

THE MOST THRILLING COURSE IN THE DESERT
JUST KEEPS GETTING BETTER

STONE EAGLE

*Named "Best New Private Course" in 2006 by Golf Digest,
the private club features a Tom Doak design built into a
hillside cleft within the San Jacinto National Monument.*

PALM DESERT, CALIFORNIA: Stone Eagle Golf Club is on track to hit its membership cap by the end of this year. "I attribute our success to executing two important points," said Rob Blackburn, general manager. "First, we have maintained our promise to offer a pure golf experience with a no tee time policy and second, our industry leading membership program offers a risk-free plan with no initiation fee."

Each fall, existing members have an opportunity to renew their membership for another year. Annual dues are \$18,000.

"With no initiation fee, our membership program provides the flexibility to suit your lifestyle and places the onus on us to deliver. If we don't, we risk losing you as a member. Our annual renewal rate validates we are doing our job," said Blackburn.

A MULTIMILLION-DOLLAR INVESTMENT

This summer, construction begins on Stone Eagle Golf Club's new restaurant—The Aerie. "Instead of steering our investment into a clubhouse that may be underutilized, a decision was made to build a dining establishment to enhance our members' experience through maximizing unmatched views of the Low Desert," continued Blackburn. "Staying true to the concept of a pure golf club, our focus remains to provide both a world-class golf experience accompanied by an equally matched dining experience. We already have the golf course, now it's time for The Aerie!"

"OUR MEMBERSHIP PROGRAM IS TRANSPARENT AND STRAIGHTFORWARD. YOU PAY DUES ON A YEARLY BASIS WITH NO LONG TERM COMMITMENT. THIS GIVES YOU PEACE OF MIND AND ALLOWS GREATER FLEXIBILITY. YOU ARE A MEMBER HERE BECAUSE YOU *WANT TO BE*, NOT BECAUSE YOU ARE *FORCED TO BE*.

THERE IS NO REAL ESTATE PURCHASE REQUIRED, NO INITIATION FEE, NO MONTHLY DUES, NO ASSESSMENTS, AND NO FOOD AND BEVERAGE MINIMUM." – ROB BLACKBURN, GENERAL MANAGER

"After an extensive search, Guy Dreier was selected to design our important addition. He understood what we wanted and is well known in California for his modern hillside designs," stated Blackburn.

"The restaurant sits in a saddle of the Santa Rosa Mountains, making it what I consider to be irreplaceable real estate," said Guy Dreier. "Our blueprint is utilizing the best of green architecture and its design will be open and flexible. A wall of windows will retract into surrounding basalt rock walls. The roof will be The Aerie's design focal point. Built in two sections, it will look like it is floating over the restaurant."

A GOLF DREAM REALIZED

As you climb from Stone Eagle's practice facility to the first tee, the course with wide, rumbled fairways and undulating greens opens in front of you.

"The best course designs are organic, evolving from the subtleties of the ground they inhabit," detailed Tom Doak, golf course architect.

"Stone Eagle is set right up against the red-hued mountains. When we started construction, walking the course required hopping from boulder to boulder," said Doak. "After the heavy lifting was complete, the course favors a slight tilt toward the valley below.

"Your tee shot ball flight, on the first two holes, profiles against jagged rock outcroppings. It's a beautiful effect that I've never seen anywhere else." ■

For more information, visit StoneEagleClub.com.

For membership information, please contact the membership director at StoneEagle@StoneEagleGolf.com, or you may phone (760) 773-6165.

"MY IDEAS ON GOLF COURSE DESIGN ARE SHAPED ON HAVING SEEN NEARLY EVERY GREAT COURSE IN THE WORLD—MORE THAN 1,000 IN ALL."
– TOM DOAK, COURSE ARCHITECT OF STONE EAGLE AND FOUR OF *GOLF MAGAZINE'S* "TOP 100 GOLF COURSES IN THE WORLD"



Artist rendering of The Aerie Restaurant

"THE AERIE RESTAURANT WILL BE THE HOTTEST TICKET IN TOWN. IT WILL MAKE A STATEMENT AND ENHANCE THE MEMBER EXPERIENCE AT STONE EAGLE." – GUY DREIER, FOUNDER OF GUY DREIER DESIGNS