

INSIDE *the* ROPES®

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Chambers Bay Hosts U.S. Amateur Championship Chambers Bay Shines Under National Spotlight

The eyes of the world of golf turned to Chambers Bay in University Park, Wash., as the Pierce County-owned and KemperSports-managed golf course hosted the 2010 U.S. Amateur Championship. The golf course challenged the top amateur golfers from around the world with its unique links style and multiple playing options. Chambers Bay will host the 2015 U.S. Open.

KemperSports had been planning for this event for three years, having consulted on the development of the course that opened in 2007.

When the dust settled after seven days of a mixture of stroke play and match play rounds, Oklahoma State Senior Peter Uihlein took the title (4 and 2) over Stanford's David Chung in the 110th U.S. Amateur Championship. With shot making at a premium, taking away the idea of shooting right at flagsticks or playing the hole exactly as it appeared seemed to energize the field.

"You can't really get close to the hole by hitting them at the flag. You've got to use the slopes and be creative," said Uihlein after his championship round. "You've got to hit every shot with a certain spin and



height. You've really got to control your ball." The USGA celebrated the Robert Trent Jones, Jr. layout as well. "I can speak on behalf of the whole association, that we're so delighted to be here in the Pacific Northwest to have the U.S. Open (in 2015), and obviously, the U.S. Amateur. We finally found a place that can test the world's best players and logistically handle the requirements of hosting a U.S. Open," said

Mike Davis, USGA senior director of rules and competition.

Success also translated to the box office, where an estimated 33,000 spectators passed through the turnstiles over the seven-day tournament. The on-site KemperSports team were also responsible for selling more than \$850,000 in corporate sponsorships.



Oklahoma State's Peter Uihlein won the 2010 U.S. Amateur over Stanford's David Chung. Uihlein won the Championship on his 21st birthday.



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The Golf Club at Harbor Shores Celebrates its Grand Opening with The Champions for Change Golf Challenge



The charity skins match raised \$1 million toward the Boys and Girls Club and The First Tee of Benton Harbor.

(from left) Johnny Miller, Arnold Palmer, Tom Watson and Jack Nicklaus

Jack Nicklaus joined friends and fellow greats Johnny Miller, Arnold Palmer and Tom Watson, Aug. 10, to celebrate the grand opening of The Golf Club at Harbor Shores, a KemperSports-managed 18-hole Jack Nicklaus Signature Golf Course in Benton Harbor, Mich. The Harbor Shores Champions for Change Golf Challenge featured the foursome competing in an 18-hole scramble skins format with rotating two-man teams.

The KemperLesnik-managed event saw more than 3,000 spectators witness this historic day of golf that kicked off with a community clinic for all attendees. Prior to the clinic, Whirlpool Corporation CEO Jeff Fettig, announced that the Benton Harbor-based company would donate \$1 million

in honor of the four players to the Boys and Girls Club of Benton Harbor and The First Tee of Benton Harbor.

“The golf course has been many decades in the making in terms of transforming the industrial base in the community into something very productive,” said Fettig. “I can’t think of a better group of people, the four legends of golf, we had here today to kick it off.”

Although it didn’t count on the scorecard, the highlight of the day came on the No. 10 green when Johnny Miller saw Arnold Palmer’s 100-foot eagle putt fall short of the three-tier ridged green and roll back toward his direction. Miller questioned the makeability of such

a putt, which got Nicklaus’ attention. The course designer himself then demonstrated how the putt could be made by sinking the more than 100-foot uphill putt, which broke more than 20 feet from left to right, in front of more than 2,000 spectators who were surrounding the green.

While the focus of the day centered around the revitalization of the community and raising funds for two local charities, no actual money was exchanged, however; Tom Watson did earn the most honorary skins money (\$381,250). His total was followed by Jack Nicklaus (\$268,750), Arnold Palmer (\$181,250) and Johnny Miller (\$168,750).



From left: Nicklaus, Palmer, KemperSports Assistant Golf Professional Ebon Sanders, Doug Shaeffer (Boys and Girls Club of Benton Harbor), Miller and Watson



IN HIS WORDS: KemperSports Veteran and Chambers Bay General Manager Matt Allen Reflects on Preparations for the U.S. Amateur

The buzz about hosting the U.S. Amateur started more than a year ago. The KemperSports staff at Chambers Bay has been itching to show the golf world how great Chambers Bay really is. Once the Championship week arrived, the team of Chambers Bay department heads and supervisors were each assigned a functional area of the Championship and with their existing staffers, KemperSports home office staff, extra hires and volunteers, they managed each aspect of the event.

The Head Golf Professional, Nicholas Pike, and his team were responsible for practice round registration and starting, on-site parking, spectator/player/volunteer/VIP transportation, distribution of scooters for disabled spectators, range operations, cart operations, merchandise with the help of KemperSports National Director of Vendor Relations Adrienne Flentge (both our existing golf shop and a 1500 sq. ft. pavilion we established), caddies and course marshals.

Anthony Shipman, food & beverage director and executive chef, Dustin Joseph, and their team were responsible for on-course beverages and ecology services, Player/USGA/Media meals in the clubhouse, a full-service VIP Hospitality environment for nearly 100 corporate supporters that served over 8,000 meals during the week, and multiple evening receptions/functions for USGA and Pierce County.

Jamie Fay, Sales & Marketing Director was responsible for all property signage design and installation as well as the admissions and Will Call operations during the Championship.

Finally, David Wienecke, Golf Course Superintendent, and his team worked tirelessly to prepare the golf course.

The challenges were few and far between thanks to the dependability and conscientiousness of the staff, volunteers

and the home office support. The biggest variable was the number of spectators who would arrive each day and our ability to respond to their needs to purchase tickets and use transportation. The spectator counts exceeded all expectations and we were able to respond to the demand. We had re-orders for merchandise at the ready, shifted staff across department lines as necessary, and with the support of our client, were able to leverage public transportation resources to address a need when a shuttle went out of service. We did a solid job of estimating, planning and preparing contingencies for nearly everything we encountered.

In the end, a team of over 150 KemperSports staffers and more than 700 volunteers worked with incredible enthusiasm to make the Championship an unqualified success. Everyone really enjoyed playing a major part in hosting the U.S. Amateur at Chambers Bay.



KemperSports Continues to Expand its Golf Course Portfolio



Tapatio Springs

Textron Financial Corp. selected KemperSports to manage Tapatio Springs Resort and Conference Center, a historic resort property that includes 27 holes of golf, 121 hotel rooms, a 12,000 square foot conference center and a 35,000 square foot clubhouse located in the Texas Hill Country, just 30 miles northwest of San Antonio, Texas. Textron Financial Corp. is a diversified commercial finance company that recently purchased the property with the vision of making significant improvements and relaunching the property. After a \$2 million capital improvement campaign, Tapatio Springs will relaunch during an Oct. 18 golf media outing.



Newton Conference Center

Based on KemperSports' stellar record at Sand Creek Station golf course, the City of Newton, KS, has awarded KemperSports a contract to manage the City's new Conference Center. KemperSports will consult with the City and a local hotel developer on the design and programming of the 15,000 square foot center that includes corporate meeting space and banquet facilities. The center expects to be open for business in Spring 2011.



City of Janesville

The city of Janesville, Wis., recently selected KemperSports to manage the 18-hole championship Riverside Golf Club and 9-hole Blackhawk Golf Club. The pair of city-owned courses marks the second and third municipal courses managed by KemperSports in the state of Wis. as it also operates Forest Hills Golf Course in La Crosse. Known as one of the top municipal layouts in the state, Riverside Golf Club was built in 1924 by Robert Bruce Harris. The 18-hole, par-72 layout features tree-lined fairways, rolling hills and large undulating bent grass greens. The course plays from 5,069 yards to 6,508 yards – making it fun and challenging for players of all skill levels. Riverside's 9-hole counterpart is Blackhawk Golf Club with its winding layout along the Spring Brook Creek. The course features mature oaks to go alongside stellar playing conditions. The course prides itself on providing a fun, relaxing golf experience for golfers of all skill levels.

KemperSports Featured in *Golf Inc.* Magazine



(from left) CEO Steve Skinner, President Josh Lesnik and Chairman Steve Lesnik

In its annual issue featuring golf management companies, KemperSports was featured in a four-page layout in the Summer 2010 issue of *Golf Inc.* magazine. The article entitled, "KemperSports' Quiet Growth," is too long to post in its entirety, here are some highlights:

"They want the golf course to be the winner. You don't get that impression that it's about them. They don't underbid someone just to get the nameplate on their resume."

John Ladenburg, Pierce County Executive

The article in its entirety can be found at www.kempersports.com.

Steve Lesnik Honored by *Golf Inc.* with Lifetime Achievement Award

KemperSports co-founder and chairman, Steve Lesnik, was honored on Oct. 6 with the *Golf Inc.* Lifetime Achievement Award. The award was presented in connection with the *Golf Inc.* fall conference at the MGM Grand in Las Vegas. Steve revolutionized the golf management

industry in 1979, when he partnered with Jim Kemper to form KemperSports. More than 30 years later, he continues to serve as a leader in the golf industry as was demonstrated when he was elected as a member of the Illinois Golf Hall of Fame class of 2009.



KemperSports and Union County Golf Properties Announce Partnership with TaylorMade to Build The Learning Center at Galloping Hill

KemperSports, the Union County Board of Chosen Freeholders, Union County Golf Properties and TaylorMade Golf have agreed to transform The Learning Center at Galloping Hill, a full-service driving range, practice facility and learning center located in Kenilworth, NJ, into a TaylorMade Performance Lab. The state-of-the-art TaylorMade Performance Lab will be just the seventh such location in the country.

The focal point of the transformation will be a 3,000 sq. ft. clubhouse that will house the TaylorMade Performance Lab, a fully stocked golf shop and grill room.

The Union County Freeholder Board also recently announced that the club's new 40,000 sq. ft. clubhouse will be the official home of the New Jersey State Golf Association. The clubhouse, which will be

equipped with a 300-person banquet facility, conference center, golf shop, bar and grill, private dining room and an outdoor terrace overlooking the golf course, is on schedule to be completed at the start of the 2012 golf season. The Union County golf courses have been managed by KemperSports since 2009.



TaylorMade Learning Center at Galloping Hill

BESTinCLASS

The Golf Club at Harbor Shores Selected to Host 2012 and 2014 Senior PGA Championship

The PGA of America recently announced that Harbor Shores will serve as host of the 2012 and 2014 Senior PGA Championship. The Golf Club at Harbor Shores, which recently opened in July 2010, will be the first course in Michigan to host the prestigious event.



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The announcement came on the heels of a four-year presenting sponsor commitment between the PGA and Whirlpool Corporation, whose headquarters are in Benton Harbor, Mich. One of Whirlpool's brands, KitchenAid, will begin its sponsorship during next years' tournament at Valhalla Golf Club in Louisville, KY.



Harbor Shores Hole No. 6



Harbor Shores Hole No. 7

Chambers Bay, Butterfield Trail and Sand Creek Station Earn *Golfweek* Top Municipal Honors

Three KemperSports courses were recently honored by *Golfweek* Magazine on their "Top Municipal" list for 2010.



Chambers Bay ranked No. 2



Butterfield Trail ranked No. 3



Sand Creek Station ranked No. 40

KemperSports to Lead Major Restoration Project at Dorado Beach Resort and Club

KemperSports, in connection with Robert Trent Jones, Jr. Golf Design and Caribbean Property Group, announced that the famed East and West courses at Dorado Beach Resort and Club will begin a major restoration project. The golf courses will be the centerpiece of a \$1.2 million revitalization project.

Both courses, which carve through tidal wetlands with views of the Atlantic Ocean, were originally designed by Robert Trent Jones, Sr. as 9-hole courses in 1958, and were lengthened to their current 18-hole routing in 1966. Once listed among the Top 100 courses you can play, both continue to rank among the best in Puerto Rico and were recently listed as the No. 1 (East) and No. 3 (West) "Best Courses in Puerto Rico" by *Golf Digest*.

KemperSports has managed Dorado Beach Resort and Club since 2006 and will oversee construction for the one-year restoration project that started in Aug. 2010. The restoration will include both the historic courses with the goal of modernizing the courses to fit today's player and equipment advancements including expanding lakes for additional drainage, renovating green complexes and lengthening of holes.



Dorado East Hole No. 4

The Power of Community: Falcon Ridge Golf Course Hosts 4th Annual Kelsey Smith Charity Golf Classic

On July 19, the staff at Falcon Ridge Golf Course hosted the 4th Annual Kelsey Smith Charity Golf Classic.



Falcon Ridge General Manager Dean Lytton (second left) was proud to be part of the golf tournament that raised more than \$33,000 to the Kelsey Smith Foundation

Three years ago, 18-year old Kelsey Smith went missing only two weeks after her high school graduation. Over the course of 72 hours, a local manhunt was conducted making national headlines. The abduction and murder of Kelsey Smith forever changed the lives of those who knew her and those that had never met her.

In August 2007, the staff at Falcon Ridge reached out to the Smith family as they launched The Kelsey Smith Foundation and Kelsey's Army. Two months later, the first Kelsey Smith Golf Tournament was held and helped launch a foundation that has achieved unparalleled success.

This year's tournament, organized by the staff at Falcon Ridge, the Smith Family and the Kelsey Smith Foundation Board of Directors raised more than \$33,000

with 132 golfers participating in the tournament. In four years, the golf tournament has raised \$127,000 for the foundation and has been the cornerstone for helping fund the accomplishments of Kelsey's parents, Greg and Missey Smith.

Greg and Missey Smith have overcome a tragic event to form the Kelsey Smith Foundation providing education and resources to help prevent violent crime against teens and young adults.



Palmer Moody Named Group Account Director

Palmer Moody has recently joined the KemperLesnik team as group account director. He manages the agency's public relations clients, including many sports concerns such as Wilson Golf, KemperSports, the EA SPORTS Maui Invitational and more.

Palmer joined KemperLesnik after serving as vice president, consumer brands at Edelman where he managed the Walmart consumer account. Prior to that he was director of communications for Ronald McDonald House Charities where he led internal and external communications programs as well as the scholarship and grants programs.

Before joining RMHC, Palmer was with McDonald's U.S. Communications where he managed the legendary McDonald's All American High School Basketball Game and developed PR programs for sponsorship alliance activation. He also developed PR programs for the 2000 Summer Olympic Games in Sydney and the 2002 Olympic Games in Salt Lake City as well as marketing communications programs for alliances with Disney, NASCAR, NBA, CART and NHRA.



General Managers

Prairie Trails Golf Club

The team at Prairie Trails Golf Club will be lead by general manager Bill Moorberg. Bill comes to Prairie Trails with several years of club management experience at Lantana Golf Club, Ironhorse Golf Club and Hesperia Golf and Country Club.



Cape Fear National

KemperSports recently named Jim Hahn as general manager of Cape Fear National at Brunswick Forest near Wilmington, NC. Jim Hahn has served in various capacities for KemperSports for the past 25 years while utilizing his expertise in managing a premium daily fee facility as general manager. He most recently served as Senior Vice President of KemperSports.



Seneca Hickory Stick

Fran Roach was recently named general manager of Seneca Hickory Stick Golf Club. Roach is a 27-year golf industry veteran with both domestic and international high-end resort management experience. Prior to joining KemperSports, he served as general manager of Buckhorn Springs Golf and Country Club in Tampa, Fla. His international experience includes stints as general manager of Soleimania Golf Resort in Cairo, Egypt, Jolie Ville Movenpick Golf Resort in Sharm El Sheikh, Egypt and Amendoeira Golf Resort in Algarve, Portugal.



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