LINCOLN, Neb. — Sandi Gridley has been promoted to advertising manager for Cushman Inc., while Olivia Poggenpohl has been named communications coordinator. Gridley will be responsible for the overall direction of advertising and promotion programs for Cushman and Ryan turf care equipment and industrial vehicles, including promotional materials, public relations, trade shows and dealer communications.

Gridley has worked for the Cushman marketing department and was named marketing communications coordinator in 1989. She attended the University of Nebraska and is a member of the Lincoln Federation of Advertising and American Business Women’s Association.

Poggenpohl attended the University of Nebraska, majoring in journalism and advertising. She previously worked for two Lincoln advertising agencies and for a Lincoln radio station.

Most recently, she was media director for Cuber & Associates Advertising in Omaha. She is a member of the Omaha Federation of Advertising.

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GM at Cattail Creek CC named

GLENWOOD, Md.—The board of directors of the Cattail Creek Country Club has appointed Jeffrey L. Bowers as general manager of the new, member-owned country club.

One of the first assignments Bowers will oversee is commencement of construction on the new 18-hole championship course being developed as part of the private club. Bowers was formerly an executive with Club Corp. of America. His experience includes five years as a manager with Phillips Seafood Restaurant, Inc. of Ocean City, Md.

NGF promotes public golf in U.S.

JUPITER, Fla. — The National Golf Foundation has invited public golf facilities across the nation to share their best promotional and operational programs. The second annual Public Golf Achievement Awards program is part of NGF’s efforts to underscore the importance of public golf in America. It recognizes public golf facilities for successful efforts to enhance the growth and enjoyment of the game in their communities.

Municipal and daily-fee facilities are asked to share such projects as speed-of-play programs, educating golfers in such areas as etiquette and ball mark repair, and innovative approaches to introducing new players to the game.

Entry forms are being mailed to NGF member facilities in June. Deadline for entries is Sept. 1. Award recipients will be announced in October.

“The importance of public golf to the long-term growth of the game,” said NGF President Joseph Beditz, “is reflected in the fact that 70 percent of all rounds played today are recorded at public facilities.” Last year, 50 golf facilities and municipalities from across the country were recognized in the contest.