

**Santa Rosa Golf & Beach Club Announces Rebecca Lively as  
New Member Relations Coordination**

**Santa Rosa Beach, Fla. (Oct. 20, 2017)** – Santa Rosa Golf & Beach Club, named “Best Golf Facility” by Visit South Walton, today announced Rebecca Lively as its new member relations coordinator. In her position, Lively will be responsible for member retention efforts to include social events, member communication, marketing and the continued development and initiatives for the club and its entities.

“Lively’s experience in marketing, communication and events will be an immense asset to our club as we continue to grow and expand our membership base along with its offerings as the finest club along the emerald coast. We could not be more excited to add Lively to our management team at the club,” said Michael Bickett, general manager for Santa Rosa Golf & Beach Club.

A third generation native to Destin, Lively is not only familiar with the community but also the members of Santa Rosa Golf & Beach Club. Lively attended Florida State University where she received a bachelor’s degree with a major in professional communication and a minor in recreation, tourism and events. Shortly after graduating, Lively worked as a design assistant for Henderson Development and Design with focuses on interior design and project management. In addition, Lively has provided freelance production work to CBS Sports for the past year. With her extensive background in communications, Lively is specialized in strategic marketing and communications.

“The member relations role is new to our club,” said Sarah Brazwell, membership and marketing director for Santa Rosa Golf & Beach Club. “Our club continues to grow and with hundreds of new members on board in such a short amount of time, having a member relations coordinator position has become a priority for continued growth and satisfaction. We are so thrilled to have someone as qualified and delightful as Rebecca.”

Lively resides in Freeport, Florida and will be getting married next year.

For more information about Santa Rosa Golf & Beach Club, visit [www.santarosaclub.com](http://www.santarosaclub.com) or call 850.267.2229 ext. 3. To reach Rebecca Lively directly, email [becca@santarosaclub.com](mailto:becca@santarosaclub.com) or call 850.267.2229 ext. 7.

**About Santa Rosa Golf & Beach Club**

Santa Rosa Golf & Beach Club is the only member owned golf course and private beach club on the coast – located on scenic Highway 30A in Santa Rosa Beach, Florida. Hugging the sugar-white sandy beaches of South Walton, the club spans across more than 85 acres providing members, guests and the public with access to golf, dining and more. The club boasts an 18-hole, par 72 championship golf course, a beautiful Beach Club with private pool and beach access, plus dining – including the club’s signature restaurant located directly on the Gulf of Mexico, Vue on 30a. Learn more at [www.santarosaclub.com](http://www.santarosaclub.com).

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