

Fieldcrest Cannon

C L A S S I C

OFFICIAL SOUVENIR PROGRAM



SEPTEMBER 22-28, 1997 • THE PENINSULA CLUB • CHARLOTTE, NC

Welcome



The most gratifying aspect of any major sports activity is experiencing the enthusiasm and excitement that fans and spectators generate. You, the fans, make this a memorable occasion. The Fieldcrest Cannon Classic is an event eagerly anticipated each year by many golf fans in the Charlotte area. Thank you for your continued support.

This year, the tournament has been especially challenging to stage and yet probably the most rewarding in the history of the event. Never before have so many volunteers worked so hard and so fast to ensure the success of the Classic. On behalf of Raycom Sports, we thank you.

The Fieldcrest Cannon Classic means a great deal to this community. A major LPGA golf tournament is the perfect complement to the fastest growing sports community in the country. With the recent addition of such major league sports as the NFL's Carolina Panthers, the NBA's Charlotte Hornets, the Charlotte Sting of the WNBA and long-standing NASCAR races at Charlotte Motor Speedway, the Queen City's reputation as a diversified sports center is greatly enhanced by this tournament.

There are very few golf courses more picturesque than The Peninsula Club on Lake Norman. There are even fewer golf staffs more accommodating than the employees of The Peninsula Club. Their attention to detail assures us of a successful event.

Raycom Sports produces many events during the year. However, the Fieldcrest Cannon Classic, taking place in our hometown with the local support of a great corporate partner like Fieldcrest Cannon, makes us especially proud.

Welcome to this year's tournament. Please let one of our many staff members or volunteers know how we can make your experience at the Fieldcrest Cannon Classic the most enjoyable ever.

Ken Haines

Ken Haines
Executive Vice President
Raycom Sports



1997 Event Staff

Ken Haines

Executive Vice President
Raycom Sports
Fieldcrest Cannon Classic
Tournament Director

George Johnson

Director, Program & Event
Planning
Raycom Sports
Fieldcrest Cannon Classic
Tournament Manager

Michael Kassa

Director, Corporate Development
Raycom Sports
Fieldcrest Cannon Classic
Sponsorship Sales

David Kobuszewski

Director, Public Relations &
Promotions
Raycom Sports
Fieldcrest Cannon Classic
Media Relations

Lisa Anderson

Manager, Event Planning
Raycom Sports
Fieldcrest Cannon Classic
Sponsorship Sales

Jane Singleton

Event Operations Assistant
Raycom Sports
Fieldcrest Cannon Classic
Volunteer Coordinator

Tracy Thatcher

Fieldcrest Cannon Classic
Tournament Coordinator

Chuck Alexander

Event Assistant
Raycom Sports
Fieldcrest Cannon Classic
Operations

Frank Kay

Event Assistant
Raycom Sports
Fieldcrest Cannon Classic
Media Relations

Mitch Morrall

Director, Operations
Raycom Sports/Carquest Bowl
Fieldcrest Cannon Classic
Operations

David Taylor

Fieldcrest Cannon Classic
Tournament Advisor

Clyde Russell

Fieldcrest Cannon Classic
Tournament Consultant

RAYCOM SPORTS EXECUTIVE STAFF

Ray Warren

President & COO

Ken Haines

Executive Vice President

Joe Gallagher

Senior Vice President
Sales & Marketing

Wil Allmendinger

Vice President
Programming & Distribution

Peter Rolfe

Vice President
Production & Executive Producer

De Cordell

Vice President
Regional Advertising Sales

Bill Lyall

Vice President
Finance

