

# INSIDE *the* ROPES®

*A KemperSports Publication*

## KemperSports Set to Open Four New Courses in 2010

For KemperSports, 2010 is shaping up to be a fantastic year. KemperSports will open four highly anticipated new golf courses in 2010.



### **Cape Fear National**

**Wilmington, North Carolina**

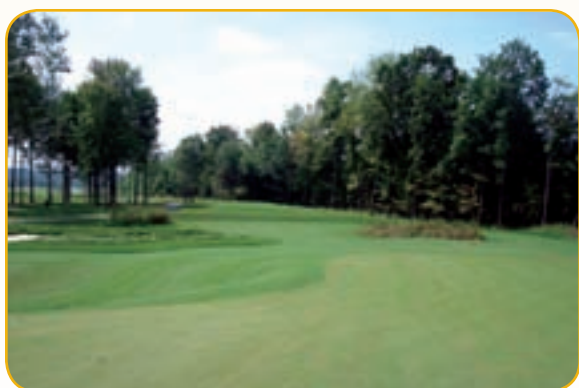
The 18-hole, Tim Cate-designed layout of Cape Fear National will feature three separate waterfalls, several ponds, strategically placed rock walls, drive-through sand waste areas, beach bunkers, native grasses, wax myrtles and wildflowers. Cape Fear National is the centerpiece of the Brunswick Forest residential community which will boast a 4,500-acre master-planned coastal community. The course hosted its grand opening celebration on April 19.



### **The Golf Club at Harbor Shores**

**Benton Harbor/St. Joseph, Michigan**

This championship Jack Nicklaus-designed golf course will serve as the cornerstone of a 530-acre master-planned community that will include more than 800 residential units, commercial space, a marina, hotel and conference center and various other resort and community amenities. The 18-hole, 6,981-yard course will feature three dramatic holes along Lake Michigan; nine holes bordering the banks of the Paw Paw River, Ox Creek, and its wetlands; and six holes through rolling hills, ravines, and a hardwood forest. The Golf Club at Harbor Shores will host the Harbor Shores Champions For Change golf challenge on August 10, featuring Jack Nicklaus, Arnold Palmer, Tom Watson and Johnny Miller.



### **Hickory Stick Golf Club**

**Lewiston, New York**

The 18-hole Hickory Stick Golf Club, located just 20 minutes north of Niagara Falls, is being developed by the Seneca Nation of Indians. The designer of the layout, named for the rare and distinct Shellbark Hickory trees found along the course, is Robert Trent Jones Jr. The 7,100-yard course will weave through native vegetation, wetlands and open meadows and is designed for the walking golfer. The course is set to open in July.



### **Old Macdonald**

**Bandon, Oregon**

One of the most anticipated golf course openings ever, Old Macdonald is the fourth course at Bandon Dunes Golf Resort. Golf course architects Tom Doak and Jim Urbina, designers of Pacific Dunes, returned to the property to design a golf course where the strategies of each hole can be linked to the design attributes of the course's namesake and father of golf course architecture in America, Charles Blair Macdonald. Old Macdonald offered preview play on a 10-hole loop since October 2009 and opened all 18 holes on June 1.

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## Highlights from the 2010 KemperSports Leadership Conference

### Five Elements of TRUE SERVICE™

- Be genuine, helpful and friendly
- My attitude is my responsibility
- To the customer everything matters
- Service is a team sport
- Customer happiness is everything

KemperSports' leadership team, along with more than 100 general managers from across the country, gathered in February for the annual KemperSports Leadership Conference, a three-day meeting of training and education, best practices sharing and business planning.

The centerpiece of the conference was KemperSports TRUE SERVICE™ program, the proprietary training program that gives KemperSports staffers the tools to excel in customer service and hospitality. The program, which was introduced by Senior Vice President Gary Binder and National Director of Vendor Partnerships Adrienne Flentge, has trained more than 2,500 staffers since being rolled out.



CEO Steve Skinner addresses the company's top 100 leaders during his welcome speech



KemperSports President Josh Lesnik addresses the crowd alongside Mady Lesnik



From left: Steve Lesnik, Chairman; Eric Jonke, Senior Vice President of Business Development and Sports Marketing for KemperLesnik; and Mark Guiseppi, General Manager Windermere Country Club, KemperSports



More than 100 KemperSports leaders from across the country attended the Leadership Conference at The Glen Club

# KemperSports' Facilities and Leaders Recognized

During the 2010 KemperSports Leadership Conference, the company's best and brightest were recognized for their outstanding accomplishments.

## **Facility of the Year**

*Hawthorn Woods Country Club*



## **Retailer of the Year**

*Goose Creek*



## **Superintendent of the Year**

*Brad Boyd, Dorado Beach Club and Resort*



## **General Manager of the Year**

*Chris Tuohey, Sand Creek Station Golf Club*



## **Salesperson of the Year**

*Rick Coffey, Hawthorn Woods Country Club*



## **James S. Kemper Jr. Staffer of the Year**

*Karen Sowinski, Royal Melbourne  
Country Club*



## **Mady Lesnik Home Office Staffer of the Year**

*Adrienne Flentge*



## **Hospitality Professional of the Year**

*Brad Elston, Bolingbrook Golf Club*



# FACESandPLACES

## KemperSports Continues to Expand its Golf Course Portfolio

Photo courtesy Bill Tarleton



### Buenaventura and Olivas Links

KemperSports was hired by the city of Ventura to manage both Buenaventura and Olivas Links. The courses represent KemperSports' 16th and 17th properties in California. Buenaventura is an 18-hole, William F. Bell-design with large bent grass greens and pristine fairways. The original 1932 layout was renovated in 2005 by Forrest Richardson and was named the "Best Public Course Renovation" by Golf Digest in 2005. Also built by William F. Bell, Olivas Links has a reputation as one of the best golf courses in the Southland region. The layout received upgrades in 2007 and was honored by Golfweek magazine by being named No. 10 on its 2009 list of top municipal courses in the country.



### Colonial Heritage Golf Club

Lennar Homes selected KemperSports to manage Colonial Heritage Golf Club in historic Williamsburg, Va. The high-end public golf course is the centerpiece of Colonial Heritage, Williamsburg's only active adult golf community. Built in 2006, the 18-hole Arthur Hills-design offers golfers a 6,889-yard, par-72 layout with five sets of tees and immaculate playing conditions throughout the 175-acre course. In addition to the championship golf course, KemperSports will manage operations at the 25,000 square-foot clubhouse.



### Cornerstone Club

Hunt Realty Investments has selected KemperSports to manage Cornerstone Club in Montrose, Col., located 60 miles north of Telluride, Col. The 18-hole, Greg Norman-designed private club is the centerpiece of the 6,000-acre exclusive private resort community which boasts 412 luxury home sites and nearly 3,000 acres of outdoor space reserved for cross country skiing, nature trails, horseback riding and fishing. Since opening in 2008, Cornerstone Club has quickly become one of the most exclusive private housing developments in the country while the golf course has received numerous accolades including being named by GOLF Magazine as the 2008 Best New Private Course.



### Lockhaven Country Club

The Lockhaven Country Club Board of Directors and the Lockhaven Development Corporation selected KemperSports to operate Lockhaven Country Club in Godfrey, Ill. The Robert B. Harris-designed course is located 30 miles north of St. Louis, Mo., set amid bluffs and rolling hills along the Mississippi River. Since opening in 1956, Lockhaven Country Club has remained one of the premier private clubs in metropolitan St. Louis. The par-72, 6,992-yard layout offers 18 holes of rolling terrain, enjoyable for golfers of all skill levels.

Photo courtesy Bill Tarleton



### Old Corkscrew Golf Club

The owners of Old Corkscrew Golf Club in Estero, Fla., selected KemperSports to operate their Jack Nicklaus Signature golf course, learning center and clubhouse, located 16 miles south of Ft. Myers, Fla. Since opening in 2007, Old Corkscrew Golf Club has received numerous accolades including ranking among Golf Digest's Best New Courses as well as being named Florida Golf Course of the Year in 2008 by the National Golf Course Owners Association. The club is registered as an Audubon Certified Sanctuary. The par-72 championship golf course hosted the 2009 Florida State Amateur Match Play.



### Prairie Trails Golf and Dining

The city of El Dorado, Kan., has selected KemperSports to manage Prairie Trails Golf and Dining. The former private club, which is located 30 miles northeast of Wichita, Kan., includes an 18-hole golf course, full-service restaurant, meeting space and swimming pool. It was recently purchased by the city of El Dorado and transformed into a public amenity. Prairie Trails Golf and Dining offers an 18-hole, 6,500-yard golf course that remains unique and challenging to golfers of all skill levels. In addition to golf, the club delivers a variety of casual and fine dining experiences in the Prairie Trails Restaurant.

Photo courtesy Hamilton County



### Prairie View Golf Club

The owners of Prairie View Golf Club, an 18-hole championship golf course in Carmel, Ind. selected KemperSports to manage all golf course, golf academy and clubhouse operations. The Robert Trent Jones Jr.-design is located just 20 miles northeast of Indianapolis. Since being built more than 10 years ago, Prairie View Golf Club has been considered one of the finest golf courses in the state and has received accolades including being named the No. 1 daily fee golf course in Indiana by Golfweek and the No. 6 golf course (including private clubs) in the state by Golf Digest.



### Turnberry Country Club

9600 Turnberry LLC has selected KemperSports to manage Turnberry Golf Course in Lakewood, IL. The family-friendly private club, which is located in the northwest suburbs of Chicago, features a 6,900-yard golf course, which was built by E. Lawrence Packard in 1972. In addition to the championship golf course, Turnberry Country Club features a 30,000-sq. ft. clubhouse, four tennis courts, a swimming pool and a recently renovated banquet facility that can serve as many as 300 guests.

## Five Social Media Tips for Golf Course Operators

by Amy Littleton, Vice President, KemperLesnik



We've all heard about the new frontier of social media. Social networking sites and blogs like Facebook, The Golf Space, Boomer Golf News, Twitter and many others are creating unprecedented

communications opportunities and quite a bit of confusion.

Generally speaking, social media is simply another tool in the marketing toolkit to help build awareness, stimulate interest and ultimately drive rounds. Social media is not a silver bullet.

Following are five simple social media tips for golf course operators:

### Listen

Your brand is being shaped online with or without you. If negative sentiments are

permeating the web and you are not hearing them, you are likely losing customers and don't even know it. Pay attention to what's happening in social media.

### Select the right areas for engagement

There is so much social media clutter that it is impossible to build and maintain a presence for your brand everywhere – and still do your day job. Engage deeply on the sites most likely to reach your target audiences and simply listen to what's happening elsewhere.

### Use technology

Being active in social media takes time, but it does not have to be all-consuming. Use technology to help manage your property's social media presence. Sites like HootSuite and AutoTweet allow you to automate some activities, while Twitter and Facebook can be connected so that content posted on one is duplicated on the other.

### Bridge the online/offline gap

In the golf business, a relationship commenced online should be developed offline. Use your online presence to expand your property's reach and drive rounds. You can do this by communicating weather and course conditions, announcing special events, and becoming a resource for property, event, and community news. Work to convert online friends and followers to offline customers.

### Be careful what you say

Don't become a poster child for what not to say online. Use your best judgment, and treat online conversations just like in-person ones. If you wouldn't say it across the counter, don't say it online.

In sum, social media creates a new world of opportunities for golf course operators. Those that harness its power will build deeper relationships, increase their property's competitiveness and minimize the risk of unobserved brand damage. With a little education and solid plan of action, social media may very well become your favorite communications tool.

## The Publicity Club of Chicago Confers Top Honors on KemperSports for its Website

KemperSports has won a Golden Trumpet Award, the highest honor given by the Publicity Club of Chicago, for vividly demonstrating creativity and innovation in the company's website, [www.kempersports.com](http://www.kempersports.com).

In 2009, as part of a corporate brand makeover that included a new logo, KemperSports initiated a website overhaul. The company's team of marketers created the new site to showcase expertise within the golf course management industry and create opportunities to capture leads. The site offered improved design and navigation and advanced functionality to better communicate the KemperSports brand.

The Golden Trumpet Award presented by one of the nation's largest independent public relations membership organizations the Publicity Club of Chicago, is a prestigious award program honoring the year's most distinguished achievements in public relations and communications practice.

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# KemperSports™

True to the Game

Golf Course Management | Development & Construction | Sports Marketing & Communications

### True to You. True to the Game.

Our passion for the game drives everything we do. And it's the reason we pride ourselves on bringing expertise, service, and results to every property we manage.

Our comprehensive **golf course management services** are customized for the needs of your property type.

- Daily Fee Courses
- Private Clubs
- Destination Properties
- Municipal Courses
- Course Directory

### News & Announcements

Palm Harbor Golf Club Re-Opens After Two-Year Renovation Project

Union County, N.J., Selects KemperSports to Manage Pair of

## Introducing GCSAA/Golf Digest Environmental Leaders Award Winner Jim Brown

In recognition of his commitment to environmental stewardship, Jim Brown, KemperSports superintendent at Newport Dunes Golf Club in Port Aransas, Texas, received a 2009 Golf Course Superintendents Association of America/ Golf Digest Environmental Leaders in Golf Award in the national public courses category.

Winners were recognized at the 2010 GCSAA Education Conference in February. In addition to using state of the art irrigation systems, extensive recycling programs, composted grass clippings and integrated pest management programs, award winners went above and beyond in their environmental stewardship.

Brown, a 19-year GCSAA member, is a GCSAA-certified golf course superintendent. Newport Dunes is a member of the Audubon Cooperative Sanctuary Program and is working toward certification. The course participates in the KemperSports' Green to a Tee environmental initiative and is currently a KemperSports Green Level I facility with

plans for additional certification in the near future. Brown contributes to monthly environmental update e-mails sent to Newport Dunes customers, and he works with a local charter school on wildlife

identification. Brown holds a bachelor's degree from Texas A&M University and is a past president of both the Texas Golf Coast Superintendents Association and the Texas Turfgrass Association.



*Jim Brown (second right) receives his award alongside Golf Course Superintendents Association of America members at the Golf Industry Show in San Diego, Calif.*

## Chambers Bay and Bandon Dunes Honored Among Golf World's 100 Best Golf Shops

The Chambers Bay and Bandon Dunes golf shops were both honored as part of the Golf World Best 100 Golf Shops for 2010. This prestigious list, which began in 1986, places both golf shops among those that set the highest standards in golf retail.



*Bandon Dunes Golf Resort*



*Chambers Bay*

# TEEtoGREEN

## The Power of Community: Sand Creek Station Gives Back

Last October, Sand Creek Station hosted two fundraising golf tournaments to raise money and awareness for the brave battle of a local youth. On March 12, 2009, ten-year old Caitlyn Johnson was severely burned during an incident of domestic violence. Although Caitlyn survived, 80 percent of her body suffered second- and third-degree burns. This horrific event compelled KemperSports staff at Sand Creek Station and the city of Newton, Kan. to come together to help Caitlyn and her family cope with the expense of her recovery.

For months, General Manager Chris Tuohey and the staff at Sand Creek Station worked to secure donations, sponsors, volunteers and prizes while local doctors, business people and celebrities contributed their time and resources to the effort. Over two days,

Sand Creek Station hosted 288 players, managed more than fifty volunteers and raised more than \$11,000.

Caitlyn attended the tournaments and took to the course with her pink golf bag – showing players how well she swings a club. Drawing on the inspiration of Caitlyn’s bravery, Sand Creek Station led the charge to bring a community together to make a big difference in the life of a child.



Caitlyn tees off during the tournament

**“Sand Creek Station has reached a milestone in loyalty from our customers and the community all for simply doing what we should do everyday by helping people those less fortunate than ourselves. I am so proud of our staff, our clients and everyone who made this happen.”**

– Chris Tuohey, General Manager  
Sand Creek Station



## Eric Jonke Named Senior Vice President of Business Development and Sports Marketing

Eric Jonke has joined KemperLesnik as senior vice president of business development and sports marketing. In this position, Jonke will lead sales efforts for the events, public relations and sports marketing agency.

Over the past three decades, Jonke has been associated with some of the sports marketing industry’s most recognized events on behalf of many nationally recognized Fortune 1,000 corporations.

For 19 years, he was senior vice president at IMG where he sold sponsorships and built partnerships with global brands, such as Franklin Templeton, Samsung, Deutsche Bank, Office Depot, UBS, Home Depot, Lexus, Merrill Lynch, HSBC, Monster, McDonalds and ADT. Jonke also

sold title sponsorships and negotiated contracts for projects such as IMG’s “The World’s Strongest Man” competition, NBC’s “Tribute On Ice”, and “SeeSwing”, a high-tech golf swing analysis invention, as a principal at Jonke & Associates, an independent sporting events and promotions consultancy.



Jonke has extensive experience in golf, including the PGA TOUR, Champions Tour, LPGA Tour, European Tour, USGA and NCAA events. He was instrumental in the creation of events such as the “Shark Shootout” for Greg Norman and the “Showdown/Battle Series” for Tiger Woods.



## KemperSports

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## General Managers

### Colonial Heritage

Rich Stanfield was named general manager at Colonial Heritage Golf Club, located in historic Williamsburg, Va. Rich comes to Colonial Heritage Golf Club after serving as KemperSports director of operations at Dorado Beach Resort and Club where he was instrumental in implementing successful strategies to enhance both the golf and food and beverage experiences.



### Galloping Hill and Ash Brook

Joe Abood was named to the position of general manager of the Galloping Hill and Ash Brook golf courses in Union County, N.J. In addition to the 45 holes of golf at these two facilities, Joe will oversee a new state of the art practice center that will include a pro-shop and teaching academy. Joe has been part of the KemperSports family for the past 12 years. Since 2006, Joe was general manager of Marlton Golf Club. He received KemperSports General Manager of the Year award in 2007.



### Buenaventura and Olivas Links

KemperSports-veteran Matt Kalbak was named general manager of Buenaventura and Olivas Links golf courses in Ventura, Calif. Matt previously served as general manager of Monarch Dunes Golf Club in Nipomo, Calif. During his five years at Monarch Dunes, Kalbak was instrumental in positioning the 18-hole “Old Course” and 12-hole “The Challenge Course” as the centerpieces of an extensive master-planned residential community.

