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# A Helping Hand

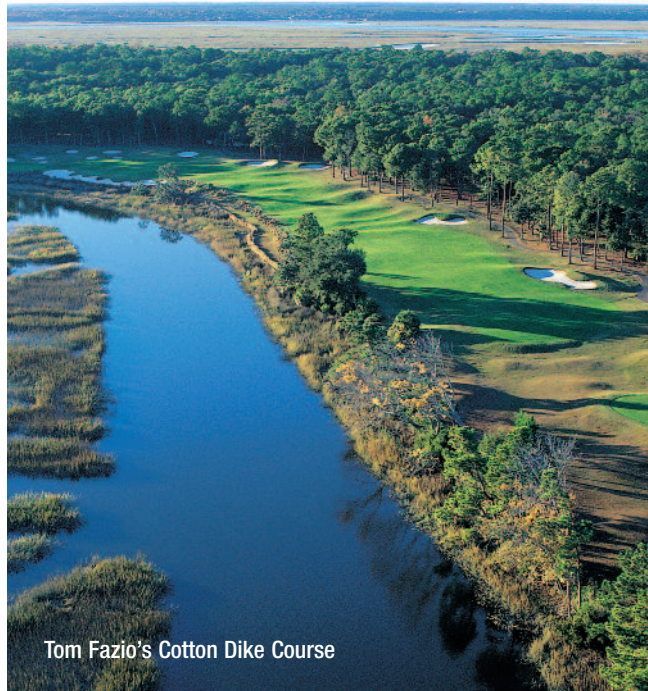
*Dataw Island Club has three times the number of holes bordering water as nearby Harbour Town Golf Links.*

DATAW ISLAND, SOUTH CAROLINA: In 1998, high school boys' golf team participation peaked at 167,000 players. Determined to stem the tide of declining participation, all major constituents in the industry—from golf's governing bodies to large manufacturers—committed resources to grow the game.

"In some ways, we have a 'lost generation' of golfers," commented Ted Bartlett, general manager at Dataw Island Club. "For too long, the sport assumed those interested in the game would find their way. What we learned, like with any other hobby or sport, beginners need to be encouraged and provided the basics to get started.

"Programs in place by the USGA and The PGA of America are a boost, but I really think fostering beginners starts at the grass-roots level," continued Bartlett.

This year, Dataw Island Club will host the TaylorMade-adidas Intercollegiate and South Carolina Junior Amateur. "Our members literally open their doors, year after year, to aspiring youth fixed on the game. Feedback has been so positive, we started a Pro-Am day with students paired with members for a day together to share the joy of golf.



Tom Fazio's Cotton Dike Course

"We feel privileged to contribute to the development of these young athletes," beamed Bartlett. "Many of our members are recent empty nesters. They love hosting college students in their homes. They bring such energy. In fact, if a player competes as a sophomore or junior, it's not uncommon for the same family to host the student again."

## NO. 1 IN THE LOWCOUNTRY

Dataw Island Club residents represent a melting pot of America with diverse careers, religions, and geographies. Its membership includes noted authors, MIT graduates, and even an Oscar winner.

The Audubon Certified private community includes Tom Fazio and Arthur Hills golf courses, a marina, a 40,000 square-foot clubhouse, eight Har-Tru courts (four lighted for night play), a fitness center and yoga studio, a pair of championship croquet lawns, a resort-style pool and an indoor lap pool, a community garden, miles of walking trails, and a neighborhood library. The club was ranked "No. 1 Best South Carolina Retirement Destination" and in the "Top 25 Places to Retire."

"Dataw is one of the first, and remains one of the finest, master planned communities in the Southeast," praised Tom Fazio. "The island is long and linear to allow routing that maximizes water views. I consider it the hidden jewel of golf in Coastal Carolina." ■

*For more information on Dataw Island Club and their stay-and-play Experience Package, please visit [Dataw.com](http://Dataw.com) or call (843) 838-3838.*



Arthur Hills' Morgan River Course

**"IT'S BECOME TRADITION for us to host student athletes. They are polite, respectful, and fun to be around."** – BARBARA ALBON, MEMBER AT DATAW ISLAND CLUB