

INSIDE *the* ROPES®

A KemperSports Publication

KemperSports Strengthens Environmental Program



Hawthorn Woods Country Club is a KemperSports Green Level II Facility

KemperSports launched its Green to a Tee™ environmental initiative on Earth Day 2009 to all properties and to the home office staff. Green to a Tee, a program that strengthens the company's policy on environmental practices at both the corporate and property levels, incorporates sustainability training for KemperSports staffers throughout the U.S. and Puerto Rico.

Green to a Tee places a strong emphasis on practices such as habitat management, water conservation, energy usage, recycling and golf course maintenance. The innovative program gives staff members general green-friendly practices to implement on the job as well as practical tips and goals to introduce in their homes.

In order to track each property's progress, Green to a Tee is divided into four distinct levels of certification (KemperSports Green Levels I through IV). All facilities are expected to achieve Level I status and many are already in certification review. Levels II, III and IV each call for increasing degrees of demonstrated environmental commitment in order to achieve certification.

"As a company, KemperSports has always strived to be a leader in environmental sensitivity, said KemperSports CEO Steve Skinner. "This program is the formalization of that commitment."



Executive Vice President Jim Seeley launched program on WGN-TV from Hawthorn Woods Country Club

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Countdown to The Presidents Cup

Q&A with Tom Clark, Executive Director of The Presidents Cup



In the second installment of a three-part series discussing The Presidents Cup, Tom Clark shares his insight into what it takes to execute an international golf event.

Q: When did preparations for The Presidents Cup begin? What was your first course of action?

A: I arrived in San Francisco in November of 2007, immediately following the conclusion of The Presidents Cup in Montreal. My first order of business was to develop sponsorship packages and begin introducing the event to the city. Being that this is only the eighth Presidents Cup, and the first held in the U.S. outside of the Washington, D.C., area (the previous five U.S. events were held at Robert Trent Jones Golf Club in Gainesville, Va.), we had to let people know what this event was all about. I also started right away working with the host committee, which is made up of local business leaders, to begin to connect with potential sponsors. The members of the host committee have really become the ambassadors for the tournament.

Q: When you first arrived at the golf course, what did your team see as the major changes required to transform it into a venue for The Presidents Cup?

A: The course and its layout are great, but we did have to do some rerouting. Harding Park's signature hole is No. 18, and we needed to make sure that the hole would be highlighted and in play every day. In match play, it often happens that the group doesn't get to the 18th hole. So we made the decision to switch hole No. 18 with hole No. 15 for the tournament. I think it's a nice touch and the players seem to like it.

Also, being that Harding Park is a municipally-owned course, there's not a large enough

The Presidents Cup 2009 By the Numbers

500 million	worldwide television audience
125,000	number of spectators expected
50,000	number of programs printed
30,000	square feet of dirt used for temporary roads
13,000	number of bleacher seats available
1,300	number of volunteers
250	number of "port-o-lets"
78	number of KemperSports staff working to prepare for The Presidents Cup
19.94	miles of rope used to rope the golf course
1	The Presidents Cup trophy

clubhouse to host numerous hospitality events. This forced us to build-out a huge tent area around the golf course to accommodate spectators, sponsors and VIPs.

Q: How important was it to get the support of the city of San Francisco early in the process?

A: San Francisco's support of the event has been integral to the success of the entire process thus far. After Harding Park hosted the World Golf Championships in 2005, San Francisco city officials saw the opportunity to bring world-class golf to the Bay Area. You see the result of this vision in The Presidents Cup and the Charles Schwab Cup coming to the city in 2011.

The city has been a great supporter of this event, and we believe that it is going to be a huge economic driver in return. We predict that this event will generate around \$100 million for the Bay Area – up from \$88 million in Montreal in 2007. As far as a television viewing audience, we expect that the event will be shown in 231 countries worldwide to approximately 500 million people. That is a tremendous showcase not only for the city of San Francisco but also for Harding Park.



Crew members at Harding Park begin installing bleachers along the golf course

Wild Wings Golf Club Hosts Grand Reopening Event

Wild Wings Golf Club, a nine-hole golf course in the upscale Wild Wings residential community located just 30 miles northwest of Sacramento, Calif., reopened on April 30 after being closed for improvements for four months. In honor of the reopening, Wild Wings hosted a family-friendly hospitality event and ceremonial ribbon cutting that featured plenty of food, music, entertainment and, of course, golf!

Yolo County Supervisor Duane Chamberlain, flanked by representatives from the Wild Wings homeowners' association and KemperSports representatives, including Geary Ness, Rich Cessna and Randy

Thomas, cut the commemorative ribbon to officially reopen the course.

Approximately 200 people attended the event, including residents and community and civic leaders.

Local media representing area television affiliates, radio stations and print media outlets were also on hand to provide coverage of the day's activities. Built in 2005 as a centerpiece of the community, the par-36 course offers a scenic view of 13 area lakes and provides a challenge to golfers of all skill levels.



Civic leaders, along with representatives from the Wild Wings Homeowners Association and KemperSports participate in the ribbon-cutting ceremony

KemperSports Renews Long-Term Contracts with Three Municipal Clients

As a testament to the fine work of field staffers and corporate support teams, KemperSports was recently awarded long-term contract renewals by three municipal clients.

Sand Creek Station

Newton, Kan.

The city commission of Newton, Kan., extended KemperSports' management contract for Sand Creek Station. Voted a top-10 new golf course by *GOLF Magazine* and *Golfweek* upon its opening, Sand Creek Station has continued to receive rave reviews, including earning top honors in annual customer service surveys three years in a row. KemperSports has managed the course since its opening in 2006.



Black Gold Golf Club

Yorba Linda, Calif.

KemperSports has worked closely with the City of Yorba Linda, Calif., to build the Black Gold Golf Club brand since its unveiling in 2001. The city council has executed another long-term extension of the KemperSports management agreement for the Arthur Hills championship course. Voted "Facility of the Year" by KemperSports in 2005, Black Gold Golf Club has also been recognized by Southland Golf Magazine as one of the best municipal golf courses in Southern California.



The Wilderness at Lake Jackson

Lake Jackson, Texas

The City of Lake Jackson, Texas, awarded KemperSports with a long-term contract renewal for The Wilderness at Lake Jackson, winner of the 2008 KemperSports "Facility of the Year" award. KemperSports has managed the facility since its opening in 2003. Despite being hit in 2008 by the third most destructive hurricane to ever make U.S. landfall, rounds played at The Wilderness continue to increase year after year.



Tom Doak Discusses the Historic Significance of C.B. Macdonald and His Influence on Bandon Dunes' New Course, Old Macdonald

Editor's Note: The following is an essay shared by architect Tom Doak on his thoughts about the inspiration behind the design of Bandon Dunes' fourth course, Old Macdonald, which is now open for ten-hole preview play through Oct. 1. The 18-hole layout is scheduled to open in Summer 2010.

Charles Blair Macdonald of Chicago traveled overseas to St. Andrews at age sixteen to

finish his education at the University there. Almost immediately upon arrival, the young sportsman was introduced to golf upon The Old Course, and since junior golfers were not allowed in the Royal & Ancient clubhouse, his grandfather arranged a locker in Old Tom Morris' shop. Throughout his two years in St. Andrews, Macdonald learned the game well enough to play in four-ball matches with Old Tom Morris and his son Young Tom, just

five years older than Charlie, and already four times Open Champion.

Macdonald was a classicist, and he used as his guide the English periodical *Golf Illustrated* which had recently polled leading golfers to identify the best one-two- and three-shot holes in Great Britain. Holes like the Alps at Prestwick, the long hole at St. Andrews and the Redan at North Berwick were discussed and used as inspiration when creating The National. Macdonald went on to design eleven courses in America, plus The Mid Ocean Club in Bermuda, before turning over his interests in design to his associate, Seth Raynor.

Our fourth course at Bandon Dunes, Old Macdonald, is an homage to the vision and spirit of C.B. Macdonald. The goal has been not to copy Macdonald's great holes – any more than Macdonald would have settled for carbon copies of the Alps and Redan – but to borrow upon his inspiration and method for our own fine piece of links ground. Those familiar with Macdonald's work will compare and contrast his holes and our own with their forefathers at St. Andrews – Leven, and Littlestone; others will have the chance to experience for the first time these classic concepts which are the very foundation of the game. Is this what Charles Blair Macdonald would have done 100 years afterward?



Old Macdonald's par-four, hole No. 7

Heard in the Field

The following are actual letters received from customers who wished to express their appreciation of KemperSports staff members. In this issue, the spotlight is on Whiskey Creek Golf Club in Ijamsville, Md., for receiving two very positive letters of recognition. Please join us in thanking these exemplary staffers for delivering Best in Class service.



To Ted Goodenow, General Manager:

Dear Ted,

I just wanted to let you know that we sincerely appreciate your cooperation for our important VIP (outing) on Saturday, April 18.

I would like to mention that your staff person, whose name I believe is **Joe [McAdams, Outside Services Supervisor]**, did a splendid job on that day. When our guests arrived at the entrance by car, we received a warm welcome with a big smile from Joe and the cart was already waiting so that the guests could just ride on without walking anywhere. Due to the frost that morning, the starting time was delayed. However, when we were ready to play, we were escorted by Joe so we didn't have to waste time waiting. Please pass our thanks and appreciation on to him.

I am so glad we chose Whiskey Creek Golf club for this special occasion. Again, thank you very much to you and your staff for the great arrangement.

Sincerely,

Tadahiro Uematsu
Director, International & Government Affairs
Washington, D.C. Office
All Nippon Airways

Good morning,

We would like to take this opportunity to let you know about our experience at a tournament we held at Whiskey Creek on March 21-22, 2009.

Plantations Junior Golf Tour is in our 14th season. The Tour runs tournaments throughout the country – we handle events in Maryland, Pennsylvania and Virginia. During the course of our season we work with many golf course staffs.

Our experience with the personnel at Whiskey Creek was nothing less than spectacular. We received VIP treatment before we ever set foot on the property.

When we arrived on Friday we were greeted by **Ted Goodenow, Matt Hill** and **Kevin Wilmer**. Each of these people made us feel like our event was the only thing on their agendas and that they would do whatever it took to make it a success. **Ed Gasper** talked with us regarding the set-up of the pin positions and the teeing areas to ensure a smooth tournament. Also, **Matthew Benjamin** made sure the menu for our tournament day was geared toward the junior golfers.

This level of hospitality continued throughout the weekend and extended to the parents and players. We have never received so many positive comments, not only on the quality of the staff but also on the quality of the course. Rest assured that many of these people will be returning for non-tournament rounds in the future.

Thank you for assembling such a stellar team at your facility. We are in the process of scheduling two events for next season and can't wait to return to Whiskey Creek.

Best regards,

Phil & Pené Gelenberg, Directors
Plantations Junior Golf Tour

FACES and PLACES

Baseball Legend Holds Annual Charity Event at Royal Melbourne Country Club

The Ron Santo Golf Experience was held at Royal Melbourne Country Club in Long Grove, Ill., on June 15. The 13th annual tournament – a fundraiser for the Juvenile Diabetes Research Foundation – was attended by current and former Chicago Cubs players, including pitchers Ted Lilly and Randy Wells and Hall of Fame outfielder Billy Williams.



Cub's left-handed pitcher Ted Lilly (center) visits with Ron Santo (left) and Pat Hughes

Santo is a Chicago sports icon who provides color commentary as the "Voice of the Cubs" on WGN Radio.

Since 1997, the annual event, which has been held at Royal Melbourne Country Club since its inception, has raised more than \$970,000 for JDRF.

"It's always an honor to host Mr. Santo for this event year after year," said Brian Carlson, general manager at Royal Melbourne. "It's a wonderful cause and we're proud to showcase the course to such a great group of golfers."

"This place is fantastic – both the people and the layout," said Santo of his experience at Royal Melbourne. "They do a great job every year."

Santo, who spent 14 seasons (1960-1973) as third baseman for the Chicago Cubs, has had both of his legs amputated below



WGN Radio Play-By-Play announcer Pat Hughes (right) addresses the crowd before the start of the tournament

the knee due to diabetes – a disease he has lived with since his teens. A five-time Gold Glove Award winner, Santo's jersey, No. 10, was retired by the Cubs organization in 2003. It is one of only six numbers to receive this privilege in the club's 107-year history.

"The Golden Bear" Visits The Golf Club at Harbor Shores Prior to Nine-Hole Opening

Golf legend and architect of The Golf Club at Harbor Shores, Jack Nicklaus visited the property on June 29 to inspect construction of the course and provide final design approval of three holes along Lake Michigan. Flanked by design associate Chris Rule and nearly 50 members of the media and other guests, Nicklaus spent close to five hours touring the golf course while making minor changes including moving a mound of dirt into the landing area on the spectacular par-4, 7th hole that finishes on the bluffs overlooking Lake Michigan.

"It's not only a good golf course," Nicklaus said, "but it's beautiful. It plays nicely. It flows nicely. It's going to be something this area is going to be very proud of, and very happy that it is here."

Following the golf course inspection, Nicklaus led a press conference to announce the property's development alongside Whirlpool CEO Jeff Fettig, KemperSports CEO Steve Skinner and select Benton Harbor civic leaders. "The Golden Bear" offered his insight into the design of The Golf Club at Harbor Shores, expressed his goals for the long-term development of the property and communicated facts about the property's impact on revitalizing the Benton Harbor community.



Jack Nicklaus surveys the land at The Golf Club at Harbor Shores flanked by (from left) Bob McFeeter, Chris Rule, Jerame Miller and KemperSports Superintendent Brad Fry

"This [property] is really a huge enabler to drive community transformation and economic growth – not only in Benton Harbor but throughout Southwestern Michigan," he said.

The Golf Club at Harbor Shores opened for nine-hole preview play on July 15. The 18-hole routing is scheduled to open in spring 2010.

BESTinCLASS

Golf Inc. Magazine Names Steve Argo and J.P. Lunn as Most Admired Operators

Golf Inc. recently named Steve Argo, newly appointed regional operations director, and J.P. Lunn, Holly Hills Country Club General Manager, among its 2009 list of "Most Admired Operators."

Steve, who was most recently general manager at Harding Park in San Francisco, has been working in the golf industry for six years. Under his leadership, golf shop revenue at Harding Park increased 20 percent and food and beverage business grew by 17 percent. J.P. has made great strides during his 10 years at Holly Hills Country Club, including expanding marketing services, raising membership happiness and lifting revenue.

Both Steve and J.P. join other KemperSports staffers who have been similarly honored by *Golf Inc.*, including Hank Hickox (2005), Terry Hanley (2006), Don Crowe (2007), Jim Helms (2007) and Jim Seeley (2008).



Steve Argo



J.P. Lunn

Bandon Dunes Golf Resort to Host Both U.S. Public Links Championships in 2011

Bandon Dunes Golf Resort in Bandon, Ore. will host the 2011 U.S. Amateur Public Links Championship and the 2011 U.S. Women's Amateur Public Links Championship, set for June 27–July 2, 2011. Never before have both the men's and women's amateur championships been hosted by the same facility in the same year.

Of the 31 previous USGA Championships hosted in the state of Oregon, Bandon Dunes has been the host of two, including

the 2006 Curtis Cup and the 2007 U.S. Mid-Amateur Championship.

The U.S. Amateur Public Links is open to amateur golfers who are bona fide public course players and hold a USGA Handicap Index not exceeding 8.4. The U.S. Women's Amateur Public Links is open to women golfers who are bona fide public course players and have a USGA Handicap Index not exceeding 18.4.



Bandon Dunes hole No. 5, a 428-yard par-four

Chambers Bay, Harding Park and Sand Creek Station Recognized by *Golfweek*

Golfweek magazine recognized Chambers Bay, Harding Park and Sand Creek Station in its 2008-2009 list of "Best Municipal Golf Courses." Chambers Bay ranked No. 2, Harding Park No. 16 and Sand Creek Station No. 29. This is the second year in a row that all three courses have received this prominent honor.



Chambers Bay hole No. 2, a 404-yard par-four



Harding Park hole No. 18, a 440-yard par-four



Sand Creek Station hole No. 3, a 178-yard par-three

Executive Appointments

Mark Hoelsing has been promoted to senior vice president of operations within the KemperSports executive team. A 10-year veteran of KemperSports, Mark most recently served as vice president of operations with oversight of KemperSports facilities in Texas, California, Oregon and Washington.

After serving as a Naval Flight Officer in the United States Marine Corps for eight years, Mark began his career in the golf industry by holding general manager positions with several high-end clubs in the San Diego area. His career with KemperSports began by serving as general manager of Hidden Valley Golf Club, as well as the opening general manager of Black Gold Golf Club in Yorba Linda, Calif.

After serving as general manager, Mark was promoted to western regional director of operations before more recently serving as vice president of operations.



Keith Hanley has joined KemperSports as vice president of operations. Keith has more than 20 years of experience developing and operating golf facilities in the U.S. and abroad. He most recently served as executive vice president of operations for Eagle Golf, overseeing a portfolio of more than 70 properties. Based in Dallas, Texas, Keith will support and help grow KemperSports' portfolio of managed courses in the south central region.

Steve Argo has been promoted to regional operations director. Steve, who most recently served as general manager at Harding Park in San Francisco, will oversee operations of KemperSports' Northern California portfolio of courses, as well as Heron Lakes Golf Course in Portland, Ore. He will continue to serve as the lead liaison to the PGA TOUR and the City of San Francisco as Harding Park prepares to host The Presidents Cup, Oct. 6-11, 2009.



Ricardo Catarino will assume the role of regional operations director. Ricardo, who most recently served as regional manager for the AllGolf portfolio, will oversee all KemperSports-managed properties in Florida, in addition to the Caparra Country Club in Guaynabo, Puerto Rico. He will continue to oversee the AllGolf portfolio, which includes five properties in Arizona, Colorado, Florida and Ohio.

Brian Gaines has joined KemperSports as eastern regional sales and marketing director. Based in Orlando, Fla., Brian will be supporting the sales and marketing efforts of KemperSports properties in the Eastern U.S. and Caribbean as well as working with the business development and home office marketing teams. Brian joins KemperSports with more than 23 years of sales and marketing experience in the golf industry. Most recently, Brian was president and founder of ClubGains, a sales and marketing consultancy serving the golf industry.



General Managers

Adams Pointe Golf Club

Blue Springs, Mo.

Ross Judy was recently named general manager at Adams Pointe Golf Club. Prior to his acceptance of this position, Ross worked as general manager at Rockwood Golf Course where he led the property to be one of the top 2008 performers.

Forest Hills Golf Club

La Crosse, Wis.

Keith Stoll, a La Crosse native with 18 years of experience as a golf professional, has been assigned to lead the new KemperSports team at Forest Hills as general manager. He most recently served as general manager at the Empire Ranch Golf Course in Carson City, Nev.

The Governors Club

Brentwood, Tenn.

Mark Freemont, a 12-year veteran of KemperSports, has been named general manager of The Governors Club. Most recently, Mark served as general manager at Hawk Pointe Golf Club in Washington, N.J. Prior to Hawk Pointe, he served as general manager at the Buckingham Athletic Club & Hotel in Chicago, lodging manager at Bandon Dunes Golf Resort and in other senior management roles at Royal Melbourne Country Club and Holly Hills Country Club.

Rockwood Golf Course

Independence, Mo.

Josh Alsip has been promoted to general manager of Rockwood Golf Course. Most recently, Josh worked as head golf professional at Ridge Creek Golf Club in Dinuba, Calif., where he played a key role in developing and opening the golf course.

Shoal Creek Golf Club and Hodge Park Golf Course

Kansas City, Mo.

Brett Plymell has accepted the general manager position at Shoal Creek Golf Club and Hodge Park Golf Course. In 2001, Brett started in the industry as head golf professional at Shoal Creek. Before his return to accept this position, he spent the past four years as general manager at Adams Pointe Golf Course.

Golf Professionals

Falcon Ridge Golf Club

Lenexa, Kan.

Billy Daniels has transitioned back to Falcon Ridge as head golf professional after spending the past three years as assistant golf professional at The Glen Club. Billy grew up in the Kansas City area and began his career as a seasonal assistant at Falcon Ridge.

(continued on back page)

Golf Professionals *(continued)*

Falcon Ridge Golf Club

Lenexa, Kan.

Kevin Peterson was recently named assistant golf professional at Falcon Ridge. Though this is Kevin's first position in the golf industry, he has previous experience in hospitality, having worked at the Four Seasons in Jackson Hole, Wyo.

The Golf Club at Harbor Shores

Benton Harbor, Mich.

Ross Smith has been appointed Harbor Shores' first director of golf. With nearly 30 years of experience in the golf industry, Ross is well known in the local community. During his career, he served as the University of Notre Dame's women's golf coach, director of golf at South Bend Country Club and director of golf at The Sagamore Club in Noblesville, Ind.

Ebon Sanders was named assistant golf professional and director of player development at Harbor Shores. Since 2004, he has served as executive director of The First Tee of Benton Harbor, a role that he will continue as Harbor Shores develops its partnership with the organization.

Sales and Marketing

Chalet Hills Golf Club

Cary, Ill.

Alison Vincent was named sales and marketing director at Chalet Hills Golf Club. In her new role, Alison will work with clients to help expand Chalet's offerings and extend its reach in the marketplace. Alison has significant experience in the events industry, including owning her own wedding business, and has been in sales and marketing for 12 years.

Forest Hills Golf Club

La Crosse, Wis.

Current staffers **Josh Larsen** and **Christie Smith** will remain integral members of the Forest Hills family as KemperSports takes over management of the course. Josh will continue to manage the golf shop and all merchandise sales at the course while Christie will continue to grow the banquets and events division as events coordinator.

Other Facility Appointments

Forest Hills Golf Club

La Crosse, Wis.

Roy Janzen has been named course superintendent of Forest Hills. Roy brings a wealth of experience managing turf and maintaining grounds.

Emily Florez has also joined the Forest Hills team as club accountant. She recently moved to LaCrosse from Puyallup, Wash. to be closer to her family and share her experience and knowledge with the KemperSports team.

Home Office

Northbrook, Ill.

Lauren Hurst has joined KemperSports as Home Office receptionist. In addition to her work at KemperSports, Lauren manages her own online vintage clothing sales company called Posh Pig Vintage.



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Special Announcements

Marc Ayers,

Holly Hills' chef, is the proud new father of Celeste Irene, a baby girl born June 3 and weighing 4 lbs., 4 oz.



Robert Birtel,

Plantation Village head golf professional, married Emily Fitzmorris during a beautiful beach ceremony on April 24. The couple celebrated their honeymoon on the spectacular island of Culebra, east of Puerto Rico.



Congratulations to Regional Manager **Ricardo Catarino** and his wife, Joanna, on the birth of their baby boy, Daniel Alejandro. Daniel was born on June 15, weighing 6 lbs., 12 oz. and measuring 18.75 in.



Tony Chieffo of Valencia Country Club and his wife Kim welcomed a new baby girl to their family. Sophia Linh was born on May 14, weighing 6 lbs., 2 oz. and measuring 18 in.



Robert Hertzog of Valencia Country Club and his wife Lisa welcomed Lauren Alexa to their family. Lauren was born on May 8, weighing 8 lb., 6 oz. and measuring 20 in.



Congratulations to **Tami Hess**, Home Office payroll administrator on the birth of her baby boy, Jackson Thomas, on May 27. Jackson weighed 8 lbs., 13 oz. and measured 21 in.



Rob Howells, head golf professional at Goose Creek Golf Club, and his wife Ashley had their first child. Kaylie Pamela was born on May 13. She weighed 6 lbs., 1 oz., and measured 19.5 in.



Timbers at Troy Golf Course Controller **Kim Lonstreth** was married on May 30 to Tom McPheaul. Kim and Tom have been together for more than 11 years.



Congratulations to **Matt Ullrych** of the Home Office accounting team and his wife Lisa on the birth of their son, Henry Adam. Henry was born on March 3, weighing 7 lbs. and measuring 19.5 in.



The Links at Bodega Harbor Sales and Marketing Director **Amanda Vineyard** and husband, Shawn Sheffler, welcomed their third baby, Kyla Jade, on Feb. 17. Kyla was 9 lbs., 6 oz.



The Governors Club Sales and Marketing Director **Jamie Vogt** was married on May 9 to longtime boyfriend Bryan Thompson. The two were married at Governors Club's Pleasant Hill Mansion.

