



## **REYNOLDS PLANTATION NAMES NEW DIRECTOR OF RETAIL**

*Basarab-Dennison was first female ever to win PGA Merchandiser of Year award*



**GREENSBORO, Ga. (Aug. 18, 2015)** — Caroline Basarab-Dennison, the first female ever to win the PGA National Resort Merchandiser of the Year award, has been named by Reynolds Plantation as its new director of retail. She replaces Jean Silbereisen, who retired after a 13-year career with Reynolds Plantation.

In her new role, Basarab-Dennison will oversee the retail operation in all of Reynolds Plantation's golf shops and its golf distribution center, as well as assist with the professional development of all of its retail staff members.

"I am extremely excited to have Caroline join our team," said Mark A. Lammi, vice president of golf operations for Reynolds Plantation. "I have witnessed her passion for golf and retailing at a number of industry events. She will bring a tremendous energy to our operations and her diverse background, as not only a retailer but also a PGA Professional, will give her insights into the needs of our members and guests that only a PGA Professional would understand."

For the past 17 years, Basarab-Dennison has led the retail operations at Sea Pines Resort on Hilton Head Island, S.C. While at Sea Pines in 2009, she earned the Merchandiser of the Year honor for resort facilities.

She has extensive merchandising experience related to PGA Tour events, including the RBC Heritage, Shell Houston Open and Byron Nelson Open. She also served as retail manager at The Woodlands (Texas) Resort, and was an assistant golf professional at Kingwood Country Club, Texas; Pine Needles Lodge and Golf Club in Southern Pines, N.C.; and Pinehurst (N.C.) Resort.

A native of Texas, Basarab-Dennison played golf competitively for four years on the women's team for Texas A&M University, where she was a two-time MVP.

Basarab-Dennison will be joined at Reynolds Plantation by her husband, Danny, who has been hired in its accounting and finance department.

Framed by Lake Oconee, Reynolds Plantation features six championship golf courses and 117 distinctive holes.

For more information about Reynolds Plantation, visit [www.reynoldsplantation.com](http://www.reynoldsplantation.com).

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### **About Reynolds Plantation**

*Reynolds Plantation, located between Atlanta and Augusta, Ga., is situated along more than 374 miles of Lake Oconee shoreline and features six championship golf courses, dining, swimming pools, pedestrian trails, marinas, a tennis center and a wellness campus. Reynolds Plantation is also home to The Ritz-Carlton Lodge, a 251-room lakefront resort and spa, which was named a 2013 AAA Five Diamond Lodging and 2012 Forbes Four-Star resort. The community is located about an hour and a half from Atlanta's Hartsfield-Jackson International Airport. For more information, visit [www.reynoldsplantation.com](http://www.reynoldsplantation.com).*



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