

**GCSAA Names
Director of
Corporate
Marketing**

Clair Keizer, a former advertising executive, has joined the GCSAA staff as director of corporate marketing and sales, which includes oversight of the association's conference and show. He fills the position formerly held by long-time GCCSAA staffer, Bob Shively.

Claire comes to GCSAA from Bernstein-Rein Advertising of Kansas City, where he was vice-president/group account director. In his more than 15 years of marketing-communications experience, Clair was involved with a variety of consumer and business-to-business accounts. "As a result of this experience, he brings a commitment to enhanced, long-term relationship building that we at GCSAA believe is in the best interest of our membership, the industry that serves them and our association," said Steve Mona, CAE, chief executive officer of GCSAA.

**PLAN TO ATTEND
THE
SCHOLARSHIP
SCRAMBLE
AT
DACOTA RIDGE
GOLF CLUB
ON
MON., JUNE 18

HOST SUPERINTENDENT:
MIKE NELSON**

**NEW WEATHER LINKS
ADDED TO MGCSA WEBSITE
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www.mgcsa.org/links**

