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**MIKEL FOX NAMED AS FOOD AND BEVERAGE DIRECTOR OF  
LONGBOW GOLF CLUB**

**Mesa, Ariz.** – Mikel Fox was recently named as the Food and Beverage Director of Longbow Golf Club. He will oversee every aspect of the food and beverage operation at Longbow including management of the club's indoor and outdoor kitchens, catering operation, staffing, maintaining capital budgets and forecasting, among other things.

"Although Mikel was chosen for his obvious qualifications," said Jay Larscheid, General Manager of Longbow Golf Club. "He also brings with him a down-to-earth management style that the staff responds to very well to. We look forward to good things to come from Mikel."

Prior to joining the Longbow team, Fox was the director of Food and Beverage for Superstition Springs Golf Club located in Mesa, Ariz. from 2003 to 2007. Before that, he worked his way up from Food and Beverage Manager ('93-'98) to Director of Food and Beverage ('98-'03) at ASU Karsten Golf Course.

**About Longbow Golf Club**

Longbow Golf Club is a nationally recognized daily fee golf course located in Mesa, Arizona within Longbow Business Park. Often described as the "Essence of Arizona Golf," Longbow Golf Club serves up a desert golf experience that is firmly tied to the traditions of the game. Designed by Ken Kavanaugh, Longbow is consistently rated top notch by leading golf writers and publications, and was honored as one of the Top 100 Resort Courses in the Country, *Golfweek* magazine 2009; Top 20 Best Public Access Courses in Arizona, *Golfweek* magazine 2010; Top 25 Courses in Arizona, *Golf Magazine* 2010 and has received numerous other awards and top rankings. Longbow Golf Club is Another Daedalus Development. To learn more about Longbow Golf Club or to book a tee time, call 480.807.5400 or visit [www.longbowgolf.com](http://www.longbowgolf.com).

**About OB Sports Golf Management**

Longbow Golf Club is professionally managed by OB Sports Golf Management, a diversified, golf-oriented company with a long history of success. OB Sports currently manages 37 premier golf courses and country clubs throughout the United States. Known for its comprehensive and personalized services since 1972, OB Sports has become widely acclaimed as the leader in boutique-style golf course management. For more information about OB Sports Golf Management, visit [www.obsports.com](http://www.obsports.com), call (480) 948-1300, follow on Twitter at [www.twitter.com/obsportsgolf](http://www.twitter.com/obsportsgolf), become a Fan on Facebook at [www.facebook.com/obsports](http://www.facebook.com/obsports) or check out the OB Sports You Tube Channel at [www.youtube.com/obsportsgolf](http://www.youtube.com/obsportsgolf).