

DESERT MOUNTAIN

CELEBRATES ITS 25TH ANNIVERSARY IN A **BIG WAY**



Bob Jones, COO, Desert Mountain; Jack Nicklaus; Paul Wutz, President, Desert Mountain Board of Directors; and Michael Stevens, President, Champions Tour.

Cochise Course

The top 30 players on the Champions Tour will compete this October on the Cochise Course in the season-ending, Grand Finale of the Charles Schwab Cup Championship.

SCOTTSDALE, ARIZONA: During Jack Nicklaus's first visit to Desert Mountain to lay out what would eventually be six of his signature designs, saguaro and ocotillo cacti outnumbered permanent residents living in the North Scottsdale/Carefree area.

"When I set foot on the property 25 years ago, I got lost on the miles of dirt trails. Today, it is easy for me to get lost among all the completely built neighborhoods," teased Nicklaus. "It is phenomenal to see what has happened in the community. I remember coming to take a look at the most northern part of the property where my Chiricahua Course now winds through majestic rock formations," said Nicklaus in astonishment. "It's a proud moment for me to see how the community has developed. The care and concern for the environment by the Desert Mountain membership is noteworthy. I know my courses are in good hands."

Each one of Desert Mountain's six Jack Nicklaus signature golf courses is complimented by award-winning

clubhouses offering different dining experiences. Members can choose from Mediterranean Italian cuisine, an all-natural beef steakhouse, casual Southwest comfort food and fish, and American breakfast and lunch specials.

The community's Sonoran Fitness Center and Spa facility offers a full array of exercise options and spa treatments. The club's tennis complex, nicknamed "Wimbledon of the West," features nine courts with three playing surfaces: grass, hard composition and clay. Families with children of all ages enjoy resort-style pools; volleyball and basketball courts; hiking and biking trails; the high-tech Golf Performance Center; and a variety of activities, classes, and events.

"WHAT A GREAT THING FOR OUR MEMBERSHIP"

"Desert Mountain has sold more real estate in dollar terms than any other community in America," stated Bob Jones, COO at Desert Mountain. "Last year, the club was turned over to the members from the develop-



"IF YOU LOVE GOLF, DESERT MOUNTAIN IS A PHENOMENAL PLACE TO BE. EACH COURSE HAS A DIFFERENT LEVEL OF DIFFICULTY. WITH THE VARIETY OF PLAY, YOU WILL NOT GET BORED HERE. THERE HAS BEEN A LONG TRADITION OF TOURNAMENT GOLF AT THE COMMUNITY. IT IS NICE TO SEE CHAMPIONSHIP GOLF RETURNING TO DESERT MOUNTAIN THIS FALL." – TOM LEHMAN

COURTESY GARY KELLNER/DIMPLED ROCK © 2012



Cochise, host for this year's Charles Schwab Cup Championship and a tour player favorite, was the site of The Tradition, the first major event on the Senior PGA TOUR (1988-2001) now called Champions Tour. Jack Nicklaus considers this course one of the most picturesque in the world.

"DESERT MOUNTAIN IS ABSOLUTELY THE MOST AMAZING FACILITY IN THE WORLD. I AM PRIVILEGED TO BE A PART OF ITS HISTORY." – JACK NICKLAUS

"OUR MEMBERSHIP IS THRILLED TO HAVE THE GOLDEN BEAR BACK ON THE PROWL AT OUR COMMUNITY." – BOB JONES, CHIEF OPERATING OFFICER, DESERT MOUNTAIN

er. With such a large community, it was a time consuming, complex transaction. Our Board's dedication to the process was critical to the successful transition.

"We thought what better way to celebrate our 25th anniversary—and lay the foundation for our next 25 years—than by partnering with the Champions Tour with a season-ending tournament. It will be our moment in the spotlight to show the world that Desert Mountain is one of the most successful communities ever built," said Jones.

Professional golf has a long history at the community. Jack Nicklaus made his Seniors Tour debut at The Tradition in 1988 at Desert Mountain. In 2003, the Seniors Tour was renamed Champions Tour.

"I was playing awful," winced Nicklaus. "I was walking up the 18th fairway on the Cochise Course during the first round and I asked my good friend, Jim Flick, what he saw. He replied, 'I don't see Jack Nicklaus.' After the round, I headed straight to the range and worked with Jim. Magic happened and I won the tournament," beamed Nicklaus.

"Bringing the Charles Schwab Cup Championship to

Desert Mountain is a good fit," continued Nicklaus. "It complements all the good things that have happened in the northeast part of the Valley of the Sun."

TRUE TEST OF CHAMPIONSHIP GOLF

"With six outstanding courses to choose from, we had our work cut out for us," explained Nicklaus. "We decided to utilize the Cochise Course. Although it is not the most difficult course at Desert Mountain, it is the sportiest and shows well on television."

"As an added bonus, it is a great course to follow the action in person," said Jordan Uppleger, Manager of Tournament Operations for the Charles Schwab Cup Championship. "Since the 7th and 15th holes share a common green, you can sit tight and watch players on both the front and back nines.

"Desert Mountain has a powerful, dedicated membership," continued Uppleger. "I think, with their help, this year's championship will be our best ever." ■

For more information on Desert Mountain, please visit DesertMountain.com.