

INSIDE *the* ROPES®

A KemperSports Publication

Countdown to The Presidents Cup

Q&A with Mike Garvale, KemperSports Agronomist at Harding Park



In part one of a series leading up to The Presidents Cup 2009 at Harding Park Golf Course in San Francisco, KemperSports agronomist Mike Garvale provides insights on behind-the-scenes preparations for this high-profile event.



Mike Garvale

Q: With The Presidents Cup a little more than five months away, what changes are you making to the golf course to prepare for the premier golf event of the year?

A: We have been working with the City of San Francisco to make numerous changes to ensure that the course is PGA TOUR-ready. We have lowered and re-grassed all of the collars surrounding the greens and are constructing a new championship tee for the tournament's 18th hole (Harding No. 9). We are also in the process of over-seeding all of the fairways and roughs to produce a consistent playing surface throughout the golf course.



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

Q: What changes will be made to the golf course to increase course difficulty? How do you prepare the course for higher rough and faster greens?

A: The closer we get to the event, we will gradually start raising the height of cut in the rough to the required three inches. We will also begin double cutting and rolling greens on a regular schedule to establish the proper stimpmeter readings well in advance of tournament week.

Q: How will Harding Park make the course aesthetically ready for a television audience?

A: Aesthetic preparations have already begun. All cut lines will be established on fairways and intermediate roughs. All tees, collars and approaches will be mowed with walking mowers. All bunkers will be prepared by hand, and a comprehensive fertilization program will be followed leading up to the event to assure uniform coverage and playability throughout the golf course.

Q: How has the wet winter weather affected preparations for the tournament?

A: We prepared for the winter by scheduling projects in advance of the rainy season. We were actually quite fortunate to have had a warm fall and an unseasonably warm January. As a result, the roughs and fairways are now springing full of life, and we only see a few areas where we will have to do more seeding. The only major project that has yet to be completed is the new tee on the 9th hole (the 18th hole for the tournament), which is right on schedule.



Greg Norman (left) and Fred Couples hoist The Presidents Cup trophy at Harding Park, where they will captain the International and U.S. teams, respectively, at this year's championship.

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Year's Best and Brightest Shine at 2009 KemperSports Leadership Conference

More than 100 KemperSports leaders from across the U.S. and Puerto Rico gathered at The Glen Club near the company's Northbrook, Ill., headquarters in late February to share ideas, learn from one another and celebrate 2008 accomplishments.

A highlight of the three-day conference was the annual KemperSports Awards Dinner, held at Royal Melbourne Country Club in Long Grove, Ill. Awards for outstanding service were presented by Steve Skinner and Josh Lesnik.

A Story of Strength

During the final presentation of the evening, attendees were touched by the inspiring account of the challenges and successes experienced by staff at **The Wilderness at Lake Jackson**, which won the **2008 Facility of the Year Award**. After dodging most of the destruction caused by Hurricane Gustav in late August, the City of Lake Jackson, Texas, was hit one week later by Hurricane Ike, the third-most destructive storm to ever make U.S. landfall. Millions of south Texas residents were forced to evacuate, including all staff members at The Wilderness. Without electricity or running water, the golf course

closed for 17 days as the staff worked tirelessly to reopen while at the same time coping with tough personal challenges.

"I am truly humbled and excited about winning this award, which really belongs to the entire staff," said The Wilderness at Lake Jackson General Manager Kit Thomson. "We dodged two hurricanes and still increased our rounds by more than 15 percent versus 2007. Our staff, along with the City of Lake Jackson, went above and beyond the call of duty in order to reopen our facility in the shortest timeframe possible following Hurricane Ike."

Highlights from the 2008 Awards Presentation



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- A **Amy Spittle** accepts the **Mady Lesnik Home Office Staffer of the Year Award**
- B **David Schingel** of Hawthorn Woods Country Club (Hawthorn Woods, Ill.) accepts the **Golf Course Superintendent of the Year Award**
- C **Josh Lesnik, Emil Esposito and Steve Skinner** present **John Vest** formerly of Hiddenbrooke Golf Club (Vallejo, Calif.), second from right, with the **Emil Esposito Golf Professional of the Year Award**
- D **Julie Spencer** of Black Gold Golf Club (Yorba Linda, Calif.) accepts the **Salesperson of the Year Award**
- E **Kit Thomson**, general manager of The Wilderness at Lake Jackson (Lake Jackson, Texas) accepts the **Facility of the Year Award** on behalf of the property
- F **Ollie Becker**, third from left, of Hiddenbrooke Golf Club (Vallejo, Calif.) poses with **Jim Seeley**, (third from right) and five previous winners along with the **James R. Seeley General Manager of the Year Award**
- G **Philip Hoy**, executive chef of The Crossings at Carlsbad (Carlsbad, Calif.), accepts the **Hospitality Professional of the Year Award**
- H **Josh Lesnik and Steve Skinner** congratulate **Roberta Olden** of Desert Willow Golf Resort (Palm Desert, Calif.) on winning the **James S. Kemper Jr. Staffer of the Year Award**
- I **Steve Argo**, left, General Manager at Harding Park Golf Course (San Francisco, Calif.) accepts the **Retailer of the Year Award** from **Steve Skinner**



KemperSports

During the conference, a new symbol for KemperSports was unveiled. This new symbol is now part of the company logo.

"We know the symbol means different things to different people. We hope it represents everything that makes you proud to be a part of KemperSports – for now, and into the future. Wear it with pride, because it's truly you – our leaders – that make us a great company."

— Josh Lesnik, President

"To me, this symbol represents our brand promise. Five key company virtues – passion, integrity, service, excellence and innovation – are represented by spokes drawing inward in support of the core of our business, our customers. Together, they form a star representing an organization that seeks to be the best at what it does every day."

— Steve Skinner, CEO

Three Historic Properties Select KemperSports as Management Partner

Valencia Country Club

Valencia, California

KemperSports added another PGA TOUR stop to its portfolio when it was selected by CNL Lifestyle Properties, Inc. to manage Valencia Country Club. The legendary course has hosted numerous PGA TOUR events over the years, including U.S. Open and U.S. Amateur qualifying events and the Nissan Open. The club was also the host of this year's Champions TOUR AT&T Classic, which took place March 9-15.

The Robert Trent Jones Sr.-designed course, which was built in 1965, is nestled in the foothills of the Santa Clarita Valley and was recently ranked by *Golf Digest* as one of the top 25 courses in the state.

"We are thrilled to have KemperSports as a partner at historic Valencia Country Club," said Don Rhodes, director of investments at CNL Lifestyle Properties, Inc. "Valencia Country Club has been an iconic club in the Los Angeles area since 1965 and we look forward to utilizing KemperSports' 30 years of experience to continue that rich tradition."



Chuck Corica Golf Complex

Alameda, California

Chuck Corica Golf Complex, located across the bay from San Francisco, is a local gem that brings quality and affordable golf to Northern California. The facility, owned by the City of Alameda, features a pair of 18-hole courses and the Lucious Bateman Driving Range.

The Earl Fry Golf Course, built in 1929 by William Park Bell, also referred to as the Alameda Golf Course, continues to be a local favorite. Built in 1957, the Jack Clark Golf Course offers a links course experience with sandy waste areas and large rolling greens.

"KemperSports is the right firm to help us preserve, protect and enhance this wonderful community asset and ensure its economic viability," said Debra Kurita, city manager of the City of Alameda.

The facility plays host to the annual Alameda Commuters Golf Tournament, which has been held every year since 1928.



Caparra Country Club

Guaynabo, Puerto Rico

The Board of Directors at Caparra Country Club has selected KemperSports to manage its historic club, located in the upscale San Patricio area of Guaynabo, just 11 miles from Puerto Rico's capital city San Juan. KemperSports was awarded the contract against competition from many local management companies.

Caparra Country Club is KemperSports' second property in Puerto Rico, as it has managed the exclusive Dorado Beach Resort and Club and its four championship golf courses since 2006.

"We believe KemperSports is the right partner to take Caparra Country Club into the future," said President of the Board Joey Short. "The company's expertise in private club management will be a huge asset for the club as we look to provide the best experience possible for our members."



Upcoming Events at KemperSports Properties



May 4-5
Oregon PGA Pro-Am
 Bandon Dunes Golf Resort



May 8
Oregon PGA Senior Pro-Am
 Heron Lakes Golf Club

June 8-14
**Gold Strike Casino Golf Classic/
 NGA Hooters Pro Golf Tour**
 Tunica National Golf and Tennis Club



June 13-16
World Youth Team Challenge
 Bolingbrook Golf Club



June 22
Oregon PGA Pro-Am
 Heron Lakes Golf Club

June 22-27
100th Oregon Amateur Championship
 Bandon Dunes Golf Resort



July 23
New Jersey Public Links Championship
 Heron Glen Golf Course



July 23-26
**American Junior Golf Association
 Midwest Junior Players Championship**
 Hawthorn Woods Country Club



July 27-29
60th Illinois Open Championship
 Hawthorn Woods Country Club

KemperSports Web Site Given New Look

KemperSports.com received an all new look in the form of a complete redesign. The new site offers visitors improved navigation and added functionality. The purpose of the site is to be a repository for expertise within the golf course management industry and to share KemperSports' latest news and business solution capabilities with current and prospective clients. With an updated directory of courses, the site also allows golfers to link to the KemperSports golf course they're looking to play.

"The objective of the new site is to better communicate the KemperSports brand to our current and prospective clients, and it's already proving to be successful," said Vice President of Marketing Geni Burke. "In just a short amount of time, we have seen the new site generate increased page views and facilitate interaction between visitors and the company."



Holly Hills GM J.P. Lunn Receives Prestigious PGA Horton Smith Award

The Middle Atlantic Section of the PGA of America recently honored Holly Hills General Manager J.P. Lunn with its prestigious 2009 Horton Smith Award. J.P., who has been with KemperSports since 1999, received the award during the MAPGA Hall of Fame Banquet on March 14 in Richmond, Va.

"J.P. has been on the section board of directors for more than five years and is currently serving as the North Chapter President," said Dick Johns, executive director of the Middle Atlantic Section of the PGA of America. "He spends tireless hours to coach, mentor and educate his staff so that they better understand the many roles that a true PGA professional should perform every day."

The honor is given annually to the individual demonstrating outstanding service and contributions to developing and improving educational opportunities for fellow PGA professionals. The award was named for PGA World Golf Hall of Fame inductee and 37-year member of the PGA Horton Smith, who served as the association's president from 1952-1954 and devoted much of his time to improving educational programs.



J.P. Lunn (left) receives the 2009 Horton Smith Award from Kevin Taylor, president, Middle Atlantic Section of the PGA of America, at the Jefferson Hotel in Richmond, Va.

FACES and PLACES

Dorado Beach Resort Staffers Honored by PGA Island Chapter

A pair of Dorado Beach Resort and Club staffers were recently honored by the PGA Island Chapter and the Puerto Rico Golf Association.

Robert Birtel, Plantation Club head golf professional, was honored as Teacher of the Year and Junior Promoter of the Year. The Teacher of the Year Award is given annually to the individual demonstrating a high degree of excellence in golf instruction along with overall performance as a PGA professional.

Robert also was honored for his positive impact on teaching and golf instruction, involvement in junior golf activities and innovative contributions to golf instruction.

Plantation Club assistant golf professional George Smith was named PGA Assistant of the Year by the PGA Island Chapter. The award is given annually to recognize distinguished service and a commitment to improving opportunities for other assistants in the PGA Island Chapter.



George Smith (left) and Robert Birtel received their awards at the PGA Island Chapter's annual meeting, which was held at Los Chivales Restaurante in mid-December.

One of Michigan's Best Joins the KemperSports Family

Kalamazoo County State Bank has chosen KemperSports as its partner to manage Angels Crossing Golf Club in Vicksburg, Mich. The golf course, which was recently named to the top five in the 2009 *Golf Digest* list of Michigan's best public-access courses, is the centerpiece of the Angels Crossing residential community.

Built in 2005, the W. Bruce Matthews III-designed course quickly received national acclaim by being listed among America's Best New Courses by *Golf Digest* in its inaugural year. The club, located approximately 20 miles south of Kalamazoo, Mich., offers golfers a challenging par-72, 7,169-yard layout which rises above Barton Lake and Portage Creek, bordering 15 of the course's holes.

"I am excited and optimistic about having KemperSports as a partner to build upon the tradition of excellence at Angels Crossing Golf Club," said Kalamazoo County State Bank CEO Jim MacPhee. "KemperSports has a reputation as one of the premier management firms in the golf course management industry, and we look forward to utilizing the company's expertise for the betterment of the golf course community."



Angels Crossing was ranked among *Golfweek's* Top 10 Courses You Can Play (2007), Top 100 Residential Courses (2008) and was named to the top five in *Golf Digest's* list of Michigan's best public-access courses (2009).

Crab Meadow and Dix Hills Continue KemperSports Partnership

The Town of Huntington, N.Y., has renewed its contract with KemperSports to manage Crab Meadow Golf Course and Dix Hills Golf Course. The pair of public, daily fee courses are located on the north shore of Long Island, N.Y., just 40 minutes from Manhattan.

"Since 2004, KemperSports has been a great partner in helping the town revitalize and enhance operations at both Crab Meadow and Dix Hills," said Huntington Supervisor Frank P. Petrone. "We look forward to a continued productive relationship that further benefits our golfing public."



BESTinCLASS

Butterfield Trail Named Development of the Year by *Golf Inc.* magazine *Ridge Creek Dinuba is Runner-Up*

Two KemperSports properties, Butterfield Trail Golf Club in El Paso, Texas, and Ridge Creek Dinuba Golf Club in Dinuba, Calif., finished first and second, respectively, in *Golf Inc.* magazine's annual Development of the Year competition.

"Both Butterfield Trail and Ridge Creek Dinuba are excellent examples of the types of golf projects we are proud to recognize in our annual Development of the Year awards," said Chase Peckham, *Golf Inc.* associate publisher. "Both courses are well thought-out and well executed to achieve the visions of their developers and provide a superb golf experience for their customers."

According to the story in the publication's Jan./Feb. issue, "KemperSports has carved out a successful niche in the operation of high-end publicly owned golf facilities, including the *Golf Inc.* runner-up course, Ridge Creek Dinuba, as well as other prominent facilities including Chambers Bay, Desert Willow Golf Resort, Black Gold Golf Club, The Crossings at Carlsbad and more."

"We are extremely honored and pleased to have been selected as Development of the Year. It is a true reflection of the hard work of many individuals and of the cooperation and dedication it took to complete this project. This award, along with the other awards that Butterfield Trail Golf Club has received, puts El Paso on the map and lays the foundation for our city to become a destination market."

— Monica Lombrana, director of aviation at El Paso International Airport

This award marks the second consecutive year in which KemperSports properties have been honored as Development of the Year. Chambers Bay in University Place, Wash., and Vellano Country Club in Chino Hills, Calif., were winners in the daily fee and private club categories, respectively, in 2007.

Bodega Harbour, which recently completed a \$1.2 million renovation project, was a finalist in the publication's Renovation of the Year contest.

Golf World Top 100 Shops: *Bandon Dunes Honored for Eighth Year, Chambers Bay Receives First Mention*

Once again, the golf shop at Bandon Dunes Golf Resort has been honored by *Golf World Business* in its list of Top 100 Golf Shops, which appears in the Feb. 2 issue of *Golf World*. This marks the eighth consecutive year that Bandon Dunes has been honored as one of the top resort golf shops.

The golf shop at Chambers Bay, which opened in 2007, was recognized for the first time in 2009 and was listed in the top public golf shop category.

Congratulations to the teams at each property who helped earn this Best in Class achievement.



Butterfield Trail hole No. 1, a 433-yard par four



Ridge Creek Dinuba hole No. 15, a 648-yard par five



Bandon Dunes Golf Resort



Chambers Bay

Sports Marketing Veteran to Lead KemperSports Marketing and Communications

Earlier this year, KemperSports CEO Steve Skinner announced the hiring of Tom Valdiserri as senior vice president overseeing the sports marketing, events and public relations agency. In his role, Tom will oversee day-to-day operations of the agency as well as new business development within sports marketing and event management for the company.

A graduate of Notre Dame University, Tom brings more than 25 years of sports marketing experience with him to his post, including serving as Commissioner of the Continental Basketball Association from 1994 to 1996 and running his own sports marketing agency, Sports Partners, from 1996 to 2001.

“Managing my own agency has definitely prepared me to accomplish my goals here at KemperSports,” Tom said. “By better knowing our clients’ objectives, we are able to consult on their marketing needs and activate their programs to achieve desired results.”



Tom Valdiserri

Hank Hickox Appointed Oregon Tourism Commissioner

KemperSports Vice President and Bandon Dunes Golf Resort General Manager Hank Hickox was recently appointed by the Governor of Oregon as a commissioner on the Oregon Tourism Commission. In this role, Hank will be part of a team that helps enhance the quality of life in Oregon by strengthening the economic impact of tourism throughout the state.

Hank is a native Oregonian who has served the state in similar positions throughout his career in and around the tourism industry. He was formerly a member of the Board of Trustees of the Crater Lake (Ore.) National Park Trust. His current term as Oregon Commissioner of Tourism extends through 2010 and includes oversight responsibilities for the southern half of the state. Hank has been with KemperSports for more than eight years.

“Hank Hickox’ experience will add drive to the intensive state effort to help tourism grow and thrive, which is good for all sectors of Oregon’s economy. When we promote Oregon, we do more than invite people to visit our many beautiful tourist attractions – we bring them face to face with Oregon’s people, our towns and cities, and our vibrant business scene,” said Oregon Governor Ted Kulongoski.



Hank Hickox

General Managers

Black Gold Golf Club

Yorba Linda, California

Scott Heyn was recently named general manager of Black Gold Golf Club. Scott returns to Black Gold after having served as the club’s director of golf from 2006 to 2008.



Caparra Country Club

Guaynabo, Puerto Rico

Raymond Bonafont has taken over general manager duties at Caparra Country Club. Raymond has nearly two decades of experience in the hospitality industry, including 14 years at Dorado Beach Resort and Club, another KemperSports-managed property in Puerto Rico. He most recently served as a food and beverage director at the four-star Wyndam Rio Mar Beach Resort in Rio Grande, Puerto Rico.



Chuck Corica Golf Complex

Alameda, California

John Vest has taken over duties as general manager at Chuck Corica Golf Complex. A 20-year industry veteran, he most recently served as director of golf at Hiddenbrooke Golf Club in Vallejo, Calif., and as interim general manager at Heron Lakes in Portland, Ore. John has been a Class A member of the PGA since 2001 and currently resides in Oakland, Calif.



Heron Glen Golf Club

Ringoes, New Jersey

Tim Ward was recently named general manager of Heron Glen Golf Course. Tim has been a member of the Heron Glen team since its opening in 2002, serving most recently as assistant golf professional.



Whiskey Creek Golf Club

Ijamsville, Maryland

Ted Goodenow has assumed responsibilities as general manager of Whiskey Creek Golf Club. Ted has been with KemperSports for seven years, most recently serving as director of membership sales at Holly Hills Country Club. Ted has earned multiple sales awards from KemperSports including Salesperson of the Year and Membership Director of the Year.



Sales and Marketing

Black Gold Golf Club

Yorba Linda, California

Brittany Kelly has transitioned from director of catering sales at Desert Willow Golf Resort in Palm Desert, Calif., to director of sales and marketing at Black Gold Golf Club. Brittany also served as director of sales and marketing at Sand Creek Station in Newton, Kan.



Head Golf Professional

Shoal Creek Golf Course

Kansas City, Missouri

David Brouillette was recently named head golf professional at Shoal Creek Golf Course. David has been with KemperSports since 2003 and has been a part of the teams at Falcon Ridge, The Wilderness at Fortune Bay and others.



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The Crossings at Carlsbad

Carlsbad, California

Rory Taylor has recently joined the KemperSports team and is taking over duties as sales and marketing director at The Crossings at Carlsbad. Rory joins the southern California property from The Links at Sleepy Ridge in Orem, Utah, where he was sales and marketing director for two years.



Home Office

Northbrook, Illinois

Cybil Rose has joined the KemperLesnik agency team as account supervisor responsible for overseeing accounts such as Aon Corporation and Forsythe Technology. Cybil has more than 10 years of experience as a public information officer, television news producer, assignment editor and communications manager, most recently working in communications for the State of Illinois Department of Central Management Services.



Heron Lakes Golf Club

Portland, Oregon

Ross Liggett was named sales and marketing director at Heron Lakes Golf Club. In his new role, Ross will be responsible for steering the club's sales and marketing initiatives. An industry veteran for 10 years, he most recently oversaw operations at Stratton Mountain Resort in Stratton Mountain, Vt.



Peter Kim has joined the KemperLesnik team as assistant account executive. Peter will assist with Aon Corporation and Forsythe Technology accounts. He joins the agency after completing an internship with Chicago-based public relations firm, Edelman. Peter is a 2006 graduate of Purdue University with a degree in public relations and advertising.



Special Announcements

Congratulations to Monarch Dunes Sales and Marketing Director Krystal Bough who married longtime boyfriend Marcus Ruddy on Oct. 4, 2008.



Rockwood Golf Club Superintendent Daniel Kaleikua and his wife welcomed son Noa Michael on Dec. 3, 2008. Noa weighed 7 lbs., 8 oz. and measured 20.5 in. long.



Chambers Bay Irrigation Supervisor Ruben Cortez and his wife Kendra welcomed daughter Hateyah Cortez on Feb. 9. Hateyah weighed 7 lbs., 4 oz.



Sand Creek Station

Newton, Kansas

Rebecca Witte was recently named sales and marketing director at Sand Creek Station. A Kansas State University alum, Rebecca most recently worked as the marketing director for a six-location agricultural equipment company in western Kansas.



Chambers Bay Assistant Superintendent John Ellis and his wife Elizabeth welcomed son Carter John Ellis on Feb. 10. Carter weighed 8 lbs., 5 oz.



DID YOU KNOW?

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