

Landmark promotes Wilcox, Aaronson to leading posts

Landmark Land Co., Inc. has announced the promotion of Terry Wilcox to vice president of desert projects and Nancy Aaronson to project director at Mission Hills Country Club of LaQuinta, Calif.

Landmark owns and operates Mission Hills and La Quinta as well as numerous other golf clubs, including Oak Tree, Oak Harbor, Kiawah Island, Stanford Oaks Country Club, Palm Beach Polo and Country Club and PGA West, all of California.

Wilcox was project director at Mission Hills for the past eight years.

He has been with Landmark since the early 1960s and has worked in various

capacities, including assistant professional at Quail Creek Country Club in Oklahoma City. He was an organizer and former golf director and general manager at Cardinal Golf Club in Greensboro, N.C.

Aaronson, who replaces Wilcox, has been assistant project director at Mission Hills since 1988. Before that she was involved in real estate operations at La Quinta. Before joining Landmark she spent two years in Los Angeles with Welton Becket Associates, an architectural and engineering firm, in the business development division, and three years with U.S. Gypsum Co. in sales and product management.

Karsten appoints golf director

Duff Lawrence, golf professional at Desert Highlands Golf Club in Scottsdale, Ariz., has been named director of golf at the new Karsten Golf Course at Arizona State University.

Lawrence, a 1959 graduate of ASU, spent the past five years as golf professional at the Jack Nicklaus-designed Desert Highlands. In 1983 and 1984, he was host professional for the original PGA "Skins Game."

"I am at a point in my career where an opportunity of this nature would be most fulfilling," said the 51-year-old Lawrence. "At the new Karsten Golf Course, there will

be a definite sense of purpose and hopefully my contributions will be sustaining.

"This move will lend a better opportunity to fully utilize my training and abilities as a golf professional.

"I'm looking forward to being able to have a direct impact on shaping the future of the younger players' game."

Before joining Desert Highlands, Lawrence spent 15 years as head golf professional at Canterbury Golf Club in Cleveland. He also played on the PGA Tour for three years.

ON THE MOVE

French on job at Kiawah

Greg French, head golf professional at Mission Hills Resort since its opening in January 1987, has been named assistant project director at Kiawah Island Resort near Charleston, S.C.

The Kiawah Island resort includes three golf courses — designed by Tom Fazio, Jack Nicklaus and Gary Player — two tennis facilities and a hotel.

A fourth, championship course designed

by Pete Dye is in the planning stages, as are the renovation of the existing Kiawah Island Inn and the development of two new beachfront hotels, a 40,000-square-foot health spa and a 50,000-square-foot retail village.

Originally from Greensboro, N.C., French is a 1978 graduate of Appalachian State University in Boone, N.C.

Rodriguez Foundation hires Hoffman

Wendy W. Hoffman has been named vice president of special events for the Chi Chi Rodriguez Youth Foundation in Clearwater, Fla.

Hoffman will assist Cary Stiff, vice president of project development, in fund-raising and coordinating special events.

The foundation teaches disadvantaged youth academic and life skills, while the youngsters learn discipline through the game of golf.

The grand opening of the Chi Chi Rodriguez Golf Club is due in November. Its full-time middle school before 1991.

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RMA tabs Moore

Resort Management of America, a Phoenix-based company specializing in operation and management of golf courses and resorts, has named Brett Moore to the newly created post of merchandizing manager.

Moore will be responsible for managing inventory at golf shops in Stonecreek, The Golf Club, and the Karsten Golf Course at Arizona State University. She will also continue to serve as buying consultant for The Outlook at Gainey Ranch, where she was formerly merchandising manager. Golf Shop Magazine named The Outlook as one of America's best 100 golf shops.

Moore, a graduate of Trinity University in San Antonio, is president and founder of the Professional Golf Buyers Association.

The organization was established to provide members with a forum for education and professional advancement. As president, Moore will work with officers and members to implement various educational programs, such as seminars and speakers, conduct a membership drive and institute a job bank.

Royal Fox GC names staff

The recently opened Royal Fox Golf Course in St. Charles, Ill., has appointed Steve Chesney as general manager, Tom Jauch as superintendent, Jeff Kent as head golf professional, Tim Schmeling as staff pro, and Richard Vest as food and beverage manager.

Greenvisions Inc. will manage the facility.

Royal Fox, a 140-acre, par 72 course, is part of a real-estate development with 300 residential housing units. Golf club memberships are open to both non-residents and residents.

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