

Tee Time



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NELSON NAMED CEO OF NCGA

Herald Staff Report

Lyn Nelson has accepted the position of Chief Executive Officer of the Northern California Golf Association and Poppy Holding, Inc.

For the last six years, Nelson has served as general manager of Half Moon Bay Golf Links where she managed a staff of 175 including golf course maintenance, food and beverage, pro shop retail and marketing. The course recently hosted the LPGA's Samsung World Championship.

Nelson joined the NCGA Board of Directors in 2007 serving for one year on the Agronomy, Education and Membership committees as well as the board of the NCGA Foundation.

"I'm very excited about joining the NCGA as their new CEO. As a past board member I have already had the privilege to work with many of the staff members and they are a very talented group dedicated to this great game," Nelson said. "Coupling this with the more than 350 volunteers who offer their time and services to events and programs, there is no mystery why the NCGA is so highly regarded in the industry. It truly is an honor to join this great association."

The San Mateo native began her career in the golf industry as a shop assistant and

marketing director at Palo Alto Hills Golf and Country Club in 1979.

In 1988, she was promoted to general manager of the club where she was responsible for all aspects of the club's operations while spearheading a renovation to the clubhouse and golf course.



Nelson

In 2000, Nelson assumed general manager duties at the University Club of Palo Alto where she increased cash assets by more than 400 percent while developing new management staff.

"We are very excited to have Lyn Nelson join the NCGA as our new CEO," NCGA President Mark House said. "She has an extensive knowledge and experience in the golf industry and she will continue in the tradition of maintaining the NCGA's status as one of the premier golf associations in the nation."

Nelson will assume her new position December 8, replacing Interim CEO Tyler Jones, who will continue his previous position as Poppy Hills' general manager.

Founded in 1901, the NCGA is the largest regional golf association in the country, with more than 175,000 individuals who belong to more than 1,250 members clubs throughout Northern California and into Nevada.

Christmas Classic

The amateur golf.com Christmas Classic tees of Dec. 6-7 at Del Monte GC and Pacific Grove GL. For years, the Classic has been one of the most fun (and well attended) of all the major NCGA 'Points' events. The event was founded by two-time State Am champ Casey Boyns over 20 years ago. All flights compete on both courses. There are already over 150 players entered, but spots will be held until Friday.

On top of the Classic, there will also be shotgun skins game (11 a.m.) at Carmel Valley Ranch for just \$100 including skins pool. Players do not have to be in the Classic to participate.

For more info, please call Trisha Williams at 408-406-2035 or visit www.amateurgolf.com/tour.