Marketing Idea

SCOTTSDALE, Ariz. — R.R. "Dick" Neyrey has been appointed president of Desert Mountain Properties, the organization responsible for developing Desert Mountain’s 8,000-acre residential and recreational community in Scottsdale.

Neyrey reports to the executive committee of the joint venture, which includes Bill Deihl, Lyle Anderson and others. Desert Mountain is a joint venture between DM Land Corp., a subsidiary of Mobil Land Development, and Sonora Partners Limited Partnership, a local development company owned by Anderson.

Meanwhile, David Marr III has been appointed vice president, The Tradition, for Desert Mountain Properties. Marr will be responsible for marketing of major sponsorships, business planning and overall tournament management.

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