



**For Immediate Release**

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**Pine Canyon Names New General Manager**

*Marty Hoeffken To Fill Vacated Golf Operations Post*

**FLAGSTAFF, Ariz.** (May 23, 2016) – [Pine Canyon](#), a private master-planned golf course and residential community in Flagstaff, Ariz., has named Marty Hoeffken as its new general manager of golf operations. Hoeffken, who most recently served as general manager at Whirlwind Golf Club in Chandler, Arizona for more than eight years, fills a post that had been vacated in March.

Hoeffken is considered an industry expert when it comes to the management of premium golf clubs. His professional experience has taken him from coast to coast, with time spent in a number of operational roles at clubs such as Sawgrass Country Club in Florida, Seattle’s McCormick Woods Golf Club, Savannah Quarters Country Club in Georgia and Shadow Ridge Golf Club in Palm Desert, California. Hoeffken is a Class A member of the PGA of America and he is a member of the Club Managers Association of America.

“Marty is an award-winning general manager who charts a vision for excellence and then carries it through,” said Peter Burger, president of Symmetry Companies, which owns Pine Canyon. “This community has so much to offer its members, from golf and residential opportunities to amenities that recharge your spirit. I’m confident Marty will work tirelessly to ensure that Pine Canyon is consistently living up to its full potential.”

During his tenure at Whirlwind Golf Club, Hoeffken developed and executed an improvement plan that earned the club international recognition as Troon Facility of the Year in 2011. In addition, *Golf Inc. Magazine* named Hoeffken runner-up for its national 2015 Operator of the Year award.

Hoeffken joins Pine Canyon just as the summer golf season gets into full swing.

**About Pine Canyon**

Located adjacent to the Coconino National Forest, [Pine Canyon](#) is a more than 620-acre private, luxury golf course community in the high country of Flagstaff, Ariz. In addition to its 18-hole championship golf course, Pine Canyon boasts stunning views of the San Francisco Peaks, an award-winning 35,000-square-foot clubhouse, a second expansive recreation-focused amenity building, and a number of other family-oriented offerings. Real estate options at Pine Canyon include detached mountain cabins, paired homes, townhome trios and custom estate homes and homesites.

Pine Canyon is a development of Symmetry Companies, a residential and lifestyle company focused on creating member balance, and is also a member of the The True Life Companies. The True Life Companies is a strategic real estate investment and management firm composed of top-tier professionals with more than 200 years of combined industry experience in all facets of real estate acquisitions, development, management and homebuilding.

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