

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.

Signage

Continued from previous page

brought to the surface in this process. The goal is to find a voice that suits the course and adopt this tone and feel from the arrival point forward throughout the golfer's round.

Once these scripts are written, it is possible to begin designing the various signage, furnishings, graphics, markers and

looks which, in combination, will produce the arrival experience.

Checklist

The following represents a chronological checklist of how a typical arrival experience is presented. Each individual aspect, with some involving course image and signage only remotely, together form a sum of parts which can greatly increase a course's perceived value. And perceived value, in many cases, is a direct link to the actual rate at which golfers are willing to pay to play a round of golf.

The Entry: main signage, entry sculpture, walls, fencing, gates, guard houses, landscaping, road signage, parking logistics

The Bag Drop: signage, bag stands, landscaping, shade umbrellas, employees' uniforms, valet podium, signage

The Clubhouse: the entry steps, pathways, signage, merchandise appeal, display cases, overall decor, employees' uniforms, other amenities (food, beverage, etc.)

Checking-in: cart graphics, signage, range ball baskets/bags, scorecards, yardage guides, pin positions, daily course conditions, employees' uniforms.

Warming Up: putting green pins, practice range furnishings, signage, accurate yardage indications

The First Tee: directional signage, starter pavilion, tee signage, hole diagrammatic, waste receptacle, course conditions information, tee markers, positive course policies. ▶

NGF conference

Continued from page 35

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 1.9 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. ▶

GOLF COURSE NEWS

Walk tall. Carry a big stick. Drive This.

Sometimes you just have to get tough. And when you do, get the E-Z-GO Workhorse™. With standard features like an 11hp 350cc engine, a 1200lb. payload capacity and an exclusive heavy-duty bed liner, it has everything you need to handle the big jobs. It carries sand, gravel, bales of straw, building materials, and all your tools and equipment. Optional extras include an oversized cargo bed and power dump. So, when the going gets tough, get to your E-Z-GO Workhorse dealer.



**THE FINEST UTILITY VEHICLES
IN THE WORLD.™**

Shown: WORKHORSE 1200G-LX • For instant fax information call: 1-800-891-1274

© 1999 E-Z-GO Division of Textron Inc. • 1-800-241-5855 • www.ezgo.com • e-mail: ezgo@ezgo.textron.com