



Naples Daily News

Pelican Marsh Golf Club Receives National Marketing Award

by RViridinlia

Posted October 18, 2013 at 2:28 p.m.

Pelican Marsh Golf Club, North Naples member-owned private golf club, earned a second place award for its 2013 marketing campaign in the Professional Club Marketing Association's (PCMA) 2013 Club Membership Challenge competition.

Kimberly Doerseln, Director of Marketing at Pelican Marsh Golf Club, accepted the award at this year's PCMA annual conference held in September. According to PCMA, "The Club Membership Challenge recognizes and awards clubs for successful membership recruitment, relations, retention, and event initiatives." PCMA is a national association for private club membership and marketing professionals.

Recognized for significantly increasing membership during renovations to the club's von-Hagge designed championship course, Pelican Marsh Golf Club's winning membership initiatives included both member and new-to-be member focused advertising, public relations, and special events. While providing creative direction, Doerseln worked with Mona Johns, President of Mona Lisa Graphic Design and copywriter Rick Viridinlia.

Pelican Marsh Golf Club is located on US 41, North of Vanderbilt Beach Road, next to Mercato. Their address is 1810 Persimmon Drive, Naples, FL 34109. Club and additional renovation information, including a video tour of the facility, can be found online at www.PelicanMarshGC.com. Phone: 239.597.0016.



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