



## NEWS RELEASE FOR IMMEDIATE RELEASE

Contact: Ken Reinstein, blue 22 pr  
480-634-4188 or [ken@blue22pr.com](mailto:ken@blue22pr.com)

Neal Duncan, Verona Golf Company  
602-321-7575 or [neal@veronagc.com](mailto:neal@veronagc.com)

### PROFESSIONAL GOLFER AND EXPERIENCED COURSE DESIGNER DAN POHL NAMED VP OF VIP GOLF OPERATIONS FOR VERONA GOLF COMPANY

**SCOTTSDALE, ARIZ. (July 16, 2008)** – Professional golfer and course designer Dan Pohl is the new Vice President of VIP Golf Operations for Verona Golf Company, an innovative new resort style country club and international membership program launched earlier this month.

Dan's contributions to golf are world-renowned. His achievements include an illustrious professional golf career, course design, golf instruction and a solid commitment to charitable organizations. He worked as a commentator for NBC, hosted "Golf Arizona" on Fox Sports in Phoenix and currently co-hosts "Golf AZ" on 1100 KFAX AM in Phoenix. Pohl, who lives in the Phoenix area, attended the University of Arizona.

"For more than 30 years, the name Dan Pohl has been associated with the PGA Tour and the Verona Golf Company is pleased to welcome him as a purveyor of the Verona Lifestyle™," said Michael Herst, CEO. "With outstanding achievements both on and off the golf course, Pohl's knowledge of the game and commitment to bringing people together will contribute immensely to the success of the Verona Golf Company."

Since Pohl turned pro in 1977 and joined the PGA Tour in 1978, he earned two wins, seven Top-10 finishes in major tournaments, and was awarded the prized Vardon Trophy in 1987. Pohl also played on the 1987 Ryder Cup Team and was inducted into the Michigan Golf Hall of Fame in 2004. He still enjoys continued success playing the Champions Tour.

"I look forward to establishing Verona Golf as a powerhouse in golf, entertainment and VIP services," said Pohl. "I plan to put my many years of experience in the industry towards building the success of this company."

#### **About Verona Golf Company**

Started by Herst and fellow entrepreneur Neal Duncan, the Verona Golf Company is a private country club that plans to offer its members a network of more than 1,500 private golf clubs nationwide, opportunities to play some of the most exclusive courses worldwide and provides unique international golf and entertainment travel packages. The Verona Golf Company caters to the avid golfer who prefers playing a variety of courses and may already be a member of a private golf course, but is looking to experience the Verona Lifestyle™ through the many available membership benefits. These benefits include exclusivity available only at private courses, quicker and more dependable rounds of golf, faster and truer greens and lower per-round costs compared to public facilities.

For more information about the Verona Golf Company, call: (877) 9Verona, e-mail: [golf@veronagc.com](mailto:golf@veronagc.com), or visit [www.veronagc.com](http://www.veronagc.com).