

National Golf Corp. gets new head

A research consultant with experience in golf course and golf club analysis has taken the reins as vice president and general manager of the National Golf Corp., which the National Golf Foundation formed to accelerate golf course construction in the United States.

Richard L. Norton, 36, former vice president and manager of Economics Research Associates' Fort Lauderdale, Fla., office, will manage the corporation and report directly to NGF President Joseph F. Beditz.

Meanwhile, Beditz also announced the promotion of three senior staff members as part of a

reorganization aimed at enabling the NGF to "better serve the needs of its members and the golf industry at large in the 1990s."

William A. Burbaum has been promoted to vice president of communications and information services in a restructuring involving the Communications, Research and Golf Course Development departments.

Philip A. Arnold, former associate general counsel and vice president for golf course development, has been named legal counsel and vice president for special projects.

David J. Claude has been promoted from comptroller to vice

president and chief financial officer.

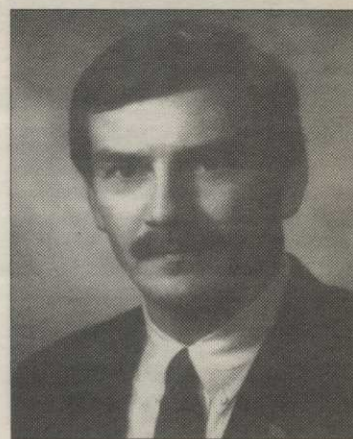
"This restructuring of the NGF refocuses the foundation's energies on its traditional purpose: To promote the growth of golf in America," Beditz said. "Having achieved its original goal of becoming the major source of golf market research and information, the NGF is now working to become recognized as the nation's leading proponent of public golf development."

As head of the National Golf Corp., Norton will lead an organization created in 1988 to specialize in consulting services for developers, municipalities and others interested

in determining the feasibility of creating a golf facility or improving the operation of an existing facility.

Norton was with Economics Research Associates, an international consulting firm specializing in recreation and real-estate feasibility studies, for 12 years. He worked extensively in real-estate and land-use analysis, including market and financial analyses for large-scale developments, theme attractions, and resort and hotel projects in the United States, South America and Europe.

Norton holds bachelor's and master's degrees from Brigham Young University.



Michael W. Harris

Harris vp sales at Club Car

Club Car has promoted Michael W. Harris to the position of vice president of sales.

Harris will be responsible for golf car sales for Club Car, including factory direct sales, distributor sales, and used car sales.

Harris has worked the golf car industry for the past 17 years in manufacturing, accounting, finance, credit processing and data processing. He joined Club Car in 1979 as a senior accountant. The following year he was promoted to general accounting manager.

In 1982 he became controller and in 1988 vice president/controller. Harris received both a bachelor of business administration degree and a master of business administration degree from Augusta (Ga.) College.

"As a company, we committed ourselves to an organized growth plan 12 years ago," said President George Inman. "Michael Harris is an integral part of Club Car's continuing plan of growth and I am confident that his leadership and direction will move that plan forward during the 1990s."

Greensmix names Hilkin

Christine Faulks, president of Greensmix, a division of Faulks Bros. Construction, Inc., has announced the appointment of John Hilkin as national accounts manager and technical consultant.

Faulks said, "John Hilkin brings a broad, unique and professional background of many years to our industry. Mr. Hilkin was the first person to develop and market a soil-less mix through research at Cornell University, and has extensive experience in soil mixtures."

Greensmix is a soil blender specializing in root-zone mixtures, precision blended, offsite.

Lloyd Eastern reg'l manager

Neogen Corp. has named C. Kemper Lloyd as regional manager of the Eastern territory.

Lloyd will be working exclusively with the EnviroCaster, Neogen's disease-predicting instrument for agricultural product producers, turf managers and golf course superintendents.

Formerly a sales manager and safety coordinator for Royster Mid-Atlantic, Lloyd will be representing the Lansing, Mich.-based biotechnology company. Lloyd resides in Red House, Va.

