



## **Troon Golf & Travel Welcomes Richard "Dick" Holcomb As Publisher**

*Veteran golf publisher joins golf and travel luxury lifestyle magazine; Increases frequency to quarterly*

Seattle, WA (June 21, 2011) – *Troon Golf & Travel*, an exclusive magazine for players of the premier worldwide golf course management company, Troon Golf, announces Richard "Dick" Holcomb as the new publisher, effective immediately. Holcomb brings extensive contacts and experience leading successful publishing teams at *Golf Illustrated*, *Petersen's GOLFING* and many others to the magazine. Holcomb will join the executive management team of the magazine's publisher, Flagship Custom Publishing, including George Fuller, partner and vice president, editorial; and Trae Walker, partner and vice president, sales.



"I am looking forward to developing meaningful marketing programs within *Troon Golf & Travel* magazine that will benefit all Troon Golf facilities and their players," said Holcomb. "My enthusiasm is enhanced by my anticipation of visiting the many manufacturers that contribute so much to the game itself. It is a special relationship that I look forward to renewing in the weeks and months ahead."

Holcomb established his advertising sales career with Petersen Publishing Company in 1973. He served for a combined 17 years in advertising sales on a variety of consumer titles and the Petersen Magazine Network multi-title buy, and held positions as manager of their Atlanta and Chicago offices, and as founding publisher of *Petersen's GOLFING*. His most recent venture in the golf publishing arena was an 11-year tenure with *Golfweek*.

"Dick, George and I will be working closely together to create new advertising programs, approaches and incentives as we continue to strengthen operations and grow revenue," said Walker.

"We are also proud to announce the increase in frequency of the print magazine to quarterly in 2012, starting with the February/April issue. The eMagazine will shift to a bi-monthly format, starting with the July/August 2011 issue," said Fuller.

[Download](#) the *Troon Golf & Travel* app for the iPhone or iPad or view the most recent issue by visiting <http://www.troongolf.com/troon-golf-and-travel.html>.

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A group of dynamic publishing professionals headed by George Fuller, Trae Walker and Kristin Ackerman, Flagship Custom Publishing specializes in luxury travel and lifestyle, golf and hospitality publications. In addition to Troon Golf, clients include *SIP Northwest*, The Waldorf Astoria Collection, St. Regis Hotels & Resorts, Destination Hotels & Resorts and many others.

*Troon Golf & Travel* delivers compelling content covering the unique and expansive lifestyle around the game of golf. Issues preview enticing travel destinations from around the globe, spotlight exciting Troon-managed facilities, share interviews with the game's most interesting personalities, preview Major golf tournaments, provide a glimpse into the changing business of golf, review the latest products and equipment, and much more.

Headquartered in Scottsdale, Ariz., Troon Golf® is the world's premier golf management company, overseeing operations at properties located in 31 U.S. states and 26 countries. Additionally, 46 Troon Golf facilities enjoy a Top 100 ranking by national or international publications. Troon Golf properties include Troon North Golf Club, Scottsdale, Ariz.; Kapalua, Maui, Hawaii; and Turnberry Resort, Ayrshire, Scotland.

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