



# PGA™

**IMMEDIATE RELEASE**

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**THE PGA OF AMERICA NAMES PGA PROFESSIONAL COREY AURAND  
AS PGA GOLF PROPERTIES SENIOR DIRECTOR**

PALM BEACH GARDENS, Fla. – The PGA of America has named Corey Aurand as its Senior Director of PGA Golf Properties, which presently encompasses the facilities at PGA Village St. Lucie, PGA Village Verano, PGA Village The Bahamas and Valhalla Golf Club. Aurand, a PGA member since 1995, will oversee the flagship PGA Village in Port St. Lucie, Florida, as well as the development and creation of PGA Villages worldwide. He will further direct the management at Valhalla Golf Club, the site of the 2014 PGA Championship and 2011 Senior PGA Championship, and host of the 2008 Ryder Cup; in addition to both new and current (PGA National Golf Club and Resort and PGA West) licensed developments for The PGA of America.

Aurand has served as senior consultant for PGA Golf Properties for the past three years, overseeing the multi-million dollar restoration of all three courses at PGA Golf Club, in Port St. Lucie, while working with legendary designers Tom Fazio and Pete Dye. Since the renovations, the facility has consistently ranked among the “75 Best Golf Resorts in North America” by *Golf Digest* (currently No. 51). He has also guided management on both operations and new product development for the PGA Village brand and the storied Valhalla Golf Club.

“It is a tremendous thrill to join PGA Golf Properties as Senior Director,” said Aurand. “Led by PGA General Manager Bob Baldassari, the vision that our team has to elevate the global stature of the PGA Villages brand is central to our growth strategy, as it represents The PGA of America’s nearly 95 years of excellence and tradition. Through the development of world-class PGA Village resorts for the public; the enhancement of our private club experience at both Valhalla Golf Club and PGA Golf Club; and our cutting-edge instruction programs at the PGA Center for Golf Learning and Performance [located in PGA Village St. Lucie] for adult and junior players alike; PGA Golf Properties will showcase the ultimate golf experience to play, stay, live and learn the game.”

Previously, Aurand was the founding principal of Prodigy Golf LLC, the management and consulting firm that co-founded, designed and developed The Golf Club at Bear Dance in Castle Rock, Colo.; and Universal Golf Development, a golf management firm overseeing operations for Denver-area courses, such as The Golf Club at Bear Dance (home of the Colorado PGA Section) and Riverdale Dunes & Knolls, along with Paraiso del Mar in La Paz, Mexico. All told, Aurand has been involved with the design and construction, renovation, development, operation and/or ownership of 12 separate golf facilities.

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## **Page 2/Corey Aurand PGA Golf Properties Senior Director**

Aurand is a past member of the Board of Directors for the Colorado PGA Section. A native of Los Angeles, Aurand received a Bachelor of Arts in Communications from the University of Southern California in 1991, where he played outfield for the Trojans baseball team and once held the second-longest consecutive game hitting streak in school history. Recently relocated from Castle Rock, Colo., Aurand resides in Jupiter, Fla., with his wife, Tiffany, and their sons, Conner (6) and Logan (7 months).

### **About PGA Village:**

The Ryder, Wanamaker and Dye Courses form a trio of world-class public courses at the PGA Golf Club, at PGA Village in Port St. Lucie, Fla. Named by *Golf Digest* as one of the “75 Best Golf Resorts in North America,” PGA Village also features the award-winning, 35-acre PGA Center for Golf Learning and Performance and PGA Historical Center golf museum. The PGA Golf Club exists to be one of the premier daily fee facilities in America, and to serve as a home club for our 28,000 PGA Professionals. For more information, please visit [www.pgavillage.com](http://www.pgavillage.com).

### **About The PGA of America:**

Since 1916, The PGA of America’s mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public’s interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

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*The PGA of America, 100 Avenue of the Champions, Palm Beach Gardens, FL 33418*