

# The Business of Golf – What Are You Thinking?

## Best Practices Photo Album

### 2016 Edition



An aerial photograph of a golf course. In the foreground, a green fairway with subtle patterns leads to a large, circular green. To the right, a body of water (Red Wing Lake) is visible, with several tall, thin trees growing on a small peninsula. The background shows more trees and a clear sky. The overall scene is serene and well-maintained.

Come experience the serenity of Virginia Beach's finest resort golf course, Red Wing Lake. Just moments from the tranquil Atlantic Ocean, we offer a haven from the daily grind of life. Our course layout, with wide fairways, has become one of the best places to golf in Virginia Beach.

# Attracting a Golfer: The Enticement





## Reservation Confirmation



April 6, 2016 6:05 PM

Dear Mr. Keegan,

At this time we are not holding any tee times in your name.

Your lodging is confirmed as follows:

Name	Arrival	Departure	Adults	Room Type	Room Rate	Confirmation Number
Mr. James Keegan	05/15/2016	05/18/2016	1	<a href="#">Forest King INN</a>	05/15 - 05/18 \$1,995.00	R731DD.1
Mr. Eddie Alarwood	05/15/2016	05/18/2016	1	<a href="#">Forest King INN</a>	05/15 - 05/18 \$1,995.00	R731DD.2
Mr. Keula Nofby	05/15/2016	05/18/2016	1	<a href="#">Forest King INN</a>	05/15 - 05/18 \$1,995.00	R731DF
Mr. Doug Hill	05/15/2016	05/18/2016	1	<a href="#">Forest King INN</a>	05/15 - 05/18 \$1,995.00	R731ED
Mr. James Keegan	05/18/2016	05/19/2016	1	<a href="#">Dune Suite</a>	05/18 - 05/19 \$300.00 (Shared)	R76519
Mr. Keula Nofby	05/18/2016	05/19/2016	1	<a href="#">Dune Suite</a>	05/18 - 05/19 \$300.00 (Shared)	R7651A
Mr. Doug Hill	05/18/2016	05/19/2016	1	<a href="#">Dune Suite</a>	05/18 - 05/19 TBD (Shared)	R7651B
Mr. Eddie Alarwood	05/18/2016	05/19/2016	1	<a href="#">Dune Suite</a>	05/18 - 05/19 TBD (Shared)	R7651C

Your deposit on this reservation is \$7,980.00.

1% lodging tax will be added during your stay (included in the stay and play combo).

Check-in is 4 p.m. and check-out is 11 a.m. We are happy to make requests for specific rooms, but we are unable to guarantee actual availability until the day of arrival. Please, No Smoking or Pets.

In an effort to accommodate your guests at check-in efficiently, we ask that you please complete and submit the [rooming list](#).

### Dining and Other Activities:

Date	Time	Event	# of People
05/15/2016	7:30 PM	<a href="#">McKee's Pub Reservation</a>	4
05/16/2016	7:30 PM	<a href="#">McKee's Pub Reservation</a>	4
05/17/2016	7:30 PM	<a href="#">Pacific Grill Reservation</a>	4

### Other Information:

#### IMPORTANT:

The cancellation window for this special event is 90 days in advance and supersedes any other cancellation policy. We will not refund any portion of the fee.

# Highway Directional Marker



# A Themed Entrance



# Flower Garden Entrance: China



# One's Arrival at Shanqin Bay Defines the Incredible Service to be Encountered



# Communicating Culture and Values



## Coeur d'Alene Tribe

We are Schitsu'umsh, the Discovered People. We are here because this is where we have always been. It is where our Creator put us, blessing our people with the bounty and beauty that enrich this homeland. In the time of first contact, Highland Scots came to trade. They learned we were called "pointed hearts" in honor of our trading skills. Frenchmen heard this, taking it a step further to "Coeur d'Alene" - "Heart of the Awl."

Our homeland spans 5,000,000 acres from the Clark Fork Valley in Montana, across the Bitterroots to the fertile grasslands of the Palouse. We have made our homes along the shores of rivers and lakes, from the Pend Oreille to the Snake. In this achingly beautiful land, our heritage, culture and traditions continue to thrive. Since time began, we have shared our wealth and welcomed strangers. Here, today, we welcome you.

# Mission Statement at Club Entrance



# Communicating Club Policies via Photos



# Grayhawk GC: A Golf Shop – Done Flawlessly



# All the World is But A Stage

YOU ARE ENTERING A  
GUEST AREA

PLEASE REMEMBER TO  
SMILE, MAKE EYE  
CONTACT AND USE AN  
APPROPRIATE GREETING

# Creating a Novel Experience



# Bringing the Golf Experience Live

## LEADERBOARD – NET

		NET TO PAR	HOLES PLAYED
	<b>TOURN LEADER</b>	<b>-17</b>	<b>18</b>
1	Keegan, Team	-17	F
2	Blanchard, Team	-16	17
3	Rodrique, Team	-15	17
4	Peloquin, Team	-14	16
5	Arakawa, Team	-12	16
T 6	McFadden, Team	-11	16
T 6	Stockho, Team	-11	17
T 8	Jamison, Team	-9	15
T 8	Ferney, Team	-9	17
10	Hopkins, Team	-8	17

ScoreMaster

Designed for your hole



PROLINK®

GOURLINK.COM

SCORE  
DETAIL

LEADERS  
-GROSS

FIND  
ME

NEXT  
TO

PHOTO  
SCORE

# The Wave of the Future – GolfBoards?



# Pace of Play: Important at Home of Golf & Pebble Beach



# The Ultimate Driving Range – Pods of 4 with Music



# The Stone of Accord



# Anyang Benest: A Korean Golf Experience



# Celebrating History at the US Military Academy



## Revolutionary War April 19, 1775 – September 3, 1783

America gained its independence from British rule after defeating the British Army and Navy through an alliance with France. With the initial shots fired at Lexington and Concord in Massachusetts, the war lasted eight years as the conflict raged from Canada to South Carolina. Considering West Point the "key to the continent," George Washington and the Continental Congress established a fortification system here – first on Constitution Island in 1775, then expanding across the Hudson River to West Point in 1778 – that included a great chain across the Hudson River supported by artillery fire and multiple smaller forts. Since then, West Point has been continuously garrisoned by the United States Army. After gaining American independence, General Washington urged Congress to establish a military academy at West Point, which was eventually founded on March 16, 1802. America lost 4,435 soldiers killed in action while gaining our American independence with another 6,618 wounded.

# Celebrating History



# The Cowboys Golf Club – The Ultimate Golf Entertainment Experience



# The Facility's Facility



# A Gentle Resting Place



# Mahalo – Cool Towels for Hot Guests



# Bro Hof Slott – Waffles, Cream and Jam



# Impressive On Course Dining at Shanqin Bay



# Nice Finishing Touch



The  
Coeur d'Alene  
RESORT GOLF COURSE

## Certificate Of Achievement

This is to certify that JIM KEEGAN  
has successfully accomplished playing the 14th hole  
at Coeur d'Alene, with a score of 3  
The 14th hole at Coeur d'Alene is the world's  
only floating green.

APRIL 20, 2002

  
MIKE CHALONS  
DIRECTOR OF GOLF

# Personalization with emphasis on exemplary service at Nine Bridges, Jeju Island, Korea



# Labyrinth at Bandon Dunes

