

White to head Diamond Players Club

ORLANDO, Fla.— Douglas W. White has been named president of Diamond Players Club (DPC), a brand and golf course management company here headed by Arizona Diamondbacks pitcher Todd Stottlemire. Formerly the chief operating officer, White will assume responsibility for all operating and staff functions, as well as

all strategic planning.

DPC built and owns the new Diamond Players Club Clermont, a semi-private facility about 20 miles west of Orlando. It also operates two courses in Longwood, about 10 miles north of Orlando — Diamond Players Club Wekiva, a semi-private facility, and Sweetwater Country Club, a private club.

Before joining DPC, White worked for Granite Golf Inc., and opened 25 new courses and club houses in a five-year period. Stottlemire said that White's experience will help DPC to expand its golf course portfolio nationally in three ways: seeking new construction opportunities; purchasing existing facilities; and negotiating

management contracts on existing courses. DPC has no geographical limitations, but due to the structure of the company and the nature of the ownership, DPC will specifically look for opportunities in major league sports cities.

DPC plans to upgrade and mature Diamond Players Club Clermont and

to improve the greens at Diamond Players Club Wekiva by designing a new drainage and growth system and lengthening the course to make it more of a challenge for all golfers.

DPC was founded four years ago by Stottlemire and Florida PGA professional Greg Gagliardi. Included among its celebrity sports partners are Steve Jones, a former PGA Tour player, and many former major league baseball players.



Douglas White

— Staff report

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Pinehurst adds Jones, Pashley

PINEHURST, N.C. — Beth Kocher, executive vice president of Pinehurst Championship Management (PCM) and chairwoman of the 2005 U.S. Open executive committee, recently promoted Reginald "Reg" Jones and Tom Pashley to the senior management team. As a group, they will be responsible for sales, marketing and operations of the championship division of the Pinehurst Company.

Jones has been named vice president of championships for PCM, and Pashley is the new vice president of marketing.

In his new role, Jones will be the championship director for the 2005 U.S. Open at Pinehurst. He will be responsible for the total operation of the event, including the setup of the corporate village, transportation and traffic control, a volunteer program, and security for the television, production and media compounds.

Pashley is responsible for the sales and marketing of the 2001 U.S. Women's Open at Pine Needles Lodge & Golf Club in Southern Pines, N.C., and the 2002 U.S. Senior Open at Caves Valley Golf Club in Owing Mills, Md.

Pashley will work closely with Pinehurst's 2005 U.S. Open executive committee to develop and implement the event's strategic plan. He will continue in his role as part of the ClubCorp Partner Program Team, a group responsible for planning and negotiating corporate agreements for The Pinehurst Company's corporate parent, ClubCorp.