

## Greenwell joins Troon Golf as sales/marketing chief

SCOTTSDALE, Ariz. — Troon Golf, a Scottsdale-based golf development and management company, has added a long-time member of the Arizona golf scene to its corporate management team.

Timothy J. Greenwell has been named the firm's new director of sales and marketing. Prior to

joining Troon Golf, Greenwell worked in several key golf-industry positions including the past six years as Tournament & Marketing Director for the Southwest Section PGA. He also spent five years as Assistant Executive Director for the Arizona Golf Association and four years as Executive Director of the Jun-

ior Golf Association of Arizona.

Troon Golf President and Chief Executive Officer, Dana Garmany, commented on Greenwell's hiring, "Tim has a wealth of golf knowledge and strong marketing background. His respect for the history and tradition of the game will bring to Troon Golf a perspective that

we believe will better serve all of our clients."

Troon Golf's current list of golf courses include Troon North Golf Club and Legend Trail Golf Club in Scottsdale, the Golf Club at Vistoso at La Paloma Country Club in Tuscon, Ariz., and Primm Valley Golf Club in Las Vegas. Scheduled to open in 1997 are The Ridge Course at Castle Pines North in Denver and Talking

Stick Golf Club in Scottsdale.

Born in Chicago, the 40-year old Greenwell is a 1979 graduate of Arizona State University's College of Business.

His list of playing achievements include being selected Most Valuable Player of Scottsdale Community College's 1975 golf team, a two-time representative of Arizona's Pacific Coast Amateur Team and a participant in three USGA Championships.

He also served as a panelist for *GOLF Magazine's* course rating committee. His wife of 12 years, Jeane, also works in the golf industry as a Golf Shop Merchandiser.

## Granite to build new Texas links

PHOENIX, Ariz. — Newly capitalized Granite Golf Group Inc. (see story page 3) has signed a preliminary agreement with the Industrial Development Corp. of Universal City, Texas, to design, build and operate a \$5.5 million golf facility.

In addition to designing and building the 18-hole course, Granite will develop state-of-the-art training and practice facilities and a driving range.

It will also supervise the design and construction of a clubhouse, community conference center and banquet facilities.

Total projected costs are in the \$5.5 million range.

## Alfonso comment

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happy customers.

I certainly don't want you to think for a minute that I'm advocating that you trump up some bogus positive comment just to woo a customer.

That would be the farthest thing from the truth.

No, I think Liza's Musketeer mistake teaches us to look for ways to compliment our customers at every turn.

It's like my Daddy once said, "Son, you'll catch more flies with honey, than you'll ever catch with sour pickles."

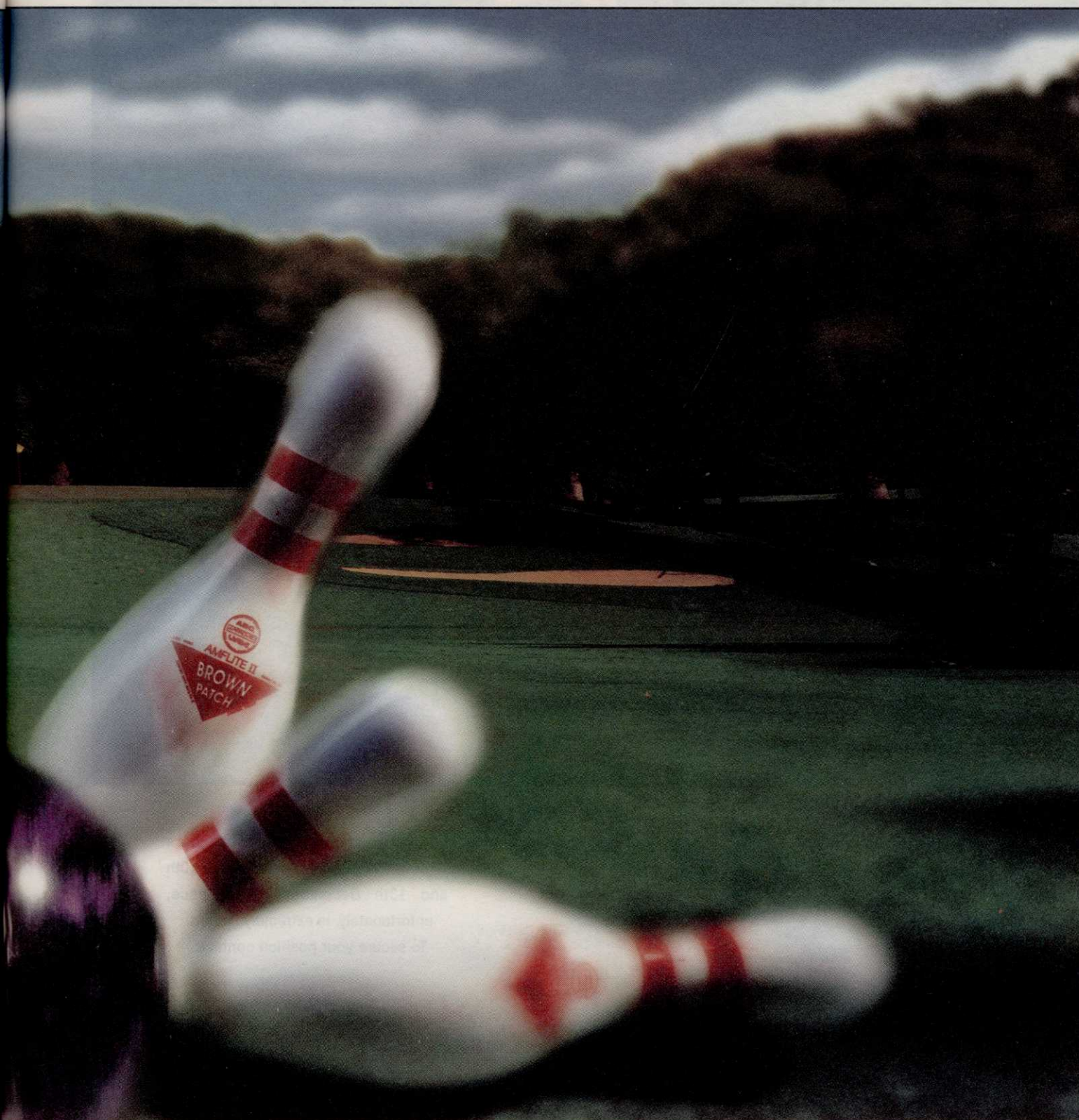
Wait a minute. Was it my dad who said that or was it Erma Bombeck?

Whatever.

The truth is, it works. Customers, employees, spouses and children: everybody likes to hear something nice said about them.

Why don't we all work on it this month? What do you say? We might just be surprised at just how far a few kind words can take us.

How about it? Let's look for the good in others. It can be life changing.



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UNTREATED	PRESENT	PRESENT	PRESENT
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\*0DAY = Spray applied; DAT = Day(s) After Treatment  
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