

Foundation Names Wickham West Coast Representative

The National Golf Foundation has announced the appointment of Verne Wickham as West Coast field representative to cover the area including California, Washington, Oregon, Idaho, Utah, Nevada and Arizona, beginning this month.

Rex McMorris, executive vice president of the Golf Foundation, pointed out that Wickham's appointment to the west coast job is a logical step in the Foundation's current emphasis on new golf course development in the country to satisfy the American golfers' growing demand for additional places to play. He said:

"The 'Golf Course Planning and Operating Clinic' sponsored by the National Golf Foundation at the Annual California Recreation Conference in Santa Cruz in February revealed the intense interest and vast potential in new golf course construction in the Western states. In order to keep abreast of the situation and to effectively help these communities in developing new golf facilities, we must have a man on the spot where he can do the most good.

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Verne Wickham's training, experience and ability to represent the Golf Foundation in an area that promises to be extremely active in new golf facility construction and operation in the years ahead. We are confident that Wickham will contribute significantly to the progress of golf in this region!"

McMorris said that Wickham's 34 years of experience as a golf writer, whose material has appeared in national magazines and newspapers, and as a municipal golf course operator and promotion expert for the last 17 years in the capacity of Golf Director for the Los Angeles County Department of Parks and Recreation was instrumental in his selection for the new post.

Wickham, who authored the National Golf Foundation's new book, "The Municipal Golf Course—Organizing and Operating Guide," will be available as a consultant to communities and groups in the western states interested in promoting, building and operating new golf courses. He will furnish information and advice wherever needed and will help guide community groups in obtaining new golf facilities.

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