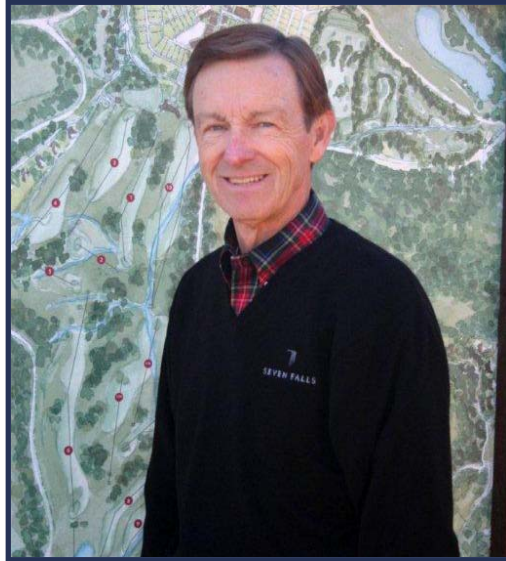


Mark Darnell, PGA



Classification:	Life Member
College/University:	Purdue University

Background summary and credentials:

I was the Director of Golf at West Lake C.C. in Augusta, Ga. for 34 years, 13 of which was in the dual capacity of D of G and General Manager. Setting aside all the accolades, honors and awards, the single thing I am the most proud of is training 22 assistants who went on to become Head Golf Professionals.

What was your motivation to become a PGA Professional?

A passionate love for the game.

What is your specialty in the golf business?

Everyone says it's Merchandising...but I think it is Golf Management.

Please list any accomplishments:

- ❑ All-American at Purdue University
- ❑ Captain of the golf team that won both the N.C.A.A. Championship and the Big Ten Championship
- ❑ 40th PGA of America Member to attain Master Professional status
- ❑ Georgia PGA Section award- PGA Merchandiser of the Year – Private, 1979
- ❑ National award- PGA Merchandiser of the Year – Private, 1979
- ❑ Georgia PGA Section award- Horton Smith Trophy Winner, 1986
- ❑ National award- Horton Smith Trophy Winner, 1986
- ❑ Certified in General Management and Retail (Golf Shop Merchandising)
- ❑ Inducted into Georgia Golf Hall of Fame, 2000

What was your greatest moment in golf?

Winning the NCAA Team Championship while at Purdue; being medalist runner-up to Jack Nicklaus in the same event. Qualifying for and playing in the British Open at St. Andrews. Fortunate to have played golf with some of the legends of the game: Ben Hogan, Gene Sarazen, Byron Nelson, and Jack Nicklaus.

What or who has had the greatest impact on your career?

Dick Tarlow (former President of FootJoy), Eli Callaway of Callaway Golf and Phil Trailies, former President of Club Car.

Besides golf, what else do you enjoy?

Besides golf, I enjoy collecting golf prints and traveling to Europe, Scotland, England, Canada and South America.

If you could play any golf course in the world, which one would it be and who would complete your foursome?

Pebble Beach and my foursome would be my father and my two sons.

If you could give lessons to anyone in the world who would it be and what advice would you give?

It would probably be a "junior" just taking up the game and my advice to him (or her) would be the basics of the game and block out everything else.

What is your favorite golf instruction tip?

The grip, proper set up, then see the club hit the ball.