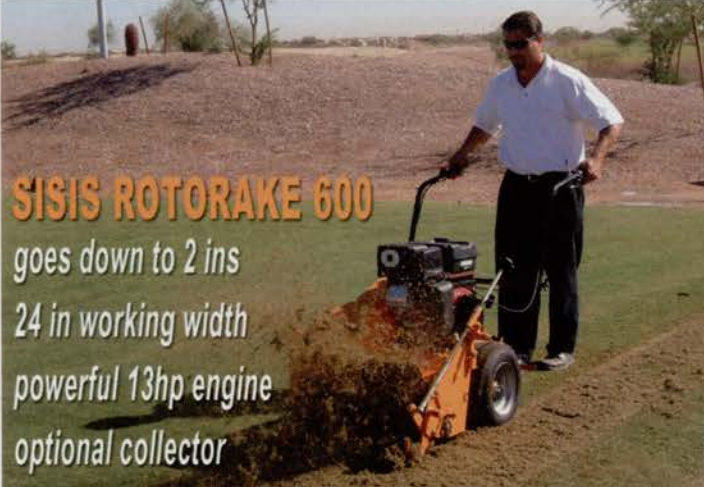





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made - a project that cost about \$278,000.

"It wasn't that simple," he says. "It took time to do research because nobody had anything like this. I had to convince the architect that we could do it."

It paid off. It worked the first time he fired it up. The system, which took up most of the space in a 10-foot-by-12-foot room, computerized all the irrigation heads on the 27-hole course, which was almost a mile long. The computer would spot diseases through an infrared camera, and activate the sprinkler close to the diseased turf. Dinelli also ran fertilizer through the sprinkler heads this way.

The computer controlled an existing pump house that was remodeled when the computer was installed. There was a bank of three different-sized pumps to control the three zones of the irrigation system, which consisted of 725 new sprinkler heads, some in pairs down the fairway. The sprinkler heads were controlled one-by-one if needed - a new idea at the time. It saved the course from using more water than necessary to maintain the plants' health.

"Why pump an extra 100,000 gallons when you don't need it?" Dinelli asks.

Dinelli had other ideas dubbed "crazy" by colleagues as well. They included putting radios inside his crew's helmets, spraying fungicides from a helicopter and placing video cameras inside birdhouses to monitor the conditions of the ground and check for golfers before turning on spray heads.

But with the price of water outpacing gasoline at \$4 per gallon and computerized irrigation systems the norm, nobody's calling Dinelli crazy anymore - at least when it comes to irrigation. - HW

Sweet emotion

When the amateur golfer can envision his or her name on the leader board at the Masters, the golfer will be more likely to pick up the clubs and head to the local course. This is the premise the recently formed Drive Marketing company is using to help golf courses sell more rounds.

The Atlanta-based company sells a marketing service to courses based on the idea that emotion sells.

"What golfer wouldn't want to see his name on a leader board or on a trophy hoisted above his head?" says Tom Meyers, co-founder and chief strategy officer of Drive Marketing. "We want to tap into those aspirational drivers that motivate golfers to purchase."

Meyers, along with co-founder David Neis, have promoted several large, well-known brands including Life Savers, Mizuno, Maxfli and Russell Athletic. Playing to the golfer's emotional side is something that works for all sports and is a strategy Meyers used at Russell. He uses a similar tactic with almost 50 golf course clients at his new company.

Targeted golfers receive an oversized postcard in the mail. The image on the card includes the golfer's name in a spot where Tiger Woods' name would usually appear - on a leader board, a Masters trophy, a caddie's bib or another object that would be found at a

LOOKS LIKE A GREAT DAY



We make you feel like a champion.

Drive Marketing is using emotions to help golf courses sell more rounds of golf.

“When prospective customers receive the piece in the mail, it’s something they see and connect with easily,” Meyers says.

The company uses a database to secure a list of avid golfers that are within a chosen radius of a course.

“We’re not wasting advertising dollars by sending them to everyone in the area,” Meyers says.

Response rates and times; overall revenue; and profits with a targeted, personalized marketing piece can be as much as 30-plus percentage points more effective than direct mail pieces, Meyers says.

Once a golfer is attracted to a course, it’s up to the course’s staff to continue providing those aspirational drivers for the golfers so they’re compelled to return, Meyers says. – HW

For more information about the company, visit www.drive-marketing.com. GCI

professional tournament. This puts the potential customer inside the ropes, as Meyer says. It makes them visualize themselves in that situation.

“It can tap into an emotional dimension,” he says.

Drive’s service involves a turnkey process. Clients are charged per card, with everything

included in that price. Drive develops a professional design, which is tailored to each recipient with his or her name. It can include the course’s logo, image and a promotional offer. The postcards are printed on oversized, high-gloss material and sent to as many prospective customers in the target area as a course specifies.



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U.S. Patent # 6,439,393 and Patent # 6,863,182

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