



**“STONE EAGLE** was built in a bowl of boulders and rock outcroppings. The stark contrast of a rough and tumble hillside against our manicured fairways is dazzling. When you crest the knoll from the 16th green to the 17th tee box, the whole valley is in front of you.”

– RICK DOWNES,  
HEAD GOLF PROFESSIONAL



## REMOVED FROM THE ORDINARY STONE EAGLE GOLF CLUB

*Its innovative membership plan may be the new road map for the private golf club industry.*

PALM DESERT, CALIFORNIA: For the first time in seven years, the private golf club industry is on track for a net increase in the total number of members at America’s approximately 3,500 private golf clubs. It has been a long time coming.

Since 2007, hundreds of private clubs have shuttered and there are 100,000 fewer private club members (there are about 1.4 million private club members today).

“Golf aficionados are still attracted to a private golf club lifestyle,” said Justin Amelung, director of membership at Stone Eagle Golf Club. “But, they are more aware of value received and wary of making a large, long term

investment. One of the most common questions membership directors are asked is ‘what is my long term commitment?’”

Stone Eagle is a private golf club featuring a Tom Doak designed course built into a hillside cleft within the Santa Rosa and San Jacinto Mountains National Monument. The club has earned the prestigious award in *Golf Digest’s* “best top ten new private courses in 2006.”

### NEW CONCEPT IN PRIVATE CLUB MEMBERSHIP

Stone Eagle has structured its membership program similar to an exclusive, private club from 50 years ago.

**“THE BACKGROUND OF THE MOUNTAIN** IS SPECTACULAR AND UNLIKE ANYTHING I’VE EVER WORKED WITH BEFORE. THE OTHER ATTRACTION IS THE ABSENCE OF HOUSING. ONCE YOU GET TO THE FIRST TEE, THERE’S NOTHING TO DISTRACT YOU FROM THE GOLF.” – TOM DOAK



“I USE TO SAY, IF I ONLY HAD ONE COURSE TO PLAY FOR THE REST OF MY LIFE, IT WOULD BE CYPRESS POINT. NOW I MENTION STONE EAGLE TOO.” – AL GEIBERGER



“I WAS ON PROPERTY DURING THE SHAPING STAGE. WHEN I SAW IT COMPLETED, I WAS SPEECHLESS.” – PETER JACOBSEN

“PHENOMENAL. EXACTLY WHAT THE DESERT NEEDS.” – FRED COUPLES



“Our membership pricing is open and transparent with no initiation fee,” detailed Amelung. “Our current annual dues are \$16,750. We charge no cart fees, no monthly dues and there isn’t a food and beverage minimum spend. Our pricing is compelling and provides peace of mind.”

Last year, Stone Eagle added an impressive 70 new members. “Our retention rate validates the experience at Stone Eagle. Ninety-two percent of our members renew each year,” boasted Amelung.

### SAVORING THE VIEW

“I have always admired Tom Doak’s design philosophy,” expressed Nick Coussoulis, CEO of Stone Eagle. “He always leaves the land in better shape than he found it. After you play our course, you will understand how golf

and nature have created the ‘most perfect marriage’ at Stone Eagle.

“At first glance, our course appears tight,” revealed Coussoulis. “Once you reach the fairway, you realize how holes open up. I think Stone Eagle has more grassed area than most golf courses in the desert. And make sure to take a moment to savor the view from our 17th tee box. Perched on the course’s highest point, you feel as if the whole world opened up in front of you.” ■

*For more information, please visit StoneEagleClub.com.*

*For membership information, you may contact Justin Amelung at JAmelung@StoneEagleGolf.com, or please phone (760) 250-1723.*