SPORTS BRIEFS

Lakers name Ganzert marketing director

Vernon Lakers General Manager Mel Lis named Ed Ganzert Director of Marketing earlier this week. Ganzert, a Vernon resident, will co-ordinate program advertising, major promotions and public relations for the B.C. Junior Hockey League club. He has been a resident of the area since 1981 and is employed locally. Ganzert has some coaching experience at the minor level with the Lake Country Sports Midget reps. He can be reached at 549-1303.