sun," said SunCor Vice President Tom Patrick. The 18-hole course was designed by architect Randy Heckenkemper and built within the city limits and the Bureau of Reclamation storm water retention area. "Sanctuary has done an excellent job of integrating the golf course with the environment," said Mike Smart, director of the Department of Environmental Planning of the Audubon International Institute. "One feature the golf course has incorporated that is beneficial to the entire area is on-site recharge wells that re-purify the runoff water from the golf course and return it to the ground, replenishing the area's natural water source."

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.