

# Newsletter Writing

Richard Williamson • Fort Myers, FL

**I regularly write or edit articles or entire newsletters for clients. Writing may involve assembling a story from information provided by the client or conducting research and interviews to develop the information needed. A well-written story is useless if it isn't read, so I try to "hook" the reader in the first several sentences. To do so, I often use irony, exaggeration, humor, or unusual sentence structure to catch the reader's eye and hold his or her attention and pull him into the story. I also try to avoid dry, boring, or expected information and find an unusual aspect that is more interesting to the average reader--make the story personal or at least human. Some clients provide content written by staffpersons that, while informative, must be made more readable and stylistically similar to other stories already included in the newsletter.**

**This is one issue of a newsletter written for Tiburon Golf Club in Naples, Florida**

## Go ahead, spoil yourself

36 holes of golf can be an exhausting—not to mention frustrating—experience, especially for those of us who swing the club a few (dozen) more times than the pros! Wouldn't it be nice to have a way to relax and unwind afterward? Maybe get pampered. Be spoiled.

Tiburon Golf Club's close relationship with the Ritz-Carlton will give you that opportunity. The AAA Five Star, Mobile Five Diamond Ritz-Carlton Naples, already one of the most luxurious resort properties in the world, is adding a 51,000 square foot spa. Now, world-class relaxation, including more than 30 treatment rooms, Cybex weight training system, nutritional counseling, steam rooms, hot and cold plunge pools, and an expert staff will be available just minutes from Tiburon.

"We want to bring the services of the Ritz-Carlton to the members of Tiburon," says spa manager Barbara Schultz. Members of Tiburon Golf Club will be invited to join the magnificent new spa facility after pricing and membership programs have been announced.

The Ritz-Carlton spa is expected to open in late 2000.

## How to achieve perfection

*Perfection* could be defined "Tiburon Golf Club in February." Cool weather, blue skies, bright sunshine, and not a raincloud in sight. And the Greg Norman-designed golf course is in championship form.

"Since the grass doesn't require mowing as much in the winter," says Mat Fancher, Tiburon's Golf Course Superintendent, "we have time to do take care of the little things that make the course just that much nicer for our guests." Little things like honing the course's edging and conditioning the out-of-play areas that border the course make play at Tiburon more enjoyable for members and visitors alike.

Greg Norman's innovative course design, which nestles the course among stands of native foliage and impeccably maintained bunkers and water hazards, makes maintenance a little more labor intensive than at other, more traditionally planned courses. "In the winter, we battle the Brazilian Pepper and

maleuca trees that encroach on the course," says Fancher. Exotic plants, brought to the area by well-meaning settlers and residents years ago, grow wildly and choke out native plants if not removed immediately. It can be a full-time job in itself.

Winter months brings more visitors to the course. And, like any place where people are on the move, traffic is a concern. "Because there are so few entry and exit points on the course, we have to keep constant tabs on cart traffic," explains Fancher. Daily inspection of wear pattern on the turf informs his staff on where and how to direct carts to minimize their effect on the grass.

Even with the increased number of visitors to the course, Matt Fancher and his group have done an outstanding job of making Tiburon among the most beautiful, well-maintained golf locations in the nation. Though much of their work is behind the scenes and subtle, it is indispensable to making golf at Tiburon the superb experience that it is.

## Learn from the very best at the Rick Smith Golf Academy

If your golf game is in need of some professional help but are wondering about the qualifications of the pros at the Rick Smith Golf Academy, read on!

Jim Schuman, head teaching pro, recently won the Southern PGA Club Professional Championship event in Port St. Lucie. He shot 69-69-66-71 for a total of 275. In his college days, he was recipient of NCAA all-American Golf honors before joining the Nike Tour from 1990-1994. In 1996 and 1997 he won the PGA National Assistants Championship (the first back-to-back winner in history). He shot a course-record score to win the Wisconsin State Open.

But, like fellow teaching professional Jim Sowerwine, his passion is instructing. You can see it in the way he teaches, the manner in which he works with students. They feel his enthusiasm and always take away important lessons learned from every session. Before coming to Tiburon's Rick Smith Golf Academy, Jim taught at the Smith facility at Silvan Treetops Resort in Michigan.

Rick Smith, Jim Schuman and Jim Sowerwine held a Familiarization/Orientation Clinic for the staff of the Ritz-Carlton Naples. Department heads were given the opportunity to experience Rick Smith Golf Academy instruction for themselves.

"There's more to it than just hitting balls—it's a whole different process," says Ritz-Carlton Naples's Director of Sales Edward "Ike" Eicher. "They try to personalize it for the individual golfer, they tailor it to your style of playing rather than making you adopt

someone else's game."

This tailored approach, coupled with innovative teaching methods and an excellent facility, makes the Rick Smith Golf Academy the obvious choice for improving your game. But it's the superbly trained and enthusiastic pros like Jim Schuman and Jim Sowerwine that turns a golf lesson into a memorable and memorable experience.

## Dinner is served

Last December, the Tiburon kitchen received a wonderful present in the form of a culinary jack-of-all-trades—or a *Joetta*-of-all-trades, to be exact.

With a Bachelor's degree in Hospitality Food Service Management and an Associates degree in Culinary Arts from The John and Wales University in Charleston, SC, Joetta knows her way around a kitchen.

When she isn't in the kitchen making wonderful dinners, Joetta will be making sure dining is wonderful as a member of our dining area staff. In either role, she will make certain that your visit to Tiburon's food service venues are memorable—the perfect compliment to a day of outstanding golf and our beautiful Southwest Florida weather.

Over the next three months, as the new clubhouse looms larger and larger in the Tiburon landscape, we will offer some very special events that you won't want to miss. The first, a fabulous Seafood Buffet, will be on Feb XX, featuring savory fresh seafood prepared in a variety of delicious styles. On March XX, we will host an Italian evening that will leave you homesick for the Old Country—even if your not Italian! Then, on April XX, learn about

another of golfer Greg Norman's passions: wine. Taste chardonnay and cabernet from the Greg Norman Collection, along with an assortment of Cheeses and a Chef's Table.

And after that? We'll keep you posted on our full line-up of Spring and Summer events at Tiburon, where every season brings something new and exciting!

## What did Santa have in his bag...besides his clubs, that is?

Sleighs, as you know, are murder on Bermuda grass, so when Santa came to visit the Inaugural Snowflake Tournament at Tiburon Golf Club, he had to ride a golf cart like everybody else.

The event, a couples tournament which benefited Hospice of Naples, was held on December 19, 1999 and marked the first in what Head Pro Bob Radunz plans to be a series of themed golf events over the next year.

Radunz (who doubled as Santa Claus for the event), is a strong proponent of mixing fun with competition when it comes to planning golf events. "It's important to keep a balance," he says. "We don't always want our events to be so competitive and rules-conscious. Events have to be fun as well as competitive or they aren't as interesting to as many people."

The Snowflake Tournament was a modified scramble event "to make it harder for 'ringers' to walk away with the event," Radunz says, in order to make sure that having fun was at the forefront of the event.

The six foursomes who played found their scorecards decorated with holiday

stickers and candy in their carts. Some holes had 'closest-to-the-candycane' prizes. Winners didn't have to be the most accurate off tee, but having a large sweet-tooth was an advantage.

"Everybody had a lot of fun, which was the whole idea," Radunz explains. "This was a great event, the start of a winter tradition at Tiburon." More events are planned for both the competitive and fun-loving members in the near future. Watch for information on the Superbowl and St. Patrick's Day tournaments coming soon!

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