



It is all about customer service

# *The Top 50 Best Management Practices*



2003 Edition

# #50: History of the Course/Area

Queenstown Harbor River  
 Queenstown, MD  
 Daily Fee  
 Green Fee: \$  
 Top Left



Crosswater Resort  
 Bend, OR  
 Daily Fee  
 Green Fee: \$\$\$  
 Top Right

Sea Island, GA  
 St. Simon's Island  
 Resort  
 Green Fee: \$\$\$\$  
 Bottom Left



Grove Park Inn  
 Asheville, NC  
 Resort  
 Green Fee: \$\$\$  
 9th Hole Plaque  
 re how Bobby  
 Jones played two  
 balls with  
 different clubs to  
 achieve same  
 result

# #49: Bag Drop – Efficient/ Entertaining

Tidewater G.C.  
Myrtle Beach, SC  
Daily Fee  
Green Fee: \$\$\$  
Left



The Wizard G.C.  
Myrtle Beach, SC  
Daily Fee  
Green Fee: \$  
Right



# #48: Resort Room Keys that are Different

Hotel room keys at:

Coeur d'Alene  
Coeur d'Alene, ID  
Resort

Green Fee: \$\$\$\$  
Top left



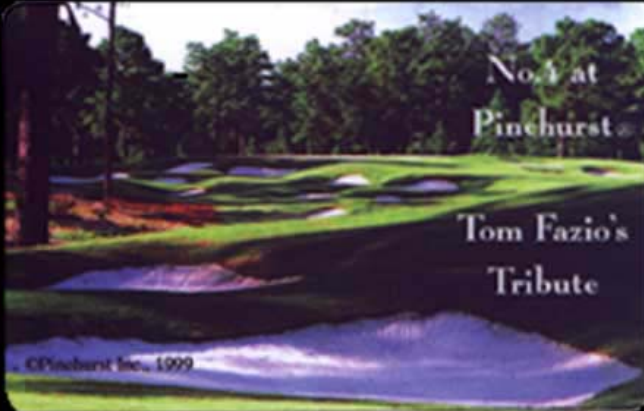
Barefoot Resort  
Myrtle Beach, SC  
Resort

Green Fee: \$\$\$  
Bottom Left



Pinehurst  
Pinehurst, NC  
Resort

Green Fee: \$\$\$\$\$\$  
Top right



Sea Island GA  
St. Simon's Island, GA  
Bottom Right: \$\$\$\$



# #47: Pace of Pace Status

Wellshire G.C.  
Denver, CO  
Municipal  
Green Fee: \$

## WELLSHIRE GOLF CLUB PACE OF PLAY

ALL GROUPS MUST MAINTAIN THE  
INTERVAL BETWEEN THEMSELVES  
AND THE GROUP IN FRONT OF THEM.

TODAYS PACE AS OF 11:30

FRONT NINE 2:16

EIGHTEEN 4:10

# #46: *Gift for Returning Customer*

Spanish Bay  
Pebble Beach, CA  
Resort  
Green Fee: \$\$\$\$\$

The set of coasters with a note  
from the GM was a nice touch  
upon returning to the facility



# #45: Tee Signs

Tobacco Road  
Asheboro, NC  
Daily Fee  
Green Fee: \$\$

15<sup>th</sup> hole has a  
two fairways  
with a blind  
approach shot to  
green. Board on  
tee helps golfer  
determine where  
to hit the drive.





# #44: *Pace of Play Clock*

Riverway Golf Course  
Burnaby, Vancouver  
Municipal  
Green Fee: \$  
Picture on left



Waverly Oaks  
Plymouth, MA  
Daily Fee  
Green Fee: \$\$  
Picture on Right



# #43: *Seed Mix on Driving Range*

Sawgrass C.C.  
Ponte Vedre, CA  
Daily Fee  
Green Fee: \$\$

Seed mix on the  
range makes a  
statement about the  
course cares about its  
turf conditions



# #42: *Clock and Water on Range*

Independence G.C.  
Richmond, VA  
Daily Fee  
Green Fee: \$\$

I am sucker for a clock  
on the range so I can  
hit that last ball  
looking for the magic  
bullet.

Perhaps 5% of all  
ranges have clocks.



# #41: Cart Pace of Play Sign

Heritage at Westmoor  
Wesminster, CO  
Municipal  
Green Fee: \$

The pace of play  
for every hole is  
on a sign affixed  
to the cart.



# #40: *Cart Ranger for Pace of Play*

Arcadia Bluffs G.C.  
Arcadia, MI  
Daily Fee  
Green Fee: \$\$\$

While I thought the attitude of the staff at this course was awful and the location of the range to the clubhouse poor, I did like the pace of play device.

In defense of the course, after paying \$120 for green fees and charging my card, they wanted another \$5 for range balls. I thought they should have told me up front range balls were not included. They handled my objection poorly.



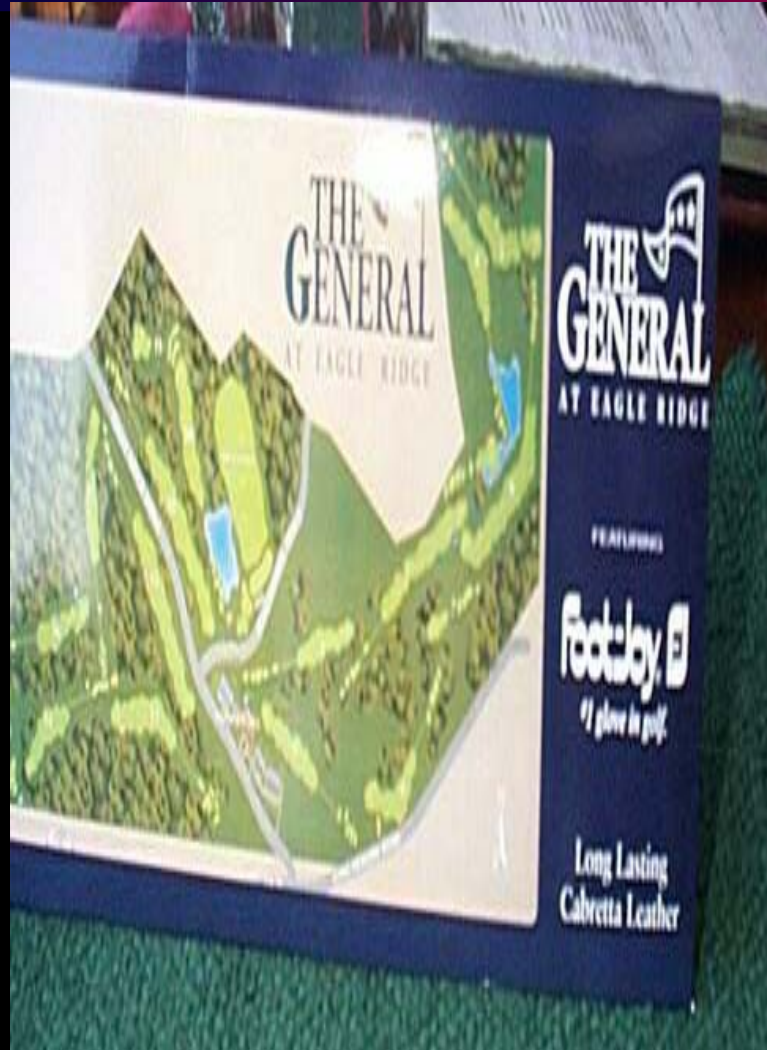
# #39: Bag Tags

When I own a course again, and if my price point is above \$60, I am going to give away personalized bag tags. Cheapest, most effective advertising available.



# #38: Pro Shop Marketing

The General  
Galena, IL  
Resort  
Green Fee \$\$



Purdue University  
West Lafayette, IN  
University  
Green Fee \$



# #37: Flowers on the Course/At Entrance

Fowler's Mills  
5<sup>th</sup> Hole  
Daily Fee  
Green Fee: \$\$  
Top Left



Las Colinas,  
Irving, TX  
Resort  
Green Fee: \$\$\$  
Top Right



Pine Needles  
Resort  
Green Fee: \$\$\$  
Bottom left



Caledonia Game  
and Fish  
Pawley's Island,  
SC  
Daily Fee  
Green Fee: \$\$  
Bottom Right





# #36: Audubon Society Award

Fox Hills  
Plymouth, MI  
Daily Fee  
Green Fee: \$

Pinehurst #8  
Pinehurst, NC  
Resort  
Green Fee: \$\$\$\$\$



# #35: *Well Appointed Locker room*

Pelican Hill  
Newport Coast, CA  
Daily Fee  
Green Fee: \$\$\$\$

Designed for  
the business  
person  
entertaining,  
the clubhouse  
facilities  
including shoe  
shine are 1<sup>st</sup>  
class



# #34: Clubhouse/Cart Buildings with Theme

Man of War  
Myrtle Beach, SC  
Daily Fee  
Green Fee: \$



Wizard GC  
Myrtle Beach  
Daily Fee  
Green Fee: \$



ElkRiver G.C.  
Augusta, Mi  
Daily Fee  
Green Fee: \$

Note the bunker is a picture of a "pig" highlighting course in owned by Honey Baked Hams

# #33: *Mission Statement*

Hawk Hollow  
Bath, MI  
Daily Fee  
Green Fee: \$



# #32: Hazard Marking Sign

The Dunes G.C.  
Myrtle Beach, SC  
Private with limited  
public access  
Green Fee: \$\$

The tee shot on this hole is semi-blind. You can't see the water but the hazard flag marks end of lake.



# #31: Alignment of Range Balls

Stonehouse  
Williamsburg, VA  
Daily Fee  
Green Fee: \$\$  
Left

Hyatt Hill Country  
San Antonio, TX  
November, 98  
Resort  
Green Fee: \$\$  
Notice Hitching Post for  
Bags  
Center

Seaside G.C.  
St. Simon's Island  
Resort  
Green Fee: \$\$\$\$  
Titleist Golf Balls  
Right



# #30: *Golf Magazine Awards*

Wigwam Resort  
Litchfield, AZ  
Resort  
\$\$\$

The awards  
accorded resort  
and the staff  
training  
certificates are  
behind POS  
check-in. I liked  
that the message  
that the staff was  
“qualified.”



# #29: Sharpie Pens + Towels on 1<sup>st</sup> Tee

Pelican Hills:  
South Course  
Newport Beach, CA  
Daily Fee: \$\$\$\$



Note: Starter on Duty –  
Did nice job briefing  
group on rules



# #28: Pro Shop Theme

Arizona State Univ.  
Scottsdale, AZ  
Daily Fee  
Green Fee: \$\$

Pro Shop: All  
Merchandise Sun  
Devils Logo in  
Red/Gold.

You will see similar  
themes at Michigan  
State, Notre Dame and  
Penn State.



# #27: Tee Signs

Caledonia Game and Fish  
Pawley's Island, SC  
Daily Fee: \$\$  
Left



Independence G.C.  
Richmond, VA  
Daily Fee  
Green Fee: \$\$  
Center

Lost Tracks  
Bend, OR  
Daily Fee  
Green Fee: \$  
Right



# #26: Highway Directional Sign

Royal New Kent  
Toana, VA  
Daily Fee  
Green Fee: \$  
Left



World Golf Village  
Augustine, FL  
Resort  
Green Fee: \$  
Right



Independence G.C.  
Richmond, VA  
Daily Fee  
Green Fee: \$\$  
Right



# #25: Shoe Shine Stands

Rancho Park  
City of LA  
Municipal  
Green Fee \$



Bulle Rock  
Havre de Grace, MD  
Daily Fee  
Green Fee: \$\$\$



Fowler's Mill  
Chesterfield, OH  
Daily Fee  
Green Fee: \$\$



# #24: Rate our Course on Web

Bulle Rock

Havre de Grace, MD

Daily Fee

Green Fee: \$\$\$

You have to love the confidence of a golf course management team that believes it is doing such a good job in customer service that they encourage you to publicly rate their facility by leaving these cards by the POS workstations.

While I wasn't a fan of the horseflies that had me for lunch, I would go back just for the service. Very attentive staff.



# #23: Advertisement in Golfsmith Magazine

American Golf Corporation  
Santa Monica, CA  
AGPA Player's Club  
Card: \$34.95, \$59.95  
Sell XXX,XXX cards annually

What effective advertising  
to promote over 250 courses  
in 1 magazine where golfer  
is "buying."



**PUT OVER 3,000 HOLES  
IN YOUR STOCKING THIS YEAR**

AGPA Participating Course  
Ruffed Grouse Golf Club  
Chicago, Illinois

Give yourself or that special someone the gift of golf this holiday season with membership in AGPA (American Golf Players Association). AGPA is the world's largest golf frequency rewards program with over 170 participating courses nationwide. Visit our website at [www.AGPA.com](http://www.AGPA.com) to find one nearest you.



**As an AGPA Member, you'll enjoy these great benefits:**

- **\$175 in Instant Rewards** – When you join, you'll receive valuable certificates for green fees, cart fees, range balls, and more... PLUS a free subscription to *Golf Digest*.
- **Frequency Rewards** – We reward you for playing more of the game you love. You'll earn a discounted green fee certificate for every 10 rounds of golf you play.
- **Early Access to Twilight Rates** – You'll have access to twilight rates one hour earlier than everyone else.

**Golfsmith Customers! Save 30% with this Exclusive Offer!**

**Join AGPA**  
by January 31, 2002  
for just **\$34.95!**  
This represents 30% savings\*

**CALL TODAY TO JOIN.**  
**(888) 790-AGPA**  
(2472)

Mention source #AEA19004



\*Member of AGPA to receive discount. Offer not available at all courses.

# #22: *Synthetic Map simulates real turf – without the divots*

Sea Island, GA  
St. Simon's Island  
Resort  
Green Fee: \$\$\$\$

The synthetic mat is a relatively new product that more closely simulates turf. It has long fiber synthetic strands on the mat and it is filled with sand and rubber shavings to keep the mat from getting hard. It has proven to be a good solution to time periods when they need to give the tee a rest.



# #21: *Player Assistant* – in the true meaning of the word

Pine Needles  
Pinehurst, NC  
Resort  
Green Fee: \$\$

Pine Needles had caddies on each par 3 to rake bunkers, fix ball marks, read putts.

It was a nice additional touch and was “gratis.”





# #20: *Billboard - The Best We Have Seen*

Eagle Ridge  
Galena, IL  
Daily Fee  
Resort  
Green Fee: \$\$

A repeat slide.  
This remains my  
favorite of  
billboards signs  
seen.

Most signs are  
“announcements”  
not enticements.



# #19: Logo Golf Balls in a Box

Pinehurst #2, 7, 8  
Pinehurst, NC  
Resort  
Green Fee: \$\$\$\$\$

Logo balls are a commodity. The boxes used at Pinehurst were unique.



# #18: *Player Assistant* – in the true meaning of the word

Tidewater G.C.  
Myrtle Beach, SC  
Daily Fee  
Green Fee: \$\$

Pace of play was a little slow. The individual standing had another tee time in 45 minutes at another course. The starter commented, “No Problem.” The starter got on his cell, called the course and let the starter know they his guests were running about 30 minutes late and got the time rebooked.



# #17: *Resort's Private Label Bottled Water*

Coeur d'Alene  
Coeur d'Alene, ID  
Resort  
Green Fee: \$\$\$\$

The only course where we  
have seen the bottled water  
“private labeled.”



# #16: Candy by the Pro Shop Door

Lost Tracks  
Bend, Or  
Daily Fee: \$

Brian Whitcomb,  
who is running for  
PGA Secretary,  
believes that his  
golf course is his  
home and every  
golfer is his guest.

He likes candy and  
offers it for free to  
his “guests” as they  
leave the Pro Shop.



# #15: *Rakes for Bunkers Hidden*

Coeur d'Alene  
Coeur d'Alene, ID  
Resort  
Green Fee: \$\$\$\$

Rakes have “slots  
in which” they can  
be hidden. The  
effect is that  
bunkers look “neat”

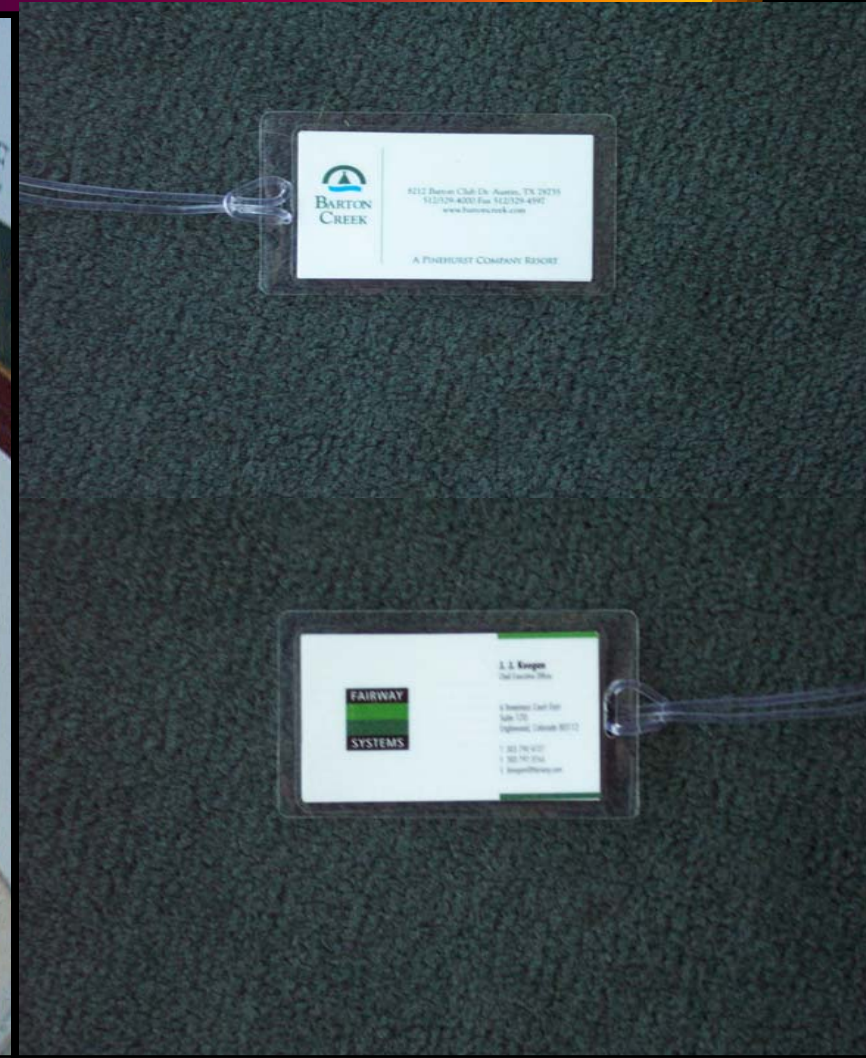


# #14: Complimentary Luggage Tags

Barton Creek  
Austin, TX  
Resort  
Green Fee: \$\$\$

Free Luggage  
tag with name  
of resort on  
one side for  
luggage or  
business case.

I bet the first  
question  
asked when an  
associate sees  
the tag is,  
“How was  
Barton  
Creek?”



# #13: Tee Signs

Sand Barrens  
Avalon, NJ  
Daily Fee  
Green Fee: \$\$

Back tees: Pro 0 - 6  
1 Up: Championship 7 - 12  
2 Up: Amateur 13 - 24  
3 Up: Rookie 24 - 35  
4 Up: Beginner: 36 +

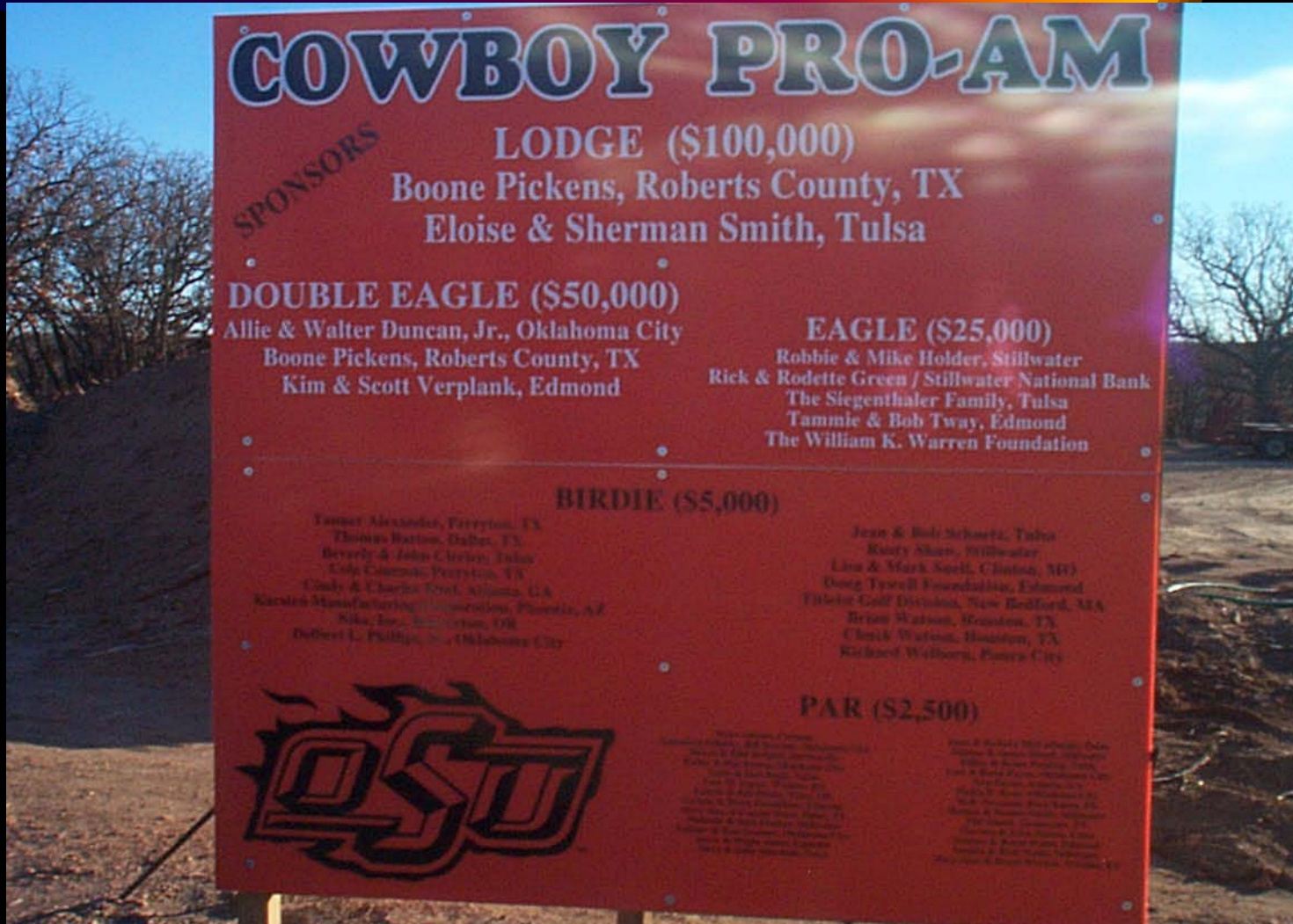




# #12: One Day Pro-Am – Raised \$650,000

Karsten Creek  
 Stillwater, OK  
 Daily Fee  
 Green Fee: \$\$\$\$\$

PGA Pros not only  
 played, they donated  
 \$\$\$\$. 9 Tour pros  
 made donations  
 including Verplank,  
 Tway, Tewell, Wood  
 (Willie).



# #11: *Free Fish Chowder at Turn*

Caledonia Game and Fish  
Pawley Island, SC  
Daily Fee  
Green Fee: \$\$



# #10: A Clubhouse with Golf History

Karsten Creek  
Stillwater, OK  
Daily Fee  
Green Fee: \$\$\$\$\$

While the course is the most overpriced for the value received, it is almost worth going just to see the OSU championship trophies. An impressive collection.



# #9: *Women's Clothes, Candles and Fragrances*

Ballantyne Resort  
Charlotte, NC  
Resort  
Green Fee: \$

Ballantyne is a  
Silver/Gold  
Medal resort waiting to  
be designated with new  
spa and hotel rooms that  
are fabulous.



# #8: Signature Hole Recognition

Coeur d' Alene,  
Coeur d' Alene, Id  
Resort  
Green Fee: \$\$\$\$

What a novel idea. The  
floating green hole:  
Par/birdie and get a  
certificate for the wall.



# #7: *Travel Bag Tags when Clubs Stored at Hotel*

Barton Creek  
Austin, TX  
Resort  
\$\$\$

When clubs were taken out of car, they asked if I wanted to send the clubs to the Pro Shop. When I went to pick up the clubs in the morning, the tag was already on the travel cover. The tag is still on the bag today.,



# #6: *Cool Towels upon completing round*

Hualalai G.C.  
Four Seasons Resort  
Kona, HI  
Green Fee: \$\$\$\$

Next to the free huge chocolate chip cookies on the 10<sup>th</sup> tee, the cool towel is really nice.



# #5: Course Condition Board

Presidio GC  
 San Francisco, CA  
 Daily Fee  
 Green Fee: \$  
 Left

Tidewater G.C.  
 Myrtle Beach, SC  
 Daily Fee  
 Green Fee: \$\$  
 Right

These signs tell me  
 management cares  
 about the course  
 condition


**COURSE CONDITION BOARD**


GREEN HEIGHT INCHES	GREEN SPEED STIMPMETER	PIN POSITION
5/32"	9	3
FAIRWAY HEIGHT INCHES	CART RULES	TODAY'S FORECAST
1/2"	90° RULE	
ROUGH HEIGHT INCHES	SPECIAL INTEREST	
1 1/4"	THANK YOU FOR PLAYING PRESIDIO GOLF COURSE	


**TIDEWATER**

**7 DAY WEATHER REPORT**  
 SUN MON TUE WED THU FRI SAT  
 42 68° 42 67° 46 66° 46 68° 48 70° 40 71° 48 71°

**COURSE CONDITIONS**  
 ROUGHS/FAIRWAYS GREENS CART RULE  
 [ ] 20° 90°

**SPECIAL EVENTS**  
 [ ] [ ] [ ]



# #4: Free Gift – Mouse Pads

Barton Creek  
Austin, TX  
Resort  
Green Fee: \$\$\$

In the room, on the bed, the card was placed on the pillow with the turn down service. The gift, “a free mouse pad.” I still use it.



# *#3: Forecaddie faxes lunch order on 9th tee and picks up picnic basket when you putt on 9th green*

Coeur d'Alene  
Coeur d'Alene, ID  
Resort  
Green Fee: \$\$\$\$

Forecaddie, when taking lunch, also accepts how you would like your personalized bag tag to read, writes name on slip and sends to attendant so tag is ready when ready completed.



# #2: *Customer Service Monitor*

Marriott Seaview  
Atlantic City, NJ  
Resort  
Green Fee: \$\$\$

Polls the customer and  
gives them a discount  
on merchandise.  
Everyone wins!



# *#1: Railroad Car as Bridge to Green with Golfers leaving Bag Tags*

Lost Tracks  
Bend, OR  
Daily Fee  
Green Fee: \$

To get to the island green, you have to walk through the railroad car that Brian Whitcomb has furnished like a diner. He hung 1 bag tag. He now has thousands from around the world. People come to play just to hang their bag tag. Great businessmen.



# *Bonus: Their spending our gas money*

Sheraton Abu Dhabi  
Clubhouse  
Resort  
Green Fee: \$\$

Just your basic clubhouse.



# *Top 100 Done – Mission Accomplished on May 17, 2003*

In finishing the trip, J. J. Keegan philosophized that "the more golf courses you play, the more you gain an appreciation for the brilliance of the original architects of the game: Flynn, Ross, MacKenzie, Raynor, Tillinghast, and Thomas. Many new designs change the fundamental nature and enjoyment of golf. Tradition, strategy and subtlety become endearing qualities when contrasted to some newer architects whose work is more a testament to them and not to the game."



Thank You. The Journey of Life is Quite Spectacular

