



# NEW EGA GENERAL SECRETARY

from 1 November 2011

The end of 2011 will mark the end of an era in the European Golf Association's history when current and long serving General Secretary, John C. Storjohann, retires from 25 years of service.



John, or "Johnny" as he is better known, is responsible for the current structure of the EGA with its Executive, Championship, Golf Course Management, Handicapping and Course Rating Committees, which serve its 40 member national golf authorities. He has also chaired the Challenge and Satellite Tours Commission.

When asked about his time with the EGA, Johnny reflected that "...it has been a most satisfying time of my life, serving the sport that has given me so much enjoyment. The EGA has faced both good times and bad, but we feel that European golf is on a steady footing. Most if not all of the players who have taken part in the recent European Ryder and Solheim Cup successes have gone through the national development programmes of our members, which have been guided or motivated in some part by our European Championships. Our annual calendar of events provides opportunities ranging from a player's first national representation to a place in the Open Championship."

When asked what he will be doing after he finishes his term, Johnny replied, "Well, I'll have more time to *play* golf again now..."



Johnny's successor will be from a promotion within the ranks, the current EGA Championship Manager, Richard Heath.

Richard has been in his current role for the last six years and has brought a new level of professionalism to the running of EGA championships.

"I was the EGA's first Championship Manager, so I went headlong into revamping many of the championship procedures from the conditions of competition to tailor-made software solutions. I also have had the opportunity to observe and put into routine the best practices of all of our hosting nations, so that our events represent the highest standard. Players and hosts alike benefit from this; it brings the game forward. I have

also had the opportunity to develop the European Amateur Golf Ranking and with it, the European and Continent of Europe representative team selection procedures. Last year, our continental players achieved the unprecedented success of holding all of our International Match trophies." Richard also sits on the R&A/USGA Committee for the World Amateur Golf Ranking.

When asked what he sees as the biggest challenges that lie ahead in his new role, Richard answered: "What I have learned from my current role will allow me to hit the ground running, but I have no illusions - although I will still oversee our core activities of championships, handicapping and course rating, there will be many new expectations. In addition to progressing with technological developments, I would like to inject a vision that all of our members and committees will eagerly support to make the EGA more recognisable in what it achieves for golf. Our office and committees cannot do this alone; we are an association of members, each of whom has a vested interest in what the EGA represents. I will encourage collective focus on the clear and common goal of building the EGA's image and brand so that funding opportunities can be fully realised, deploying all benefits towards improving and broadening the EGA's areas of service."

Richard added that he "...would like to thank the EGA committee members, office staff and member national golf authority officials for all of the assistance they have provided in helping make his role as EGA Championship Manager successful, thus supporting his candidature for the new role."

Richard, 40, is a formally qualified Sports Manager with a Master of Advanced Studies in Sports Administration and Technology from the International Academy of Sports Science and Technology in Switzerland. He has also attained a Bachelor of Science with Honours and a Bachelor of Applied Science and is a former university medallist and scholarship holder. His work experience encompasses all aspects of the golfing environment and he has consulted to and contracted to a number of organisations, academic, public and private.

Richard is also an accomplished amateur golfer with over 15 years of representative golf and a myriad of amateur tournament wins. He is currently plays at the Lausanne Golf Club in Switzerland, where he holds a +2 handicap.

For further information, please contact the EGA Office:

Tel: +41 21 785 70 60

Email: [info@ega-golf.ch](mailto:info@ega-golf.ch)