

PGA Club Operations will consult on courses

The Professional Golfers' Association of America has created PGA Club Operations, Inc., and named real-estate consultant John J. Rossi its first chief executive officer.

PGA Club Operations will operate out of Palm Beach Gardens, Fla., and provide consulting services to PGA members as well as to owners, developers and operators of golf courses. Its services will include feasibility studies, market analyses, operations reviews and financial advisory and development programming services.

Rossi, 52, will be responsible for developing business plans and budgets, obtaining financing and marketing the PGA of America's services through Club Operations, which has been in the planning stages for several years.

"We are looking forward to being able to provide an expanded range of services to PGA members and the golf and real-estate industries," said Jim Awtrey, executive director and chief executive officer of the PGA of America. "The demand for new golf facilities creates unique challenges and opportunities for all of us associated with the

game.

"The combined efforts of club owners, managers, investors, the financial community, the public sector and our PGA professionals will be required to meet the current and future needs of the nation's ... golfers."

Rossi said, "We see our role as facilitators, assisting our clients in getting the job done. Successful golf course development and operation is a process which requires the integration of creative finance, land planning and engineering, construction, facility maintenance, management and programming —

all carefully blended with a thorough knowledge of the game of golf and an appreciation of its traditions."

Rossi has served as a senior principal and director of the real-estate advisory services practice in the Houston office of Laventhol & Horwath. He previously held real-estate, planning and development positions in Washington, D.C., Virginia, Indiana, Illinois and Mexico.

Rossi holds a bachelor of architecture degree from the University of Notre Dame and a master's in city and regional planning from UCalfornia at Berkeley.

USGA fills two new posts

The United States Golf Association has named Doug Sullivan manager of handicap services and Laurie Glass to the newly created position of manager of women's sectional affairs.

Sullivan's post is a new position created to assist regional and state amateur golf associations in the USGA's course rating and Slope rating procedures.

Sullivan, who most recently was manager of the Stamford (Conn.) Marriott, will report to Dean Knuth, the USGA's director of handicapping, and will help Knuth in the administration of the USGA Handicap System.

A native of Zionsville, Ind., he is a 1986 graduate of Purdue University and has taught high school mathematics.

Glass, of Kearney, Neb., is a member of the USGA's Girls Junior Committee and a board member of the Nebraska Women's Amateur Golf Association.

A native of Beatrice, Neb., Glass graduated from Doane College in Crete, Neb. She was a three-time medalist in the Nebraska Junior Girls' Championship.

In her new position, Glass will serve as liaison between the USGA and various women's amateur golf associations.

Legal counsel joins PGA headquarters

The Professional Golfers' Association of America has hired a new legal counsel and added executives in its marketing and communications divisions at its Palm Beach Gardens, Fla., headquarters.

Gary M. Crist, who joined the PGA Tour administrative staff in 1982 as associate general counsel and was named director of risk management for the Tour in 1988, has been named general counsel.

Edward N. Gilbert has been appointed director of marketing and Paul Orseck has been named director of communications.

Crist, 40, was legal counsel at Wilson Sporting Goods Co. in Chicago for six years before joining the PGA Tour staff.

Gilbert, 38, has 14 years experience in marketing and promotion including four years as director of tourism for the state of Florida.

Orseck, 48, owned his own advertising and public relations firm in Houston and has extensive sports broadcast experience on both the local and network levels. He will be responsible for developing plans to support the association's marketing activities, publishing projects and publicity.

