

**FOR IMMEDIATE RELEASE**

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**VAIL RECREATION DISTRICT HIRES EAGLE RANCH HEAD GOLF  
PROFESSIONAL TO BE VAIL GOLF CLUB GOLF OPERATIONS MANAGER**

(Vail)—The Vail Recreation District (VRD) has selected Alice M. Plain as the new Golf Operations Manager for the Vail Golf Club. Plain will oversee all aspects of management and administrative duties.

“We are thrilled to be working with Alice”, says Mike Ortiz, Executive Director at the VRD. “Her commitment to the Vail Valley community and junior golf through the First Tee program is unparalleled. Her experiences in promoting and marketing the game of golf, along with other sports and events, as well as her knowledge of teaching and operations, will be a huge asset to the Vail Golf Club. She is a tremendous golfer, teacher, leader and person. We are lucky to have her coming back to join us.” Plain has extensive knowledge of and history with the Vail Golf Club, having acted as Assistant Golf Professional there from 1993 to 1996, and then again in 2000.

Plain earned a full-ride golf scholarship to perennial powerhouse Oklahoma State University, where she graduated with a Marketing degree in 1990. For Plain, 2006 “Teacher of the Year” candidate as nominated by the Colorado PGA, this experience laid the foundation for both playing and coaching, including active participation in “The First Tee” program, a youth-oriented education program that promotes character development and life-enhancing values through the game of golf. Actively involved in Vail Valley golf for the past 16 years, Plain has held teaching, coaching, professional and operations positions at several Vail Valley courses, including Singletree Golf Club, Cotton Ranch Club, Vail Golf Club and Eagle Ranch Golf Course. “I am so excited to be back at the Vail Golf Club”, said Plain. “Director Mike Ortiz is making such positive change with the entire VRD, putting together strong teams in all departments, and we look forward to bringing this positive momentum to the Vail Golf Club. The Vail Golf Club has so much potential to be a leader in the business again, and I look forward to the challenges ahead.”

A top-30 money leader on the Futures Golf Tour in 1998 and a spot in the LPGA Qualifying Tour School that same year, Plain is as comfortable on the course as she is in the front office.

Plain begins her role with the Vail Recreation District and Vail Golf Club on January 2<sup>nd</sup>.

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