

Palmer promotes handful of key personnel

ORLANDO, Fla. — Arnold Palmer Golf Management has promoted several key company executives.

Tim Tierney becomes chief operating officer. Prior to the promotion, Tierney was best known for his efforts as vice president of operations at Palmer Golf.

Brian Donahue has been named director of sales and marketing. Donahue joined Palmer Golf management in June after a nine-year career in various positions within the golf course management industry.

Sue Gorman, previously manager for retail operations at Palmer, was promoted to vice president of retail.

On the food and beverage side, Chris Caserta — an industry veteran with such nationally branded franchises as Hard Rock Cafe and Planet Hollywood — has been named vice president of food and beverage operations.

In addition to successfully managing national vendor accounts, Caserta has played key roles in the staffing and training aspects of Palmer Golf's course acquisitions.

Among others promoted was Lori Ness to vice president of information technology. Since joining the company in 1998, Ness has been largely responsible for

implementing much of the new technology and infrastructure needed to keep up with the growing Palmer network of courses.

On the planning side, Charles Bracher was named director of corporate planning and Tony Leonard director of planning and analysis.

Others receiving promotions

were Darlene Fountain and Christine Wilton as new assistant controllers and directors, while Lori McLarney and Lu Ann Harkins have been made accounts receivable manager and accounts payable manager respectively. In addition, Ken Oehlers has been promoted to regional marketing manager.

NGCOA, IBS REACH AGREEMENT

CHARLESTON, S.C. — The National Golf Course Owners Association's Smart Buy Network has reached agreement with Integrated Business Systems (IBS), a leading provider of point-of-sale software, to offer an integrated auto-replenishment feature in the Smart Buy Network electronic commerce system. All NGCOA member courses that have the IBS point-of-sale system will have the ability to generate purchase orders automatically when inventory reaches a certain level. This will reduce the time spent waiting for sales representatives to call and the time spent by pro shop staff in re-ordering products.

GolfMatrix

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from Baltimore to Baton Rouge and includes clusters of courses in Northern Virginia and Pinehurst, North Carolina. All of the facilities are 18-hole layouts, with the exception of FoxFire Golf & Country Club in Pinehurst, which has 36 holes.

"This portfolio was attractive to us because most of the core courses have been either newly opened or renovated within the past four years," said Scott Van Newkirk, president of club operations and marketing. "Our mission will be to capitalize on the infrastructure already in place by dramatically increasing customer-service levels, course conditioning and member programs."

Another major benefit of the deal for GolfMatrix will be acquiring the existing financial, marketing, development, operations and construction expertise of the corporate and facility personnel at GolfSouth. In addition to the existing management team, GolfSouth founder Barton Tuck will also remain with the new company.

Corporate headquarters for GolfMatrix will remain in Scottsdale, and current GolfSouth offices in Greenville, S.C. will serve as the Eastern regional location. **▶**

GOLF COURSE NEWS



Losing fertilizer to mower pickup just doesn't cut it.

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the next. With some fertilizers it's par for the course. But not with NOVEX™, the new homogeneous, controlled-release fertilizer from LESCO.

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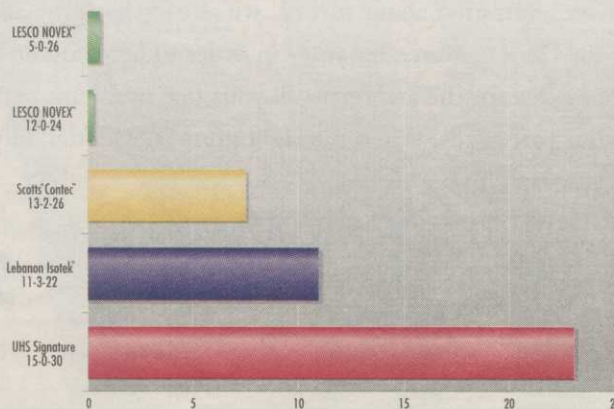
significant amount of fertilizer with the clippings. And the fertilizer stays in the turf so it can do the job it was intended to do. With that kind of efficiency you may even find yourself applying less product. And another benefit? NOVEX is barely visible to the golfers.

NOVEX is available now in an assortment

of analyses in fairway or greens-grade particle size. Try it. You'll see. This is a great fertilizer not only for what it does, but also for what it doesn't do...get thrown away with the clippings. Contact your LESCO Professional or call 800.321.5325.

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