

## Cushman promotes Gridley, Poggenpohl

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



Sandi Gridley

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 Culver & Associates Advertising in Omaha. She is a member of the Omaha Federation of Advertising.



Olivia Poggenpohl

## ClubCorp Realty buys Willowbend

DALLAS — ClubCorp Realty, a wholly owned subsidiary of ClubCorp International, has acquired Willowbend Golf Club in northeast Wichita, Kan., which features a 20-piece collection of sculptures scattered throughout the course.

Purchase was finalized March 28 and was made through a subsidiary company for an undisclosed price. Announcement was made by David Leininger, chairman and chief executive officer of ClubCorp Realty.

"We are delighted to be the new owner of this (Tom) Weiskopf, (Jay)

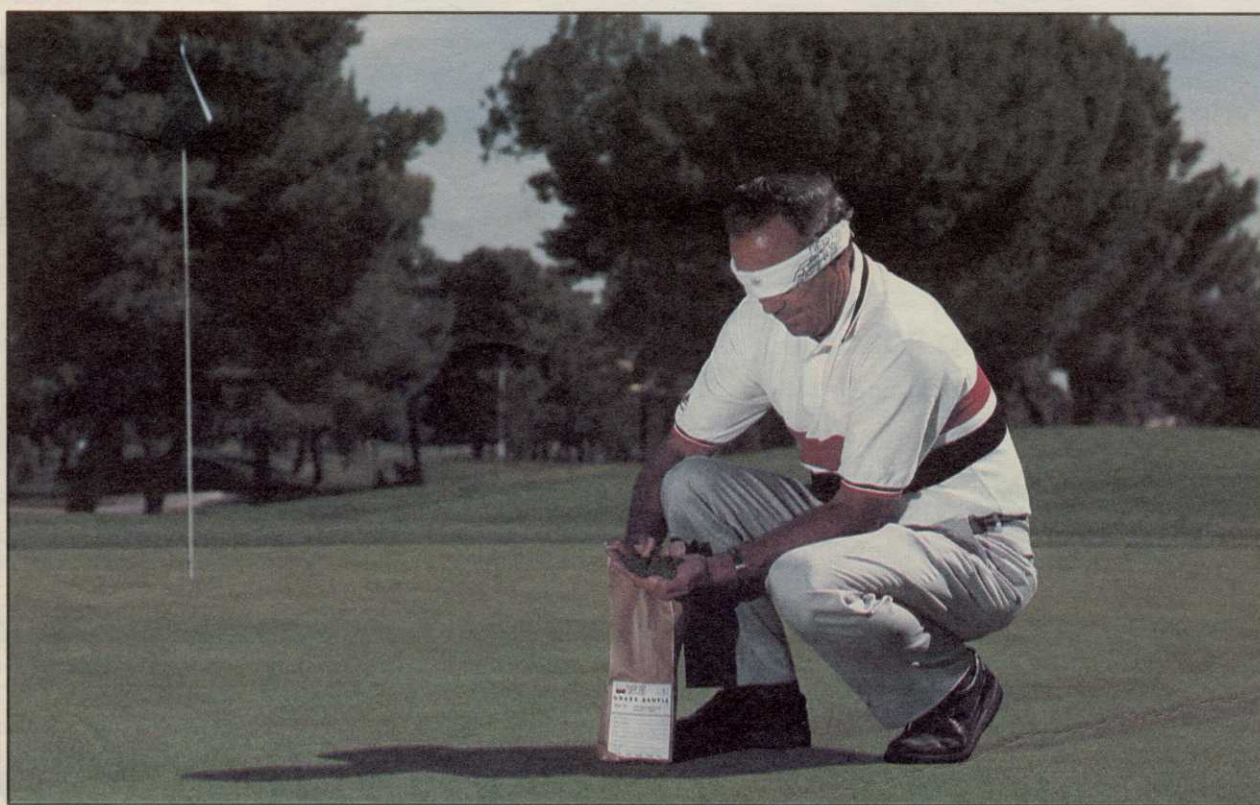
Morrish golf course, which already draws golfers from 90 to 100 miles away. It is one of finest multi-use properties in the country," Leininger said.

ClubCorp Realty will operate the club as a semi-private facility accepting play from the public until the full membership level is achieved. "Our long-term goal is to operate the club as a mid-market, family-oriented, private country club," Leininger said.

Opened in 1987, Willowbend Golf Club was developed by Golf Courses of America as part of a larger master-planned community — Willowbend. Ultimately, more than 600 homes will be located there.

The sculpture collection represents works from different artists and reflects a variety of styles.

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## 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.

## 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.