

## Granite Golf assigns managers to new positions

PHOENIX, Ariz. — Granite Golf Group, Inc. has realigned several key staff positions based on the company's rapid growth in recent months.

MG Orender becomes senior vice president of acquisitions and golf operations for Granite Golf Group, Inc.; Brian Jackson becomes chief operating officer for Granite

Golf Management, Inc.; and S. Adele Jones is now senior vice president of business development for Granite Golf Management, Inc.

Granite operates more than 30 courses throughout North America and is also responsible for three courses in various stages of development.

The firm recently signed an

agreement to lease Whispering Woods Golf Club, a semi-private golf course. The par-70 layout, designed by Ellis Maples, is located in Whispering Pines, N.C. Granite will lease and operate the course under an arrangement with South Course Limited Partnership that provides for an initial term of 10 years, with two 5-year options.

## Welch named CMAA education director

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) named Gordon Welch its Director of Education and Lifetime Professional Development. Welch has been a club manager since 1987 and active in CMAA since 1988. In his new post, he will work closely with the Club Management Institute to further develop CMAA's lifetime professional development program. He will also spearhead all World Conference education programs and help maintain standards for the Certified Club Manager and Master Club Manager designations.

## AGC to operate Long Island track

RIVERHEAD, N.Y. — American Golf Corp. (AGC) has been awarded the contract to manage the new Long Island National Golf Course here. The 18-hole course is scheduled to open next spring.

The challenge of transforming a sod farm into a premier daily-fee golf course fell to designer Robert Trent Jones Jr.

Jones' par-71, 6,800-yard layout features dramatic elevation changes, two double greens and a double fairway, and some 40 sand and grass bunkers.

"Long Island National will have the feel of the great private clubs in Southampton such as Shinnecock Hills and National Golf Links, but the great news is that everyone will be able to enjoy this top golf experience," said AGC Regional Marketing and Sales Director Mark Tansy.

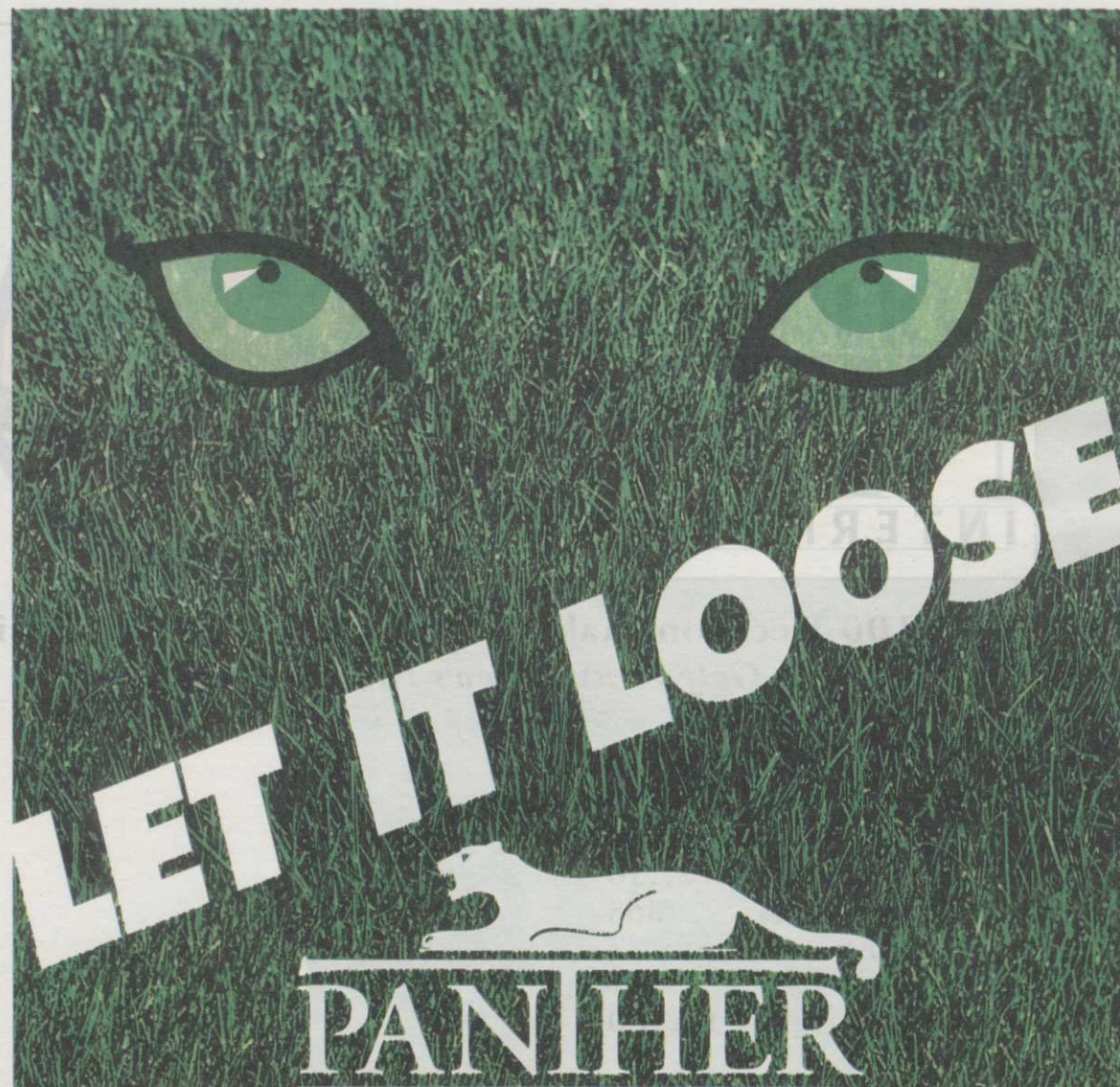
A host of amenities include a clubhouse with a wrap-around porch overlooking the 18th green, driving range and pro shop.

## Crown Golf

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before and coming to the realization that it is very time intensive. Their core business is residential or hotel development. Their management team's time is best spent focusing on that and working with a management company on the golf component.

"We're seeing developers who don't consider golf a necessary evil or just an expense line on the marketing and promotion budget. They see that a well-positioned golf course, designed so it can be maintained economically, can serve both purposes — providing marketing exposure and economic benefit. Those people, more than anybody, are looking to companies like ours to make that happen."



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