

HPR TEAM OF EXPERT SOURCES — AVAILABLE FOR INTERVIEWS

<i>General Subject</i>	<i>Can Speak To</i>	<i>HPR Expert Sources</i>	<i>Background</i>
GOLF SPECIFIC			
Golf – Business	How to maximize the financial return of a golf course; how a golf facility can attract and retain customers.	Jim Keegan , President Golf Convergence	The most recognized authority on the business of golf today, Keegan has a new book on the market, “The Business of Golf: What Are You Thinking,” that is being incorporated into the curriculum of a fall course at Clemson University. www.golfconvergence.com
	Data and opinions of nearly 1000 private club golf professionals.	Bob Mulcahy , CEO AMF Golf Management	AMF provides guidance to Head Golf Professionals and Golf Instructors through an array of member services including unique concepts and documents that assist in increasing golf professionals' value to their facilities as well as providing opportunities for professional growth. www.amfgolfgmt.com
	Making the game more appealing and attractive to women golfers.	Arthur Little , Board Member Little Family Foundation	“The Right Invitation,” a comprehensive research study to guide the golf industry to meaningfully increase women’s golf participation and satisfaction, was funded by the Little Family Foundation. www.golfwithwomen.com
Golf – Course Architecture	a. A Player’s Perspective b. Renovations/Restorations	John Fought , Principal John Fought Design	Fought is a former U.S. Amateur champion and PGA Tour competitor who brings a unique perspective to designing layouts, and is an expert on Donald Ross-designed courses. www.foughtdesign.com
	Global Perspective	Robert Trent Jones, Jr. , CEO Robert Trent Jones II, LLC	In a career spanning more than four decades, Robert Trent Jones, Jr., has designed more than 245 golf courses in more than 40 countries on six continents. www.rtlj2.com
Golf – Environment	Golf’s new “green age”	Bruce Charlton , President Robert Trent Jones II, LLC	An advocate for the land, Charlton was a driving force behind RTJ II’s Green Proclamation. www.rtlj2.com
	Is brown really the new green?	Tim Moraghan , Principal ASPIRE Golf Consulting	With 30 years of literal on-the-ground experience in the agronomic side of the golf business, Moraghan has “weathered” the trends and offers refreshing perspectives on the game. www.aspire-golf.com

<p>Golf – Events</p>	<p>Las Americas with Lorena Ochoa City of San Antonio</p> <p>Using golf events for marketing</p> <p>Accenture Match Play Championship The Ritz-Carlton Golf Club, Dove Mountain, Marana, Az.</p> <p>Golf Outings and Tournaments</p>	<p>Ronnie Price, Executive Director San Antonio Convention & Visitors Bureau</p> <p>Bob Mauragas, VP Golf Operations Reynolds Plantation</p> <p>Jeff McCormick, Director of Golf The Ritz-Carlton Golf Club, Dove Mountain</p> <p>Doug Graubard, Director of Events Fiddler’s Elbow Country Club</p>	<p>Using golf as a platform to facilitate business interests among influential business leaders from both sides of the border. www.visitsanantonio.com</p> <p>This prestigious community, with its six highly regarded golf courses, has used numerous hosted and staged golf events to build its brand and stature. www.reynoldsplantation.com</p> <p>The Match Play Championship will again be held in late February 2011 on the Jack Nicklaus Signature Golf Course at The Ritz-Carlton Golf Club, Dove Mountain, which is nestled in the high Sonoran Desert. Defending champ: Ian Poulter. www.ritzcarlton.com/dovemountain</p> <p>This 54-hole facility, just 40 miles from Manhattan, hosts 30+ outings a season according a finely tuned, well-managed and profitable system. www.fiddlerselbowcc.com</p>
<p>Golf – Family</p>	<p>Family Tees</p> <p>Family Lessons</p> <p>Indoor Golf Dome</p>	<p>Jeff McCormick, Director of Golf The Ritz-Carlton Golf Club, Dove Mountain</p> <p>Geoff Redgrave, Golf Professional Wintergreen Resort</p> <p>Miles Blundell, Head Golf Professional Turning Stone Resort & Casino</p>	<p>The “Little Saguaro” program features two sets of specially designed family tees on each of the 27 holes. www.ritzcarlton.com/dovemountain</p> <p>A favorite family destination, Wintergreen incorporates family lessons into its teaching academy. www.wintergreenresort.com</p> <p>The Golf Dome, open on a daily basis year-round, features a two-tiered hitting area with 40 separate hitting stations, and two virtual simulators. www.turningstone.com</p>
<p>Golf - Gaming</p>	<p>Golf by day, gaming by night</p>	<p>Ed Allmann, VP/Sales & Marketing Turning Stone Resort & Casino</p>	<p>Golfers like to gamble on the course, right? Well, many like to try to extend their luck after the sun goes down. At the Oneida Indian Nation’s resort and casino in Central N.Y., guests can try their luck at more than 80 table games and 2,400 Instant Multi-Game machines. Plus, there’s a Poker Room, Bingo Hall and Keno Lounge. www.turningstone.com</p>

<p>Golf – High-End Residential Communities</p>	<p>The Youth Movement</p> <p>Defining Success in the New Economy</p>	<p>Bill Houghton, President The Landings Co.</p> <p>Harold Hayes, Vice President Real Estate Reynolds Plantation</p>	<p>Houghton applies his on-the-ground knowledge, coupled with a Wharton MBA, to explain how The Landings is defying the current sluggish real estate market and cultivating a new type of resident. www.landingsclub.com</p> <p>This veteran of the real estate market is guiding sales at Reynolds Plantation through turbulent times by applying some old-fashioned sales principles. www.reynoldsplantation.com</p>
<p>Golf – History</p>	<p>Milestones and stories abound among HPR’s more historic clients.</p>	<p>The Shawnee Inn and Golf Resort Centennial (2011) Charles Kirkwood, Owner</p> <p>Mountain Ridge CC Centennial (2012) Steve Wolsky, General Manager</p> <p>Pebble Beach Golf Links (2019) Neal Hotelling, Historian</p>	<p>A full schedule of commemorative activities is planned in 2011, ranging from historical re-enactments to a Centennial ball. www.shawneeinn.com</p> <p>The restoration of a classic Donald Ross course and hosting of the USGA Senior Amateur Championship will be the hallmarks of the Centennial year. www.mountainridgecc.org</p> <p>Plans are underway for this major milestone, which will be capped by the hosting of Pebble Beach Golf Links’ sixth U.S. Open Championship. www.pebblebeach.com</p>
<p>Golf – Instruction</p>	<p>Instruction Revolution; Short Game Expertise</p> <p>Tips, Techniques and Tools of the Trade</p>	<p>Charlie King, Director of Instruction Reynolds Plantation</p> <p>Fred Griffin, Director of Instruction Grand Cypress Academy of Golf</p> <p>Lorin Anderson, Executive Director, Instructor Division AMF Golf Management</p> <p>Mark & Kathy Wood, Golf Instructors Fiddler’s Elbow Country Club</p>	<p>“Golfers still think every bad shot is caused by lifting their head which is hogwash,” says King, one of the Top 100 teachers in America. It is among the myths he challenges with his “New Rules of Golf Instruction.” www.reynoldsplantation.com</p> <p>For nearly a quarter century, Griffin has been preaching consistency, swing path, ball trajectory and “smash factor”... and it seems to be working! www.grandcypress.com</p> <p>The man who created Golf Magazine’s top instructors program is now honing the careers of the game’s great teachers. www.amfgolfmgt.com</p> <p>“He Said, She Said” – How this husband and wife teaching duo approaches the game, similarly and in some cases, quite differently. www.fiddlerselbowcc.com</p>

		Nicole Weller , Director of Instruction The Landings Club	Known for her innovation and dedication to fitness, Weller created the successful “Farm Team” (instructional clinics and play days for new golfers) and the “Golf Talk” series (evening golf pro demonstrations on various topics). www.landingsclub.com
Golf – Retail	ANNIKA Collection for Spring 2011	Anne Broholm , National Sales Manager Cutter & Buck	Growing in popularity and overwhelming demand with each seasonal release, the 2011 Spring line will add a third group to the Collection. www.cutterbuck.com
Golf – Destinations	‘Remember the Alamo’	Ronnie Price , Executive Director San Antonio Convention & Visitors Bureau	Remember the Alamo ... “but don’t forget your golf clubs,” says White, who is developing the next great American golf destination around rich golf history, classic courses, luxury resorts and great weather year-round – all in one of the most vibrant cities in the country. www.visitsanantonio.com
Golf – Tournament Staging	AT&T Pebble Beach National Pro-Am / The First Tee Open at Pebble Beach LPGA Tour Championship Fresh Express Classic Nationwide Tour	Ollie Nutt , CEO Steve Worthy , President Cathy Scherzer , Marketing Director The Monterey Peninsula Foundation Joe Angelino , Director, Golf Operations Villas of Grand Cypress Jody Brothers , Executive Director, Fresh Express Classic	The Monterey Peninsula Foundation is one of a select few organizations to annually stage both a PGA Tour event and Champions Tour event – which keeps Nutt, Worthy and Scherzer hopping year round. www.montereypeninsulafoundation.org A long tradition of LPGA tournaments is being revived this year with the hosting of the season-ending championship. www.grandcypress.com How to leverage a sports superstar (Jerry Rice) to maximize exposure and interest in a tournament. www.freshexpressclassic.com
Golf – Women	A Women’s Golf Program Success Story	Nicole Weller , Director of Instruction The Landings Club	What are the key ingredients to keep nearly 1000 women actively participating in and enjoying golf? www.landingsclub.com

NON-GOLF			
Country Clubs	How Can They Benefit from Creativity	<p>Pierre Burgess, Pastry Chef Fiddler’s Elbow Country Club</p> <p>Kristine Czerniach, Membership Fiddler’s Elbow Country Club</p>	<p>In his 11th year as pastry chef at the club, Burgess is well respected by club members for his sumptuous dessert creations, headlined by his chocolate peanut butter pie. www.fiddlerselbowcc.com</p> <p>Special events are designed to create a community within the membership. There’s no limit to the creativity of this team – from Super Bowl parties complete with manicures and pedicures, to a cabaret featuring a female comedian.</p>
Luxury – Automobiles	Trump d’Elegance – the world’s newest luxury automotive display and auction	Tom Maoli , Chairman Trump d’Elegance	Staging the first-ever Trump d’Elegance is more than a passion for this successful businessman and a vintage automobile enthusiast. www.trumpdelegance.com
Nature/Environment – Co-existing with Communities	<p>Stewardship and preservation balanced with a residential resort real estate community</p> <p>Starting with a pristine parcel of land – how would you do it?</p> <p>Bringing a property back to its earliest roots</p>	<p>Dana Quillen, VP, Sales & Marketing Wintergreen Resort</p> <p>Charlie and Stanley Pasarell Royal Isabela</p> <p>Pete Kirkwood The Shawnee Inn and Golf Resort</p>	<p>www.wintergreenresort.com</p> <p>The brothers are part of a legendary Puerto Rico family and are dedicated to treating the land with respect, as evidenced by their attention to environmentally sensitive practices and the introduction of indigenous flora to the landscape. www.royalisabela.com</p> <p>Kirkwood, who desires that Shawnee embrace its true identity, is out in front of a growing trend in the tourism industry to become more sustainable (and profitable) by putting a given area’s best foot forward. www.shawneeinn.com</p>
Resorts – Families	How Resorts Can Attract Families By Appealing Directly to Kids	Dana Quillen , VP, Sales and Marketing Wintergreen Resort	When Wintergreen Resort launched its Adventure Dome – complete with Wiis, Nintendos, plasma TVs, Wi-Fi and more – it immediately became a teen “escape.” The Dome now is popular with grownups, too, particularly meeting groups. www.wintergreenresort.com

Ski – Innovative Programs	Guaranteed Learn to Ski & Ride in the Blue Ridge Mountains	Dana Quillen , VP, Sales and Marketing Wintergreen Resort	This program makes a guarantee to first-time skiers and snowboarders that they'll be turning and stopping after one lesson with Wintergreen Resort's professional staff. With 26 slopes on 129 skiable acres with high-speed chairlifts, the resort features the region's most extensive beginner-to-expert terrain. www.wintergreenresort.com
Spas	Trends in treatments, ingredients and the move toward wellness	Loretta Taylor , Director Skana Spa at Turning Stone Resort Samantha Malone-Telesford , Director The Spa at The Ritz-Carlton, Dove Mtn.	www.turningstone.com www.ritzcarlton.com/dovemountain
Tennis – Programs/Events	Award-winning teaching techniques Launching a Junior Tennis Camp USTA National Men's 40 Clay Court Championships	Dave Neuhart , PBI Director of Tennis Reynolds Plantation Darryl Lewis , Director of Tennis Wintergreen Resort Pat Dupré , Director of Tennis The Landings Club	www.reynoldsplantation.com www.wintergreenresort.com Marking their 30 th anniversary in 2011. www.landingsclub.com
Women's Wellness	Staying Fit – mentally, emotionally, physically	Karen Moraghan Hunter Public Relations	HPR has embraced this growing trend by successfully creating and executing Women's Wellness Weekends at upscale resorts around the country. Designed to allow women to decompress from everyday life, while learning new or alternative ways to enhance their well being, each program includes a lineup of healthcare professionals and advisors who offer practical solutions for living a balanced life with integrity and purpose. www.hunter-pr.com
		<i>All Sources listed may be reached via:</i> Kristen Hunter Hunter Public Relations • Special Events khunter@hunter-pr.com 831.375.1747 office 831.595.2700 mobile	